

Monetize — ASO, Marketing & Monetisasi

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1_introduction

1. Mobile app marketing and ASO course welcome and what to expect

In this course, you'll learn how to get a million downloads for your app and beyond by using the most effective app marketing strategies that professionals use.

You'll combine that with the most effective monetization strategies that also professionals use to make your apps a success.

I know how to do that because I've done it for my own apps.

My name is Alex Genadinik, and I'm a mobile app developer and a mobile app marketer, and I got millions of downloads from my apps.

And since then I wrote a best selling book on app marketing, which is now used in a number of high schools and universities around the country.

So in this course, I'm going to show you exactly how to do the same thing for your own business.

The first thing we're going to talk about is Aso.

This is the most effective marketing strategy for most apps.

Aso stands for App Store Optimization.

This is the process of getting your app to come up with the most common searches.

For example, if you have a social media app, wouldn't it be great if you came up for the keyword social media as one of the first or the first apps?

This is exactly what I did for my apps.

My apps were business apps, and for a long time on Android I was.

For years I was number one or around number one for the terms like business or business ideas, and they got most of my downloads that way.

But I'll show you how to get way more downloads by getting the people who get your app to share your app.

Because if one person who downloads it shares it to ten or 20 or 30 of their friends, imagine the virality.

If you can maximize the sharing, it will be a blooming snowball effect.

I'll also show you how to get publicity for your mobile app, so you can get published in a number of big publications, podcasts, radio shows.

I did that for myself and I'll show you how to do it for you.

I'll also show you the most effective ways to monetize apps.

So it actually turns into a viable, great and growing business.

And I'm going to show you how to run ads for apps and much more.

So if you're new to the app world, if you're a new app entrepreneur or you're struggling, maybe you've already launched an app, but it's struggling to get downloads or you're struggling with monetization.

It's just not gelling.

Or you're in the planning phase, which actually is the ideal time to get this course, because then you'll be ready for all the ins and outs that are going to come soon.

Then this is exactly the right course for you.

So invest in your future.

Enroll today and let's begin!

2. How to make sure you have a great course-taking experience

In this video, I want to tell you about a few options that will make your Udemy course taking experience much, much better.

I host monthly office hours with students over zoom, where you can meet me and ask me any questions you have.

Live in person.

It's free and it's something special I do for students because I really like meeting students and you get a much better experience than just a course.

The office hours are once a month and I host them on a different day at a different time.

So people in different time zones and different schedules can join the schedule for the next office.

Hours is always posted on my website [problemking comm slash office hours dkfp](#).

And if that's a lot to remember, I'll have the link to that page in the resources of this video, so you can always click it and see when the next office hours are.

You're very, very welcome and encouraged to join and I look forward to meeting you there.

Now.

Also, if it seems that I talk too fast or too slowly, you can adjust the Udemy video player speed to suit your needs.

Find it in the video player under this number, you click [here](#).

Slow it down or speed it up to suit your needs.

Another issue that some students have is that every once in a while, there's a glitch.

On Udemy, where the video doesn't play.

The way to fix this is try the same video on different browsers.

If that doesn't help.

Try it on different devices.

If that doesn't help, usually after a little bit of time the issue just resolves itself.

But rest assured, the videos are fine.

And if you get no audio every rare once in a while people misclick the audio here, especially on a mobile, it's very easy to tap that and turn it off, so make sure that the audio is just on.

Also, if there's ever anything confusing in the course or something that you wish is covered isn't covered, please let me know by clicking on the Q&A tab and asking a new question.

By clicking this Ask a New Question tab.

I see an answer.

All of these, and I truly am here to help you and make sure you have the best course taking experience.

And lastly, you can turn captions on or off.

They're auto generated, so there may be errors.

And if you want something beyond captions like the transcript, you can actually click the transcript.

And you see you get the whole entire transcript of the video here.

And lastly, if you need the course certificate on the top right, there is a link to your progress.

When you have 100% completion rate, you will automatically get a certificate by email.

If you don't get your certificate, then within 24 hours please contact Udemy Support which is support at [udemy.com](https://www.udemy.com).

But just make sure these are all completed and you can actually go through these and scroll and see which ones don't have a check mark.

Then make sure that you complete those, because every once in a while I add videos to the course.

So these are some of the most helpful features of Udemy.

So with that enjoy the course.

3. How to get more downloads by using the course, and network with students

In addition to education, I'm always looking for more ways to help students.

And one such way is to turn this from just a course to an interactive and welcoming community of like minded students to help support you in your learning.

And of course, I love hearing from students too, and I love hearing student stories.

And of course, I want to hear your story and I want to hear what brought you to this course and what you're looking to get out of the course.

So join the welcoming community of students in this course.

And you can simply do that by introducing yourself in the Q&A.

I'll show you how to do that in a second and all you'll do is just write a little about what you're looking forward to learning the most from this course.

And you might meet other like minded students who are going through the same challenges as you.

And of course, if I see that many people are looking forward to learning the same thing, I might actually add more of that content to the course and actually make the course better for you.

So now let me quickly show you how to introduce yourself and interact.

Under this lecture.

There is a Q&A tab and all you'll do is click that and you'll see all the other posts made by other students.

Definitely look through that comment and interact on other students post And of course for you ask a new question, your own question and choose course content.

And right here you might say something like introducing myself.

And here in the details, I want to give you a chance to promote your app.

So if you're welcome to introduce yourself, share your name, share what you're looking forward to learning, and post a link to your app, which is going to be another way you can promote your app.

Hopefully other students see it, download it and use your app and even if your app isn't live yet, whenever it is live, you can always come back to this lecture and post the link to your app to help you get a little bit more promotion.

And of course I look forward to learning about what you're working on as well.

I love hearing from students.

So I look forward to hearing from you.

4. WORKSHEET: Fill this out with strategies as you go through the course

2_aso-app-store-optimization

1. ASO introduction with keyword basics

With this video, I want to begin introducing ASO. ASO stands for App Store Optimization, and that is exactly how most apps get most of their downloads.

So it's extremely important.

This video will be a theoretical overview. And in the next videos I'm actually going to show you how to do it hands on A-to-Z.

So you will get a hands on practical approach.

But now we have to understand the theory.

I split up ASO into three main components that you should do, mostly before you actually launch your app.

That's the ideal time to do it. But you can do it anytime after.

The first component is your keyword research.

Which keywords is your app going to rank for?

For example, for my app, it's business. For a health app,

It's keywords like health and fitness. And we'll talk more about all that shortly.

So that's the first part: identifying your most important keywords.

The second part is actually placing those keywords on your app listing, and that's a little different from Android and iOS.

And we'll go over the differences in both in upcoming videos.

And then once you've done part one and part two, and you have your keywords, and you've used them on your

App Store listing, the third part is the hardest part. And that's something you do during your launch and after. And that's ranking higher and higher for your keywords until you're number one.

And the reason ASO is so great is that search based traffic is the best traffic because people are already looking for what you have.

You don't have to convince them of anything.

And also, once you rank, you can continuously keep ranking.

I mean, I have had apps that still rank well since 2012 and they just continued to bring me downloads without me doing any promotion or running ads or spending any effort or time into it.

So ASO is really fantastic and it can bring hundreds and hundreds and thousands...I've gotten over, I think over 2 million downloads from a by now, just from ASO alone.

So it can be a fantastic source of downloads.

A few common errors that most app marketers make is they overemphasize social media, Facebook, Twitter,

Instagram.

Sure, those are great, but they'll get you only a trickle of downloads and you have to constantly work at them, constantly working them.

So they actually take a lot of your time and not that much reward for the amount of time you're spending.

So they're great, but they're like secondary priority. ASO should be first priority.

And also a lot of people ask about ads.

The problem with ads is that even though you can get a lot of downloads, usually your revenue per download

is less than you spend to get the download, so you end up running ads at a loss.

And that's exactly why the ASO strategy is so powerful. Because these typically fall a little flat.

Now I also want to explain a little bit of a difference between SEO and Google like search engine optimization

in Google versus ASO.

So a website can have a thousand or more pages. Like a blog can have many posts, and each of those pages can target unique, different keywords.

The problem is that apps only get one listing.

You only get one Android listing and you only get one iOS listing.

So you have with that listing a limited number of keywords you can target.

So we're going to be going over how to make sure you target exactly the right ones and how to balance what's called short-tail and long-tail keywords.

And I'm going to show you how to use different variations correctly in the coming videos.

In this video, I want to give you one example to illustrate the difference between short and long tail keywords.

So a short tail keyword would be essentially a short keyword that's extremely competitive.

So in the business niche, that would be "business," in games that would be "games." And every business app

would like to rank for...

This keyword. It's really hard. But at the same time it can get you a lot of downloads.

So if your app is new, you might want to look for additional keywords or "business plan."

Now that's a little bit of a longer keyword.

It's less competitive.

It's still pretty competitive, but it's less competitive.

And so if your app is new and you're still having a hard time ranking for that, then you can go even more niche like "restaurant business plan."

Now that's probably not very competitive.

There's probably only a handful of apps that focus on this, and you can rank relatively quickly.

Now, you're not going to get many downloads, but at least you're going to be able to get some downloads.

You might just get lost if you immediately start ranking for words like business and business plan, and we'll be going over how to ideally mix and match all of them, long tail ones and short tale ones.

I've done that successfully for my app and I'm going to show you how to do it for your app later on... in coming...

Videos.

So additional variations of this can be "restaurant business plan" and a "marketing plan" and "fundraising."

All those keywords, they kind of are seldomly searched.

Not often, but every once in a while.

And so as long as you get that big variety of keywords, you can also get additional downloads from the many permutations of them as people are searching.

So that's the example of long tail versus short tail keywords.

So now that you understand the basics of ASO, let's start diving deeper into it.

2. Practical keyword research example

3. WORKSHEET AND EXAMPLE: Runner game keyword research

In this video, I'm going to give you a worksheet and an exercise and an example for keyword research for a runner game.

It's a very popular genre of apps.

Your goal is to identify the most keywords, because the more keywords you identify, the more potential traffic you're going to get.

You're going to be able to rank for more keywords, and with more ranking for more keywords, there's more traffic.

Are you going to try to rank for all of them? Probably not all of them.

But in this exercise, we're just collecting the greatest potential of keywords so that we have the greatest choice so that we set ourselves up for success.

Now, the way to follow me here is you see on row two, I have categories, geography, problems people have, solutions, and I'll have a lot of categories here that we'll go through.

Some things are not related, but for a game, there's no geography keywords, but there are keywords for problems people have.

They might be bored. They might need a quick five-minute game. They might need a break. They might need a 10-minute game.

Now, there's solutions, and for you, the exercise is in every column, I'm giving you a head start.

Your exercise is to finish, or if your app is not exactly this, your exercise is to just copy over the column names and find the keywords that are relevant for you.

So just work from this example and just do what's relevant for you.

Anyway, let's keep going.

So solutions people have are common sources of keywords, fun, entertaining, thrilling, nice graphics. Those are things people want.

Also, the essence of the app is really important because that's what people really want.

If you have a runner game and they are searching for a runner game, that's going to be a fantastic lead because that's what they want.

So those are some important keywords.

Now, for example, if your graphics are about animals, animals are keywords.

If you're pandas, put the panda keyword because people want that.

So the keywords that describe the essence of your app, what it really is, are really important because they're going to be some of the most highly converting traffic.

And of course, there are some that are single-player, multiplayer, arcade, adventure, whatever.

Sometimes your customers will refer to things differently than you will.

Maybe they'll call it a run game, maybe easy game, quick game.

Some people might even say brainless game, like you would never think of your game that way, but some people will say that.

Sometimes when you talk to your customers, that's a really good source of keywords because you'll notice, you'll listen to them.

They're not going to know that you're listening for the keywords, but in a customer conversation,

you can pick out, like people say,

I just want a game where I don't have to think.

I'm tired at night.

I just want a game where I don't have to think.

Oh, don't have to think.

People want that.

People will also tell you, oh, people want games that are easy to start or there's no in-app purchase.

And you kind of put it in the back of your mind and you write it down somewhere and add it to your list of keywords.

The next source of keywords are specific tools.

And most people, most first-time app marketers, all they think of are the tools.

They're like, oh, I'm just going to use SEMrush or SensorTower.

Those are the common ones for keywords.

But notice how I'm giving you a lot of outside the box ways to get keywords.

The tools are just one source of keywords.

See how my approach is very, very holistic here.

And so the tools will give you additional ideas.

You write down the ideas here.

I just wrote down the tools so that you can go on your own and do the research.

There are competitor keywords.

To get this column, competitor keywords, I literally went to another app listing and I saw what keywords they're using. I'll show you.

Here is a popular Subway Surfers game.

And look, boom, right away, so easy. You see that? Dash, dodge.

You can even take more of their keywords and you can browse more similar apps and just get keywords that they're using.

You don't have to use those keywords, but these are just for keyword ideas.

The next source of keywords are autocomplete and related searches.

I'll show you how to get those.

For autocomplete, like you just, you know, running games.

And it will show running tracker.

Well, that's not what you want.

But let's say we want running games.

And they show, oh, free for kids, you see.

So they give you a lot of ideas that we might not necessarily have had.

And they give you different kinds of searches.

If this is not enough, you go to Google.

And you see, this is Google.

And I searched for runner game app.

And look at the bottom.

They give additional ideas.

And so I got this keyword endless right there.

I put that keyword here. Endless. Uh-huh.

Sometimes people search for abbreviations like city name.

Sometimes San Francisco is SF or California state is Cali.

So you don't have to have this for games.

And sometimes customers qualify themselves for kids, for women, for adults, for young kids, for older kids, for teenagers.

And then, of course, you want to go to thesaurus.com.

And all of the keywords you found here, run them through a thesaurus.

And see if the thesaurus gives you additional keywords.

For example, probably in this particular case, jogging is not a good keyword.

It's not a good synonym.

But it's a synonym nonetheless.

But in case some large portion of people are searching for jogging and you didn't have that in your app, you'd be missing out on all those people who are searching for that.

In this case, I don't think many people are.

But just in case they would, right away, you'd get ideas for additional keywords. You never know.

Some of these keywords might have good search demand.

And you'd be immediately giving yourself higher potential.

So please, for your app, use this worksheet.

Use this sort of similar style.

And collect a large number of your own keywords.

Then in the future, we're going to use these keywords for creating your app listing, for many, many things.

So this is going to be extremely useful.

So this is really setting you up for success.

4. How to make your app strong and competitive in app store search results

In this video.

Let's talk about the app store ranking and the quality signals it collects about your app that it uses to figure out which app is going to be number one and which app is going to be 1000.

Obviously, you want to be number one or close to that.

So these are the most important things.

The first thing is the number and acceleration of total and good reviews and downloads.

It means your total reviews and downloads matter.

Those are very strong ranking factors.

The numbers of reviews you have and the numbers of downloads.

But if you're way behind some big competitor apps, don't worry about it because the acceleration also matters.

If you start getting more and more and more and more downloads and reviews, you're going to start catching

up to your competitors.

It's not just the total, it's how fast you're getting them right now.

But the point here is that good reviews and the numbers of downloads you get are incredibly helpful to ranking.

So you always want to be promoting as much as possible to get extra extra reviews and extra extra downloads.

Also, the engagement inside your app, meaning total sessions per user, meaning the more people like it, the more they'll open it and average session length again, the more useful the app is.

Usually the app sessions are going to be longer on average and of course you want to minimize your uninstall

rate, which means for you that you have to simplify and shorten your onboarding process to give the users value as soon as possible.

And keep in mind that most of the engagement and your uninstall rates have to do not with external marketing,

but precisely with how your app is built.

So half of your a-so, half of your marketing is actually in how you design the app.

That's an important point.

And another important point is that all this information, your engagement total sessions, it's not in a vacuum.

Like I can't tell you.

You should make sure to get a one minute average session time because it doesn't work like that because the App Store compares you to your competitors.

And I don't know what your competitors are.

Different niches have different session lengths, different niches have different engagement.

And of course, you don't know what the engagement levels are of your competitive apps.

What does that mean for you?

You always want to strive to have higher and higher engagement, lower and lower uninstall rates and so on and so on and more and more downloads and more and more reviews.

And you should never be satisfied where you are.

Keep getting more, keep getting them faster.

The nice thing is that recency matters.

Even though Google Play and the Apple App Store don't tell you exactly how their algorithm works, it's believed the data over the last 90 days really matters.

So if your competitor has a billion downloads and you're starting out well, it's not as hard as it seems because most of the signals that are going to be relevant are going to be the signals over the last 90 days.

So keep on boosting your app, boosting your app, and you'll start catching up to your competitors.

Of course, the total downloads is a ranking factor, but it's just one of the factors.

And as long as you keep beating your competitors on all the other factors, you should do well long term and you should rank very highly.

5. WORKSHEET: ASO engagement signal optimization

In this video I want to give you a little worksheet that will plan out your app and all the things that you will do to maximize App Store engagement signals and when you maximize them, App Stores are going to think that your app is better, going to rank you higher. So these are the four things I'd like you to fill out, how you're going to get more reviews and how you're going to maximize good reviews, how you're going to maximize number of sessions per user, the average

session length and how you're going to decrease uninstalls. I'm going to show you an example of how I filled out this worksheet for my own app to give you ideas. So you see I did a lot of things, I'm not going to go over too many of them because they're common and I covered these in other parts of the course but I'll just try to really go quickly through it. Instead of just having a review asking pop-up, I only ask for reviews in places that are specific where I know that they're super, like they're super users or they're really engaged and they're really enjoying the app or if they're using the app for a long time. And quality, it's a theme, I really work on quality improvement as much as possible. It's never done but the more you can improve quality and usability, the more people will enjoy it, the better reviews they'll leave. It's very natural and if you have a choice of like doing some outside promotion or spending time improving the app, I'd actually lean towards improving the app quality because that directly correlates to consistently from now on getting reviews. Fixing bugs is a part of that, giving away more free things, monetizing less aggressively. Of course I know you hate that because you want to monetize more aggressively but the more you monetize aggressively, the lower average reviews you'll get and that lower average reviews you'll get, the less downloads you'll get. So actually you want to lean towards non-aggressive monetization when possible so that you give yourself potential for downloads and then when you have a great potential for downloads, then you monetize. Of course if you also build an audience, it's important to understand that people who already know you like your YouTube followers, Instagram followers, Facebook followers, if they get your app, they are much more likely to give your app a good review because they already know your work, they're familiar, they like you, they got the app because they already know you, they like you so they're very likely to leave good reviews and these are real natural reviews. Of course sessions per user, quality, notifications, new content, social interactions and then in notifications that social interactions happen. Again app quality will increase like sessions per user and of course if you align your app to long-term use for example like instead of something that's short-term and then people don't use your app, think of what long-term behaviors your app can fit into so that

people can use your app for a long time, put it on their home screens, open it all the time and those are also the people who will buy your in-app purchases and stuff like that. Also how to increase your session links. What I did was I added more tutorials, I made more clear onboarding and navigation. Those very same things help you decrease your uninstalls. Of course also one thing that it helps to decrease uninstalls is collecting less information upfront because the less information I collected, the faster I brought value to people, the more they kept the app, they saw the value, they started using it. The more forms I made them fill out, the more they got annoyed and just deleted it. Look through all of these and think about them and see how you can use them in your case. In my case, I used a lot of these with success but there's a lot of these and I didn't want to make the video too long. I have it here in the worksheet, I filled it out, you have the empty worksheet. Now your job is to add as many of these and then additional ones that you can come up with for your own worksheet so that when you do create the app, the app is very well positioned from the beginning to reach maximum potential and have the most ideal app store signals and be positioned for most success from the very beginning.

6. Keywords field for Apple App Store

Now, let's talk about the important elements of ASO in App Store, and we're going to talk about your app title, your keyword field, and the subtitle, which are very important.

So first, we're going to cover the keyword field.

It's something that your users do not see.

It's something that you just add when you're uploading every app update, but it is something that the review team in Apple checks, and they might at times reject your app because you used the wrong keywords or prohibited keywords, and it's something that is useful for ASO because you're going to rank for these keywords.

You get 100 characters.

Some things you do is you don't use space, and you separate each word individually, even though if you want to make it a phrase, you see like what I'm targeting with this is buy shoes. So the order doesn't matter.

It doesn't matter if it's singular or plural because I'm going to rank for buy red shoes

because you see I have red here, and I have buy, and I have a singular version of shoe, so I don't waste the S. I don't say shoes here, so I don't waste the extra character, and I'm able to rank for a word like buy shoes, buy red shoes, buy shoes, and all the keywords that permute with it.

Now, this is right from Apple.

A couple of restrictions.

Don't duplicate the words.

You don't need to say the word app, and some things that app developers ask all the time is don't use competing app names, and don't use inappropriate or irrelevant keywords, and don't use protected words or phrases or celebrities or trademarks.

So for example, you would know Instagram is a trademark.

Just don't use that because a lot of app entrepreneurs ask me, can I use the app names of my competitors?

You could try it, but you might get rejected by the review team at Apple when you upload your app.

Now that you know how to write your app store keyword field, let's talk about how to write your app store title.

This is something that people do see.

You get 30 characters.

This used to be longer.

Apple used to allow for longer lengths.

Now it's 30 characters, so you don't have a lot of space to write, and you don't want to overlap with keywords in the keyword field.

We just covered that, and you want to make it extremely clear and attractive because a lot of people, the mistake they make is they just have their title be their brand name.

The brand name might not make English sense.

It might be something they made up because it's a brand.

That's fine, but that has no keywords, and it's not clear to potential people who will be downloading your app.

So what you want to do is an attractive and clear title that's going to compel people to download the app and make the benefit clear.

The other thing that is important is now there is a subtitle field.

I'll show you how that looks like.

This is an example of a web version of an app, and this is the subtitle.

See it appears right under the title, and you also want to use keywords here, but you can also be smart about it.

You get 30 characters that you can use, so it's not very long, and it's very visible right under the title.

So it's essentially the second written thing people see, and you want to reinforce the idea of the title.

Remember, this is good for keywords, but it's equally good for getting people to download.

It may be more important to convert people to downloads because numbers of downloads and download rates are a strong ASO ranking signal.

So you want to make it really, really strong, and what I'd recommend that you do is use a keyword and combine it with a call to action.

For example, you can do something like that.

Download now and get whatever the benefit of the app is.

That's the keyword you would use, like and start your business or and have fun or whatever the app does.

So when you say download now, a lot of potential people who might be downloading your app, they don't even actually know if that's something that you wrote or that's something the app store wrote. These are just consumers.

When they see download now, they might actually be compelled to download now.

So by having a call to action to download now, you might just through that increase your downloads a little bit.

So that's how you use the subtitle, title, and the keywords field for ASO keyword research and conversion optimization for your iOS app store listing.

7. Free keywords that you don't need to add to Apple App store keyword field

If you're doing Apple App Store search optimization for an iPhone or iPad app, Apple gives you some free keywords that you do not have to add to your hidden keyword field. These are the keywords. Keywords like and, the, for, a, an, or, but. If you have those keywords in your hidden keyword field, you can take them out because you're giving them for free. You'll rank for them anyway and all the combinations that contain them. Also, keywords like iPhone, iPad, app, and free in case your app is free. Obviously, if your app is paid, you're not going to rank

for the word free. But if your app is free, you don't have to have the word free in there either. Now, there are also some keywords that you do not get for free that you might assume that you would. For example, if you're getting the keywords like iPhone and iPad for free, you might think, oh, maybe keywords like iOS and iWatch, I can rank for them by default as well. And no, that's not true. Keywords like iOS, like you might want to rank for iOS app. No, if you want to rank for that, you need to have the word iOS. Same with iWatch. And then there's a number of shorter keywords like to, from, with, as. These are not free. So if you want to rank for any combination of them or that includes them, you actually have to add those to your hidden keyword field or have them somewhere in your title. So these keywords will be to, from, with, as, that, do, my, in, am, at, I, of, on, me. So that should clear up confusion of which of the shorter kinds of words or terms you can get for free and which you need to add in there in order to rank for them.

8. How to write the title for your Android or iPhone app

In this video, let's discuss Android ASO when it comes to your app title.

We're gonna go over the theory first, and then I'm gonna show you a few practical examples for how to create your ideal Android app titles.

So keep in mind that you have a very small 30-character limit.

It's very, very small.

There's only a few words you can fit into that, so you have to be extremely strategic in how you utilize these 30 characters.

The keywords that are in your titles are the most important on-page elements for SEO.

On-page means basically what you're writing on your Android store listing.

Off-page signals are things like reviews, usability, engagement.

We're not talking about those things,
but for on-page, the keyword optimization
and how you write your title description,
the keywords in the title are the most important,
and they have the heaviest weight to help you rank higher.
And the challenge that we have
is that you not only have to use keywords,
but you have to make the app title catchy and interesting
and show the app's benefits
so that it compels people to download the app.
But not only that,
because when we have our marketing hat on,
we have to do our best
to show the absolute best possible things about our apps.
And sometimes, even though we know not to do this,
sometimes in reality is you try so hard to sell
and put your best foot forward
that you start to create inaccurate expectations.
The sales pitch becomes way better than the actual app,
and so people get really turned off by the app,
not because the app is bad,
but because the sales effort
has led to having inaccurate customer expectations.
And so because people have the wrong expectations,
they get unhappy.
So you gotta make sure that your app description,
while interesting, while using keywords,
is still accurate to what the app is.
And of course, the Android app title is the most important,
and second most important thing
is also the short little description right under that,
and as the first thing that comes up in your description.

I wanna show you what that is.

You see, this is the Android dashboard for one of my apps.

It doesn't matter what the app is,

but you see under the app name,

which is what we're talking about now,

you have this short description.

And as you can see, they give you 80 characters to put there

and the keywords here also matter.

They don't matter as much as the keywords in your app name,

but they still matter.

So you also wanna make this description also catchy,

also use keywords and reinforce whatever the title says,

because the title has so few characters to express anything

that the short description is your chance

to further expound on the ideas

communicated in your app name.

So now that we have all of this theory,

let's actually go and create some app titles

for different niches.

We'll do a few examples, but first,

let's imagine that you have a fitness app,

which is a very popular kind of an app.

So the title may be Weight Loss Workout Tracker.

If you had more space to put keywords,

you can do much more and it can be much more interesting,

but here we just don't have the space.

So weight loss is huge and the word workout

can perhaps be replaced with the word fitness. It's up to you.

You see, you have very little space.

You have to sacrifice some keywords.

A lot of keywords just have to be left out.

And even though this is very frustrating,

in a way it's a good thing because a lot of other apps,
they spam keywords like weight loss, fitness,
workout, lose weight, improve your wellness.
And so they actually try to rank
for all the possible keywords and they do so inaccurately.
Like one app should specialize in some aspect of it,
but maybe there are other apps
that specialize in a different,
you know, like one app specializes in wellness,
another app specializes in weight loss.
It's related, but it's not the same thing.
So the apps that specialize in something specific,
that will be their main keywords.
And so users more easily find the apps that would help them.
And for you as an app developer,
that means actually you have less competition
because the apps that spam keywords
won't be able to do that anymore.
And you'll only have to compete with similar apps to yours.
So that's the positive from this.
Now, I also, in addition to the title,
created a short description for you.
So let's read it together.
So the short description basically, like I said,
reinforces the title.
So it might be, make exercise more fun than ever before.
And you can just say than ever.
Build healthy workout habits and succeed.
Invest in yourself and download now.
Something like that.
Here it should be capitalized, of course.
You don't have to use something like this exactly.

And of course your app might not be a fitness app,
but you see this is a sales pitch
because since this appears on top of your description,
it kind of looks like a part of your description.

This is a call to download the app.

You see download now, invest in yourself.

It accomplishes a few things.

It has keywords.

It has a call to action like download now.

It continues logically from what the title says.

So it has all of these things.

Is it the best description ever?

No, there's no such thing because

you can always make it better.

Always you can refine it.

But this is already pretty good.

Now let's look at another one in a different niche.

Let's say you have a game app

and it's some kind of a puzzle.

Well, that's a very popular game genre.

It's very competitive.

So of course you have to put puzzle in your name.

Let's say it's a puzzle

and maybe it's a jigsaw puzzle kind of a game.

And maybe the niche is pets.

So we're gonna put that.

Also advanced for some people, it's a selling point
because some people have done so many of these
that they're tired of the easy ones.

So this could be interesting if yours is advanced
or if it's not advanced,

you can kind of put some other keyword in there

or some kind of interesting description

that will make your title compelling.

But again, it's using keywords.

It's clear what it is.

And you fit into the 30 character level.

And the short description can be

biggest collection of beautiful puzzles

with cute puppies, kittens, and many other animals.

So if people like jigsaw puzzle with pets,

this will be fun for them.

And again, you can say after that, download now.

So it's relatively simple.

The challenge is to create a grammatically correct title

that also uses keywords that's also descriptive.

Here, I just present them to you.

But before I created this example,

I played around with different titles

for about two or three minutes

and I reshuffled keywords

and I tried to test different titles

until I came up with these that are acceptable.

And I have a lot of experience doing this.

So if you're new to this,

my two to three minutes should be your 10, 20,

maybe 30 minutes, maybe get some advice

so that you can fit all these requirements

into the 30 character limit that you have.

Now let's try another kind of an app, a music app.

And let's say it's an app to make you a composer,

like you create music.

So the title will be create music on your first day. Pretty cool.

It has the keyword music.

You can maybe add another keyword like music composition
or whatever that keyword might be for this industry.

And then in your short description,
you kind of want to sell it like,
hey, it's the easiest way to learn music theory
by learning visually while on the go.

Of course, this app is fictitious.

So I don't know what the app is.

So I kind of said, you can learn music theory visually.

This is just a random example,
but you can hopefully see that
you just basically put your best foot forward.

And again, after this, you can just say download now
or something like that.

And just to round things out,
I want to give a different kind of an example
because you may have been wondering like,
why is the brand never in the app title?
Like if you were to search for Uber,
Uber would only be called Uber or some other like Airbnb.

It's usually these big brands,
these very, very well-known apps
often just have their brand
or at least have their brand and a short description.

So the brand for them is very important.
The difference is they're so established
that people search for their brand
and they don't want their brand and title
to be confused by users that it's not them.

So for them, it's actually really important
to just have their brand.

For us, independent app developers

who don't have billion dollar apps,
what's important is that we maximize discovery.
Of course, if branding is important for you,
by all means, add your branding to your app title.
But keep in mind, the app brand name
will take away from the keywords you can use.
Nevertheless, here we have an example.
Let's say you have some kind of an alarm clock app.
And let's say it's related to animals
and let's say the app makes animal noises
as your alarm sound, just for fun.
Again, it's a fictitious app.
Maybe the brand can be something fun like oink, wake,
like the pig going oink, oink, oink.
So that's your brand.
It's unique, it's fun, it's catchy.
And you have keywords, animal and the word alarm clock.
That's the main keyword for alarm clocks.
And so that gets you the best of all worlds, right?
You have your branding in there.
It's compelling because it kind of suggests
it's cute with animals.
And it's clear that it's an alarm clock
and it uses that keyword.
And you can reinforce this title with the description
saying traditional alarm clocks can sound like a nightmare.
Instead, have a puppy wake you up.
Or if it's oink, have a little piggy wake you up
or something like that.
Or you can have different takes on the descriptions.
I made another description for you
just to give you a taste of what's possible.

Like always wanted a puppy.
Now a puppy can wake you up every morning
without you having to walk it.
So it's kind of fun.
It's lighthearted because the app is kind of lighthearted
and fun in nature.
So these are four different examples
of app titles and descriptions
I would literally probably create if they were mine.
So when you create yours,
try to use these examples to help your app
have all these elements.
Use keywords, be compelling, be clear,
and reinforce all that with your short description.
And if you do that,
then you're already way ahead of the game.

9. How to write the mobile app description

In this video, I'm going to explain to you how to write a great app description for Android and iOS.
First, we're going to go over a little bit of theory, and then we're going to go into a practical example.
I'm going to show you how to actually write one.
So, there are some differences between Android and iOS.
The major difference is that keywords on the Android descriptions matter.
They boost your ranking.
On iOS, they do not matter.
Regardless, even on iOS, you should still use keywords
because your app listings have a chance to rank in Google search as well.
So, it's not just Android search.
It's not just iOS search.
It's also Google search.
So, even on the iOS listing, use your keywords.
Also, when you write, don't just write for placing keywords.

Intrigue people.

Get them to like and be curious about your app and want to download it.

And throughout the description, you can use calls to action.

A good call to action, of course, you want to have one to download at the end.

You can also have a call to download the app towards the beginning after the first or second line because many people don't read far past that.

So, you want to make sure you urge them to download.

And if your app description is long, you can also have a call to action in the middle.

Also, in sales copywriting, there's an important concept.

Benefits, not features.

What does that mean?

Features are boring things nobody wants to do like create a profile, upload a picture, send a message.

Nobody really wants that. It's boring.

People want benefits.

Benefits are the great things people are after.

Lose weight, get fit, get happy, have fun, get entertained, become more connected with friends.

So, you want to outline the benefits in your description, not features.

Also, somewhat controversially, I'll say many people don't read the description.

Does that mean you should have a bad description?

You shouldn't give it attention?

Of course, you should give it attention.

Of course, you should write one that's a great one because some people will read it.

But it is important to acknowledge that most people make their downloading decisions on the first impression,

meaning the app icon, the title, the first few lines of the description,

not the entire description, and the images you use, and the video.

So, the full description, it's one of the lesser impactful influencers of downloads,

but still, it's still really important.

So, let's go over how to write one.

Here is the app description for my app.

It doesn't matter that it's my app.

It can be any app.

This is just an example I know well.

This is from Android's version of it.

The first line of it is the short description.

I'm just trying to stand out, and you see right away,

second line is invest in yourself, download the app now, and use it to grow your business.

So, it's a strong call to action.

Then I go into the app helps you in three distinct ways.

Then I make them really clear.

I separate by extra space and numbers.

What I don't want to do is have big blocks of text

because if I had it like this, it looks way more daunting to read,

and people would probably want to skip it.

So, it's easier on the eye.

Even I'd avoid three-line benefits.

Short and sweet is great.

Ask questions about your business plan and get expert answers. Boom.

Software tools to help you create a small business plan,

stay on track and motivated, and stuff like that.

Boom, boom, boom.

They get benefits.

And then in my case, I have additional benefits here.

I kind of violate my own rule just because there's way too many bullet points.

I would actually trim some of these bullet points.

The reason I have them is I'm guilty of doing a little bit of keyword stuffing.

See, I have like business plan in every line.

Business plan, business plan, business, business, business, business plan.

Writing your business plan.

On Android, this has worked for me.

I don't recommend being as heavy-handed as I am.

I got away with it, but most people don't need to do this.

And you see coming soon, I only have this

because I wanted to put the keyword entrepreneurs and small business.

So, I'm putting a lot of different keywords on it like startups,
creating a small business.

These are all keywords.

So, I went very keyword heavy.

You don't have to go as crazy as I did.

And then the other thing I did is, again, call to action at the end.

And I have a privacy policy that I link to on Android.

And I also have a tech support email.

This is just in case somebody's not happy or they have questions.

Instead of giving the app a bad review, they can just message me
and that helps me not get a one-star review.

In fact, often people get great support

and a potential one-star review gets turned into a five-star.

So, that's something that I do.

So, that's my description.

You can take a look at this and I'll have it available for download.

So, you can read through it carefully and use it as an example for your app.

What you can also do is something I didn't do here,

but you can use fonts and sizes

to make sections of your description more visually appealing.

For example, this one would be better if it was capitalized like this.

So, you can see it's clearly a headline.

And I will do the same thing here.

So, you have control over where the user's eyes go.

Often, the reason people don't read the description fully
is precisely because they're written in a hard-to-read way.

But here, I have a lot of white space.

It's easy on the eyes.

I break down the headlines.

People can follow along.

And this actually increases the readership of the description.

And then people do make it all the way through.

And the more they spend time with the description,
the more likely they're going to download the app.
So, again, you can use these tips to make your description,
help your app listing become more highly converting
and get more people who are just visiting your app
listing to people who actually download your app.

10. ASO for competitive keywords

In this video.

Let's talk about what to do for ASO in case you are in a very competitive niche.

And guess what?

Almost every app is in a very competitive niche today.

Any kind of photo app, game, app, fitness business, social music events, dating, you get the point.

It's all incredibly competitive.

You're going to compete against million and billion dollar apps.

So the first strategy is to niche down and find the easier keywords.

If you feel like you're fluent with keywords and you got it, just bear with me.

This is for people who maybe are still struggling with the concept of keywords.

It's going to be a tiny bit repetitive.

I apologize.

So essentially, if you're a photo app, well, you're not going to be able to compete for the word
photos.

So you're going to go into like if your app is a nature app, for example, you're going to go into
nature photo.

And maybe if it's a specifically a photo app for birds and animals, but like not all nature, but just
birds and animals or something like that, or maybe some kind of technique of photography, then maybe
you will target birds and animal photo because at least you'll be able to rank for the less competitive
keywords.

Another example is games.

Well, game app is impossible, right?

So maybe you have a runner game that's also impossible.

There's like thousands and thousands of runner games out there.

Maybe you'll do like cute Animal Runner game and you'll have different characters, so maybe you'll rank for keywords like graphics and fun and maybe just creative keywords that apply to your specific game.

Now, of course, ultimately all of us wants to target the big juicy keywords.

So what is the strategy to do that?

There is no shortcut.

You're going to have to have an incredibly sustained effort on things like getting legitimate good reviews from real users.

And of course you'll ask everyone you know that you ever meet, but also from the actual usability of your app, from the app quality, from the app engagement and more and more downloads you're going to focus on, you're going to consistently focus on boosting every possible quality metric.

So that is going to influence your ranking and you're going to need an ad budget.

You can run ads, Android Native ads and Apple App Store Native ads, ads that appear directly in the App Store.

You actually can run a ton of ads on Android natively and iOS.

I'll actually walk you through some part of that later in this course, but still it might be at a loss because revenue per download is quite low for most apps.

So even at a loss, if running ads helps you get more engagement metrics and ultimately rank higher in app store, search for competitive keywords, then the organic downloads you'll get from ranking might compensate for the lost revenue you spent on ads.

But for competitive niches, you can bet that your competitors are running ads or hiring influencers or spending some amount of money.

And long term, really, the focus is really sustained, hard effort.

If you're not prepared to do it or some part of your app just has a dead end, like maybe you can't keep programming it, maybe you cannot keep paying a developer.

If we are being realistic, it's ultimately not going to be that easy to rank because other competitors will keep on improving, keep on outdoing you, and so you have to keep up.

So you got to be able to put a very long term sustained effort.

And definitely until you win, you don't stop until you win.

And that's the situation with the big keywords.

11. Practice activity: Competitor keyword research and many other keyword topics

In this video, we're going to do an interesting exercise where we're going to do keyword research and competitor research by looking at our top competitor apps.

And I hate doing this, too, because looking at competitors apps, I just want to throw up.

Yeah, their competition.

But this is essential.

So we have to suspend the negative emotions.

And let's look at three competitive apps and I'm going to show you how to do that in a second.

I'm going to walk you through.

The thing is that a lot of people overthink keywords for apps, but there's so little space to put the keywords for apps on a website.

It would be extremely different because you can have thousands of pages on an app.

All you have is the short title, the description field, and on iOS you have the keyword field.

So really there's not a lot of variety of keywords.

Most apps end up competing for the same keywords.

And I'm going to be showing you in a second just how all this works out.

So in this exercise we're going to look at the keywords from the title and description from these apps, and I encourage you to then go and download and fully use those apps and then find features that you like in those apps and take that as inspiration to add to your app to make your app better.

So let's take a look at some of the apps.

This is my app, for example.

I'm not promoting it.

I'm just going to show you.

So it's a business plan app and it's an app about starting a business and look right away here, similar apps.

So we're going to go into this app.

It's a competitor app.

I don't want to show them.

I don't want to promote them, but right away you can see they have way nicer screenshots.

Like if I go back my screenshots, I have a little color, but the gray ones look really bad.

The design is outdated in my apps.

I'll be the first to admit their design is mostly nicer, so it looks more professional right away.

I'm like, oh, competitor is more professional.

They're better now.

If we look at their keywords they're using, you can look at it here.

Business plan, quick builder now quick Builder is not a really a keyword.

Nobody searches that.

So we can disregard that.

And what we can do is read more and look at the description and pick out some of the keywords.

Customized business plan is a good long tail keyword.

Now they're using business plan template.

They're emphasizing that financial forecast and you don't have to use any tool for this.

I'm just ballparking it.

And when I look at a keyword financial forecast, the process in my mind is, oh yeah, financial forecast.

It's a widely known thing.

People will want to know that, especially in a topic of an app for business plans.

So this is a really great keyword.

So I would add that then they have keywords like budget income statement, gross profit, net profit, cash flow.

These are fantastic keywords.

If I was them, I'd repeat it maybe twice or three times throughout the description.

Since it's too many keywords to add in the title, they probably could have created a better title by adding 1 or 2 more keywords for ranking, but they would have run out of space so the long tail keywords like income statement, gross profit, net profit, cash flow, all these things you see here.

So you see basically competitive advantage.

That's not really a keyword because all you have to do is this kind of sanity check test.

Ask yourself, is this something people type into Google or type into the App Store?

Competitive advantage?

Not really, but certainly they type things into like, you know, financial forecast.

That's a thing.

See, that's really the ballpark test.

And you're going to end up having more keywords.

Now let's do a few examples.

So continuously being improved, that's not a keyword.

There's nothing that somebody would search intuitive interface.

I don't think people really search that.

It's just a sanity check like Common sense check works offline.

I think very few people search that, but it is a good thing to add tool like tool software.

That's a good keyword to add.

Ideas will conjugate with business ideas.

So that's good investors see you can just actually go through this and look at what they're using and then borrow it for you.

And then if you go through one or 2 or 3 of these, you're going to have more keywords than you can use.

Now, I'm going to show you a few more ways to get keywords.

Look at this.

If you type in like business plan, this is the case for me.

Yeah.

So business plan free and then you have business plan and startup.

They're actually promoting my app.

You see, that's actually the name of my app.

It actually made it into the autocorrect, which I'm guess proud of.

I don't know.

And so business plan apps, maybe business planning software business planning tool.

So the Autosuggest gives you additional ideas for keywords too, and you would just type in some beginner

words planner like organizer.

Sometimes they'll have good suggestions, sometimes they won't.

Here it's a little sparse, but in any case you can do the same exercise in Google.

So this is.

Google.

And if I let Google autocorrect, look, they're saying business plan, sample definition, template, examples, PDF format, and I just have to let them autocorrect.

And you see they give you keyword ideas already and all you have to do is just add a few more keywords.

Entrepreneur Sometimes they give you useful ones, sometimes not really useful ones.

So entrepreneur startup, those would be keywords in my space, in your space.

If it's a game, if it's something else, of course, then you would type keywords that are relevant for you and there's so many ways you can find them.

Also synonyms.

This is thesaurus.com again, it's free and you're going to have this option business and it's going to give you ideas.

Maybe the word biz, you maybe use it like 1 or 2 times in your description, maybe enter the word like entrepreneurship or maybe venture capital.

People who are writing a business plan, they maybe want venture capitalism.

Okay, interesting one, right?

So sometimes this will give you better ideas on this subject matter.

This tool did not give great ideas, but you see, there's such a variety of ways and tools like sensor tower and tools like mobile ActionScript Let's take a look at them.

This is sensor tower.

If we look at the pricing by scrolling all the way down, they have a free version, but it's kind of like a fake free version.

It's not really free.

You almost cannot do anything, so you really have to pay.

This is, by the way, for enterprise.

In our case, for most of us, it will be for small business.

So we click on for small business.

Even for small business, I mean, it's \$80 a month, which is really an expensive thing.

You can start a 14 day trial and see what they give you.

They track keywords for you, they give you keyword research.

We can do keyword research on our own for free.

We don't need this keyword spy.

It's so easy to pick out keywords from competitors.

We don't need these tools.

These tools are overkill.

We can just basically do what I just showed you.

You can track your app rankings for keywords, but like really, do you want to track where your app ranks for keywords?

You just search the app store, right?

You go to the app store and you only have a few major keywords.

So once a week you just go like, Oh, business, let's see where I rank for business and okay, I'm number five this week.

Okay, fine.

It takes two seconds.

You don't need to pay \$80 a month for keyword research.

What we are doing here is more than enough because, like, really, there's just nowhere to put keywords because you only have like on Android, you have like 50 characters for your title and then you have your description for long tail keywords and the long tail keywords you can just easily pick out by doing what we did.

And within 20 or 30 minutes you'll have a ton of keywords.

There's like literally no need for those tools in my opinion.

If you just can be a little independent and do this yourself, you'll be totally fine.

And if you really not certain, you can always go to the Google keyword planner that I showed you and verify.

Does this search get a lot of volume?

If it does, that's Google.

Of course not app stores, but typically for most searches, they're transferable.

You can see, oh, a lot of people are searching for business on Google.

They must be searching business on Android and also similar terms for mobile app games and so on and so on.

Fitness, health.

So that's keyword research.

I really don't want you to overthink it.

It's actually pretty simple.

For apps, the challenge is choosing the right ones to rank for because you want to make sure that it's not that competitive because if you try to rank for like photo, which is a fantastic keyword, but at the same time you'll be Google photos like different photo editors you might be competing with like Instagram at some point.

So that's a really hard one.

So you just want to make sure that you're not competing with against giants and also you're not getting keywords that are way, way, way too long tail so that there's no traffic for them.

But the tools won't really help you approximate it too much, just a little bit.

But there are so many other ways you can literally click on these and ballpark it.

For example, you want to rank for the word photo.

Just click on the 10th one and see how hard is it to rank?

Incredibly hard, right?

It has 100,000 plus reviews, 4.8 rating and 10 million installs.

This is an insane volume app and you would just go through a bunch of these and see if the top 20 are like that or a top five, top ten, Then, you know, like this keyword is just really, really too difficult for a new app.

And then you kind of want to find longer keywords so you can approximate it just by looking.

It's easy.

Just use the strategies in this course.

You'll get your keywords right.

12. App localization: Get hundreds of percent more downloads

13. Keyword research tools specifically for mobile apps

using apptweak and mobileaction and ASOTools

3_small-update-on-my-own-apps

1. The story of my apps

I want to give you a small update on my own apps, because a lot of students ask about them.

So I launched them long time ago, like 2012 or 11 or something like that.

And over time they got a couple of million downloads altogether, almost entirely all from free strategies.

So the strategies I show in this very course, and then as my business went, my Udemy excited me more and I focused more on Udemy.

And if you look at my profile now, I have like so many courses and all my time is taken by updating my courses and making them better.

And so I ran into this problem where I just could not devote the time to updating my apps, and my apps became a little bit outdated.

So I took them down from the app stores just because, like they were getting bad, you know, they were like making me look bad because the design looked outdated.

The apps had bugs because all these, the Android and Apple, they had new technologies I just could not keep up.

And even hiring people was hard because I had to manage them.

It was too much of my time, so I took them down.

So if you're wondering where are the apps?

I actually had to take them down.

Uh, so that's actually what happened.

It's sad.

I hated doing that because not only I put a lot of work, they actually, if they were in good shape, they would make me look amazing because they had like a lot of downloads.

You know, it was super great branding tool, but when you're branding tool makes you look worse, then it's not a branding tool anymore.

Obviously it's funny.

So that's the story of my apps.

I just it just was a business decision.

I had to take it down because they were just buggy.

And when people are like, I was telling them, hey, I got these apps, millions of downloads, and then when they open them, they're like bugs and they're like, whoa, your apps are horrible. And I'm like, and I have to explain it.

So I just didn't want to be in that space, so I had to take it down.

It was a prioritization issue.

So that's the apps.

It was sad.

But if you're looking for my apps, that's what happened.

I don't know what the future of them is.

I hope to find time in the future.

I'm still thinking about what to do with them.

Honestly, I don't honestly know if I want to keep updating them.

So that's just what happened to the apps.

And hopefully that question in your mind gets placated, answered, and we can just move on with the rest of the course.

2. Exciting launch of a new app

So, I actually have very exciting news in my own app journey.

And the news is that I launched my own new apps using 100% AI to write the apps.

Here is the app on iOS.

As you can see, it's called Find Altcoin and Memecoin Risers.

Obviously, this app helps you find cryptocurrencies that are currently spiking.

If you're not in the cryptocurrency universe, this may not be interesting for you.

But if you are in the cryptocurrency universe, this might be a pretty cool app because when

I've used it on my own, and this is my AI development environment, when I use it on my own, I'm able to find pretty interesting cryptocurrencies.

Not every one of the cryptocurrencies that it finds here are interesting, but a few, like maybe one out of five, looks interesting and looks like it could warrant more research.

So it does work.

And this is just the first release.

I'll be working on improving it, but let me show you how it actually works.

When you open the app, you get three options.

You can track whale activity.

Whales are big investors, like big, big transactions.

So if there's more big transactions that are buying than selling, that means that what's called smart mining is buying.

So you can click that and find which are the rising cryptocurrencies today.

If you like any, for example, you can get ChatGPT to analyze this token.

You can add it to your own personal watch list.

There's a lot of things you can do, but you can also look at the top large cryptocurrencies, see which ones are doing good.

You can go on those and you can also track those and put them on your watch list.

And of course, you can browse trending cryptocurrencies.

These are cryptocurrencies that are having a lot of either news or there's some reason that people are searching for them a lot.

They're getting a lot more volume than usual.

And the reason I launched this app is actually for this part right here, Future Token, the SPRK token.

That's actually my token that I launched already.

You can see more information about it, read the overview.

There's a video that doesn't really launch on the preview screen like this, but does launch on the actual phone.

And this is available on Android and iOS.

And I built it 100% with AI, so if you're curious to check it out, you're more than welcome to.

As you know, reviews and downloads, they're very important.

So if you'd like to help me out, I totally appreciate it.

If you want me to review your apps, we can do a little bit of a swap where I can review your app.

You can review mine.

Of course, Ana's good reviews.

So if you'd like to do that, feel welcome to private message me.

Or if you'd just like to check out my app and give me, hopefully, a nice review, out of the goodness of your heart, I would totally, totally, totally appreciate that.

And actually, if you do that, just let me know, and then as a thank you, I'll give you access to any of my other courses for free as a sign of my appreciation that you would do that for me. Because, again, as you know, when you launch your app, the reviews are so hard to get and

are so important.

So anyway, that's my app.

Hopefully, I'm going to be able to grow it.

And with that, hopefully, some of the videos in this course will be of how I was able to grow this app with, hopefully, many learning opportunities that I can share with you in this course.

And, of course, by the way, the way to find the app, duh, I almost forgot.

You can either find it by searching the title, but the title is a little bit cumbersome.

This is where I try to use keywords.

You see altcoin, memecoin.

These are big keywords.

It would have been more elegant to have a shorter title like find rising memecoins or even shorter, like rising memecoins or rising altcoins.

That would have been more beautiful as a title, more elegant.

Right now, it's cumbersome and hard to remember.

Sorry about that.

If it's too hard to remember, and I might actually change the title in the future because titles can be changed and further optimized, I'll also post the URL, the iOS URL here and the Android version URL.

I'll also post in the resource of this video so you can click on that and check it out.

And of course, you can also find this by its title on Android.

And of course, if you have any confusion in finding it by how it looks or the title, just use that URL that I'll share with you in the resource of this video.

So check it out.

And I look forward to hearing what you thought of the app.

Hopefully, it's some kind thoughts, not like your app sucks, but something kinder than that.

But anyway, that's the update of my own apps.

4_case-study-aso-keyword-research

1. Section introduction

With this video, I want to introduce the next section coming up in the course, which I filmed a couple of years ago, and I was hoping to create a great case study of a student with an app from this course. But the problem is that this student ended up failing their app and taking it down from the app store, so you couldn't find it now.

But there are two reasons I'm keeping it in this course.

Keeping these videos in this course.

One is that I still show how the practical example of a real app of the steps and the thinking points we went through to create the app store listing, finding keywords, etc. that part still works.

But the other thing I want to bring your attention to is the heart breaking aspect of app entrepreneurship.

When you have to pay developers to create your app, because if you're an app developer, you can create a bunch of features.

Experiment.

You spend your time, but you're not spending your money When you are an app entrepreneur who has to hire development help, you have so much extra risk.

And to be honest, that part of my job app coaching, the teaching of this course and seeing students fail after spending a lot of hard earned money because we kind of have a kinship like I feel for students in this course, like I'm an entrepreneur, you're an entrepreneur.

I made apps, you're making apps.

Like we're kind of the same.

We share so much.

And I went through a lot of these experiences myself, and I really feel a lot of empathy.

And really the worst part is when students work hard, spend a lot of their hard earned money, spend a lot of their hard energy to be honest, and ultimately don't succeed.

And it's a word of caution, because now when I take on any like large coaching clients, I still do one hour coaching, etc. not that, but like long term coaching clients who spend a lot of money or anything like that, I always caution them.

I say you're not going to have a good experience in this business if you don't promote well.

If you're not ready to do a lot of great promotion, to really try hard long term.

If you have a limited budget and you have to spend it on development, it most likely won't work.

So I really, really, really, really caution people because I don't want them to be on the other side of this conversation six months or a year later and be like, oh, I'm out of money and I'm struggling and I'm stressed.

I'm trying to I try as hard as I can to prevent that.

So that's the other part of it is that I see so much in practice.

People just spend all their entire budget having the app developed and then they run out of steam.

So that's what I want to caution.

If you're in that boat, be very, very careful about hiring developers because you really need a big budget, because it's not just to launch, it's to launch and then keep it going long term.

But not just that.

You also have to do your part of the promotion.

Because if you're hoping I'm going to outsource the development, I'm going to outsource the marketing.

So much money that you have to spend that most people just lose steam and then you end up in that heartbreaking,

uh, scenario where I really don't want you to end up because it would break my heart.

It really, really does.

Like, I can joke about it a little bit sometimes I try to add humor to some videos, but really, this is the most heart breaking part of my work.

And that's why I'm making this video.

One to explain about the app that you're going to see in the coming videos, but two about it's a real experience that this person failed.

I talked to them about it very early.

I told them all about it.

I was like, you be careful.

They're like, okay, I'll do all the marketing.

But they still didn't.

People listen.

They say, yes, yes, yes, but they don't listen enough because they hope for themselves the best.

So be extra cautious.

Okay, so with that, sorry, a little bit of a long preamble, but I feel like it's an important thing

to for us to discuss the risks also.

So let's look at what happened to that entrepreneur.

2. Introducing the LoveUp app full example with keyword research and ASO

recently took a survey of what students in this course would like to see added, and they said more examples.

So I listened and I chose an example to do from a student in this course.

This is an app from your fellow student, and I ended up working with this fellow student of yours closely to help them do all their keyword research and all their optimization.

And in this video, I'm actually going to show you the entire process literally from step one, day one, and this is going to take a few videos, but it will be a very comprehensive example.

And by the way, I have no incentive for promoting this.

This is just to give you a full example with an app of your fellow student who is just like you.

And of course you are welcome to check out this app and download it.

It's called Love Up.

You can search Love up without the space or with Love up Like this.

It's available on Android and iOS.

I don't know when you're going to see this example, but right now when I'm filming this, it's in beta, so it's just starting out.

But hopefully it grows and matures.

But definitely check out the app and support your fellow app entrepreneur and fellow student.

So what is this app?

This app actually does good in the world, I think, which is one of the reasons I chose it as an example.

It's kind of an app that is meant to reignite or ignite passion in a relationship by sending like nice messages to each other, letting people in the relationship know about how they appreciate what they do for one another.

Because sometimes we appreciate people, but we never get a chance to tell them.

So this app actually gives a nice set of tools for doing that.

So this is that app and we'll talk a little bit more about it as we move along through these examples.

But this is enough for now for you to understand, okay, this is what the app does.

The first step is we need to do keyword research, what are the keywords we can rank for?

And obviously you needed to know a little bit about this app to know or to start thinking about which

keywords this app can rank for.

Now for keywords.

And I've actually done the keyword research with this entrepreneur together.

There are a few options for tools, right?

You have that Google tool, the Google Keyword tool, which is not an app store tool, but it has exact data and you have app specific keyword tools which don't have exact precise volume of searches but give you good kind of ballpark estimates.

And what we first did was we went into the Google keyword tool just to get ideas.

So let me do that with you here and show you my process.

Here I am in the Google Keyword Planner tool.

You know, the first keyword that comes to mind, obviously, for this, right, is dating.

But dating is a brutal keyword because if you start competing on the word dating.

Which would be nice in a perfect world.

But in our current world, there's like a thousands of apps that target the keyword dating, like dating apps like Tinder and other dating apps, so it would be impossible to compete with them.

So we actually had to go to like, you know, other keywords.

So one other keyword that came to mind is romance.

And what we'll do here is I'll basically get results for this keyword.

And what I'll be looking for really is there's a lot of fields we can look at, but I'm only really looking for keyword ideas, which is on this left side here and the volume.

I just want to make sure that the volume is bulky, right?

Romance Boom.

Okay, 49,000.

That's Google searches a month.

I don't know exactly what the volume will be on the App Store because the app stores don't disclose that specific data.

But I know if this is a popular keyword in Google, there will be some popularity in app stores.

That's what we're getting and we're getting keywords.

So we literally we went through this kind of a process and we looked at each keyword like, for example, romance in the Three Kingdoms.

Okay, that's totally not relevant for us, right?

That's some other book or game or whatever.

With romance, I don't know what that is, but it's not relevant.

Romance novels not relevant, right.

But couple romance.

That's interesting.

We'll note that down.

It doesn't have a lot of search volume, but it has definitely not zero sum.

Right?

So this one would be like, okay, we can copy that one.

Couple Romance or love and romance people search that.

So what we did was we created a whole spreadsheet and added those keywords because the first part of the process is keyword gathering.

Okay, we wanted to identify as many keywords.

So there's romance.

And by the way, you see here, it gives you options, broaden your search so you can go broaden film romance films.

Obviously that's not for us, but maybe love like that's for us.

So we would add that a combination of these keywords and it will give you love you, which I don't know what people who are searching that I don't know what they would want.

Why would you type that into Google?

But anyway, love calculator, that might be something else.

Love quotes.

Okay, that's an interesting one.

Love messages.

Okay.

That's actually pretty good for this app.

Right?

So we would note this down love letter.

Okay.

This is also pretty cool.

I think this can be kind of close, right?

And so unconditional love.

Okay.

This is just maybe somebody who knows what they want when they search that into Google.

So some of these you see are nice to have, but they're not like great.

But the word romance relationship, love relationship is a word I didn't add here, but I can so I'm just going to say relationship.

So this is also a good keyword.

You see it's getting a lot of volume here.

And then I would note, what are the other options?

Polyamorous, monogamous, whatever, all long distance.

So all these things, we can use them as potential keywords.

So right now our job is to just go through this thoroughly.

And we went through this thoroughly.

We spent like an hour together and we just went through every keyword, any keyword that looked close to being good, for example, like Reddit relationships that would not be helpful.

So we wouldn't use that.

But something like long distance relationship.

That's interesting, right?

Because, you know, you write a lot of texts to each other or something like that.

So something like this or even marriage counseling.

Right.

Because people need some help in their relationship.

They want a spark.

Okay.

So maybe we can help those people.

So everything that's possibly related, we ended up adding to our full list of keywords.

And that list of keywords ended up looking something like this.

Now, this is a more mature version because this is a little later.

But for now, just look at this column B here, which is this column.

So, right, couple, marriage, sex, passion, all these kinds of things.

They were relatively good keywords.

And you see the word calculator is there like maybe, you know, you'd have to research like love calculator.

Like what is that?

But I want to point your attention to what I'm going to do is I'm going to go on the bottom of the screen

here.

There's multiple sheets in this one document and on the scroll right here, there's a brainstorm that we did.

And in this brainstorm, you see how many keywords we found, like all these keywords that we just saw in that keyword tool.

But then there's many more like communication, intimacy, family flirting, unconditional love, which is already there.

All of these things, even like divorce, feel loved and all these things like we really went far with it.

And then synonyms.

We actually took a lot of like, well, romance.

What are the other ways people say romance, like maybe they're slang for it or something.

So we really, really dug deep here, right?

So for every keyword, let's say.

Dating.

Well, what are the synonyms for dating?

What are the synonyms for marriage?

And you don't have to answer that right away, but that's what a thesaurus would give you.

So all the keywords we found, then we took them through the thesaurus.

We found synonyms, and then we put those synonyms back into the Google keyword tool to see if we have

volume and and if there was a good search volume for those synonyms.

Then we added it to our list and then we tried to think outside the box and think like, well, for example, date night can be an interesting keyword.

There's people searching for like date night ideas.

So a keyword tool would not necessarily give you that because it's not so related to relationship and dating in terms of specific keyword matches.

But just thinking creatively would bring up that keyword.

You don't have to get all your keywords that very same day, but what's going to happen is as you move forward with your app, you're going to constantly talk about your app with people, with co-founders, with clients, and they're going to use different terms.

You just have to make sure you remember interesting terms they use and note them down and put them in

this list here.

And then from this list, you're going to end up narrowing down what you can actually use to target in app stores because you cannot target all these keywords.

You have to select from these.

So in the next video, I'll show you how we took this huge, huge list of keywords and how we narrowed them down.

But the takeaway from this video is that look at the huge list of keywords you should end up with.

And really this took one hour for us, maybe a little more.

In your case, it might take 1 hour or 2 hours, three hours, not much more really.

But you should end up with a really large list of relevant keywords.

3. Applying app-related keyword research tools and other strategies

Whenever you're doing keyword research, there always comes a moment when you feel like, I've got all the keyword ideas, I'm ready.

And there could be two answers to that.

The answer one answer can be yes.

You got all the keywords and another answer can be Maybe you just haven't thought outside the box enough.

Maybe you haven't researched everything.

And there's always a temptation to think, I'm good, I'm done.

But let's assume that actually you never take that as the first option.

Always take the first option.

There is more.

And in this video I'll show you just a little bit of a few extra steps we did to really, really dig a little deeper to find more.

So we're on Android now, and this is the Android listing of that app.

Entrepreneur This is your fellow students app.

This is that love app apps landing page.

So we can go from it.

And let's say we see we're trying to rank for the keyword like intimacy.

Okay, great.

Or passion or something like this, right?

Or love.

So let's look at love and let's see what the other apps target even.

And even before that, when you enter love here, obviously it gives you some suggestions and you note those.

You're not going to necessarily use them, but at least write them down for now.

And then let's say you've got this love, this app, my love, right?

And what you would do is you would go and read their description.

In this case, the description is very short, so maybe you choose another app and you would sort of mine for keywords like, you know, find your favorite, loves travel.

Okay.

Travel potential keyword.

No, it's not, but it's something to think about.

And then you would sort of scan, scan, scan all of this and see what other keywords may be there using that we are not using.

And here, just from a quick scan, I don't see many.

So I'm going to go back and then you go through all of these.

Now some of these you see are games, so some of these are silly.

So we're going to go back and maybe like intimacy.

That's maybe an interesting one.

And again, we would look for long tail keywords on the search suggestions here.

And then we would actually look at what are they're saying in their descriptions.

And we're really looking for keywords.

Here's one potentially good one, healthy marriage.

So that one you would put that through the Google keyword tool and see does that have a good volume?

If yes, then you would add it to your potential list of keywords.

So, so this is just another step that we went through after this.

We actually took all of our keywords that we thought were pretty good and we took them through app related

keyword tools.

Let me show you screenshots of what we did.

This is a screenshot of our keywords from keyword tool called app radar.com.

And so you see all these keywords like intimacy, marriage advice.

These are our initial keywords.

The column I'm really interested in is this column on the right search volume, and they have kind of a scale of five through 100.

So five essentially gets no volume and 100 gets a lot of volume.

You see a lot of these are okay, pretty good, but not great.

That's actually fine for us because if we target a lot of these keywords and if we end up ranking highly for all of them, we're going to be getting a lot of downloads.

Of course, these kinds of tools, they also have the difficulty metric.

Let's not look at it now because it's a way to scare ourselves because we don't even know how they get the difficulty ranking.

Exactly.

And maybe it's not as hard as they say if we do a good job.

But here you can see that as we are creating our lists of keywords that go into the titles, the descriptions, the keyword field in the Apple App Store, we can kind of see which are the important ones to rank for.

Like, for example, because this app is specifically for relationships.

And the keyword relationship here is like 35, which is actually pretty good on this scale.

We would maybe take that then keywords like romantic or romance, we would, you know, 17 that's not so great, but it's not zero.

And I think romance was actually more, it's just that romance is not listed in this particular screenshot.

Then we have relationship advice.

Okay, that's actually 25.

It's not bad.

And then true love is pretty good because it's short.

So we're always dealing with lack of space for keywords.

So this is actually good for us.

And then the other benefit of this was that if there are some keywords like unconditional love and it's a five, that means nobody's really searching for it.

So we can just discard it because we're just narrowing keywords down now.

And so we chose obviously the word relationship, romance and love.

Those keywords are really important for us and we did the same process also with a keyword tool called mobile ActionScript and it resulted in very similar types of results and very similar kind of search volume rankings.

Keep in mind that these tools don't have access to apples or.

Android's official exact numbers of search volumes.

So they kind of have to give this approximate score.

That's the best we can get.

That's why we use that Google keyword tool to get exact search volumes, even though that's not for app stores, at least that gives us some context.

And then what I did was actually check in the actual app stores to see how competitive it would be.

So let's say we choose the worst word relationship here and it's going to say it's pretty good in terms of search volume and 62 in terms of difficulty, which is I guess pretty difficult.

And we would go to the actual app stores and search and see what are the actual competitors like here?

They're just numbers, right?

But let's look at what the actual competitors are and we'll search for the word relationship.

I'll be showing you how to do this on Android just because it's easier to navigate on the Web.

But you'll do the same exact process on the Apple App Store as well.

So look, relationship, we're looking at the top apps and this first one, okay, 70,000 reviews, that might seem pretty good.

And they have a okay rating 4.2 and over a million downloads.

That might seem daunting, but it's not unbeatable, although certainly it would be hard to beat on day one.

And then you would sort of go down the list here and look, what about this app?

And this app also has a few thousand downloads, but it's not like \$1 billion app.

You know, it's not like if you were competing on the word dating, you would be competing against Tinder, which has like tens of millions of downloads or this happy couple won.

This also has reviews in the tens of thousands kind of.

But, you know, people don't love it.

It has a relatively low rating.

So maybe there's something that can be done and it doesn't have that many installs.

So it kind of looks like it's a little less competitive for this just because of the number of installs.

Then we would maybe look, let's say number ten, this one only has 138.

So it's not that hard to rank for this keyword in the at the end of the day.

So this is actually good news for us.

And before you choose all your keywords, you would go through this.

Now, if I looked at this and I saw it's a whole bunch of billion dollar apps or apps that have like

really serious businesses behind them, then I would maybe not prioritize that keyword because it's just going to be so hard to compete with them.

And maybe if there's one app like that, that's fine.

But if the whole like first bunch of results, you know, first few rows are filled with like really difficult, unbeatable apps, then I prioritize other keywords because here I would just probably waste my time maybe later in the lifetime of this app.

When it gets stronger, I could rank for more competitive keywords, but not in the beginning.

In the beginning I got to find uncompetitive spots.

So this sort of completes our keyword research because you see how we exhausted the keyword research ideas.

Then we took these keywords through a different keyword tool specifically for the app stores.

And in the next video, let me actually show you how we actually wrote the App Store listings, meaning the titles, subtitles, descriptions and the keyword field on the Apple App Store.

4. Using the keywords to write Android and Apple store listings

Now that we've gone through the process of selecting keywords, choosing the right ones and we've identified

the most important ones, it's time to write our app store listings for Android and iOS.

So let me walk you through what we did there and how we did it.

So I'll start with Android.

Obviously on Android you get a 50 character title and the most important keywords have to go here.

So we have love, intimacy, passion.

I think we need relationship now.

We cannot fit everything.

This is the issue because not only do you have to add keywords into here, you also have to make this title read nicely for the potential people who are going to be downloading it.

People don't know what the app is like, so the title is a way to draw them in.

So if it reads like keyword, keyword, keyword and doesn't make sense, then it's going to turn a lot of people off.

Even though a lot of people will see it, they'll get turned off.

So there's kind of like a balancing act.

We have to do.

So in this case, we didn't have enough space to add relationship, but if it was up to me, we would

keep experimenting and finding a way to add the word relationship here because it is a relationship app in a way.

So it's an important keyword for us.

Now having said that, we can move on from the title and look at the description you see here.

It's lengthy.

We're not going to read the whole thing.

But what I did want to do is emphasize that every possible keyword variation that we found in our keyword

research should go in here.

So the long tail keywords like relationship advice or dating advice, the kinds of keywords that were shown not to have a lot of volume, well, even if there's like a very few downloads, we'll take those few downloads because it doesn't really cost us anything here.

Keep in mind, relatively few people go on to actually read this description.

It's small, and for a free app it's actually sometimes easier for people to just click the install button and install it.

Rather than reading all this, so few people read it.

Nevertheless, you should write it in an interesting way, but also use keywords here in Android.

Definitely reinforce your most important keywords, repeat your most important keyword, let's say intimacy.

Make sure you repeat it like a few times, let's say five times.

So if I do control F and search intimacy, I will see, oh, only twice one time in the description.

So I'll say, okay, maybe not that many instances of this.

Let's look more deeply.

How about passion?

Again, only twice.

Interesting.

So I would rewrite this and I would actually emphasize my keywords a little more.

Let's look at relationship.

Relationship occurs once, two, three, four, five and the sixth time.

It doesn't count because it's a part of some other apps that it's promoting to us.

So only five times in the description, that's not that much.

I think we need to change it here.

Now what I'm showing you is a beta version.

This is an experiment.

These titles and descriptions, they are going to be undergoing changes because the first time you ever do anything, that's not the best version of it.

You have to improve it over time.

So this was our first attempt at it and I'm literally showing you, okay, here are some omissions, but we know the omissions, we are identifying them.

We're going to be fixing them.

And we're fixing them in a data driven approach because we looked at the keywords and we saw, oh, relationship, really great keyword for us, love.

Let's look at that.

So this is a love app up, right?

If you write it like this, the App Store will interpret this as the word love, but the brand is love up without a space.

So let's see how many times it occurs that way.

Love that doesn't count in there then love up.

You see, whenever it's like love up, that doesn't count.

We need the word love.

So let's see how many times the word love occurs by itself and loved and loved like that.

That does count.

So love, love, so love, love.

A lot of times this appears by itself about half or a little bit less than half of these 16 instances.

The word love appears.

So it looks like we have some work to do here.

Thankfully, this is just the beta version.

And now let's look at the same thing on Apple.

Apple only gives us 30 characters in the title, and the keywords in the title are really important.

They are our most important keywords.

So again, we have love, we have passion, but these other terms, we might change them because they take up a lot of space and instead of lasting we might add something like relationship passion.

Now it might end up being too long.

So we might say instead of ignite lasting passion, we might say, Love up colon.

Relationship passion because it still carries some of the original meaning, but it will fit and it

will have that relationship keyword in there.

Also, you want to put keywords in your subtitle here, Fall in Love again every day.

So we're reinforcing the word love.

Now you don't have to repeat keywords, but what I do here is add keywords that haven't already been used and we have plenty of those and we also have a description.

But the description is not as important.

On Apple App Store, what's important is the keyword field.

So let's look at that.

This is the worksheet we used for our keyword research, and these are the keywords that went into our keyword list.

Now these are secondary, right?

Like the most important ones are in the title.

So couple relationship, marriage, love, sex, passion, intimacy, communication.

We actually brainstormed and decided that communication may get taken out because it's so long and it doesn't really conjugate much with good keywords, maybe like relationship communication, but there was not much volume under that then advice, you know, like dating advice.

There's not much volume on that relationship advice.

There was more volume on that.

So some of these are kind of borderline like language.

Like the conjugation we were going for is love language.

We decided maybe that's not great.

So these are the keywords we ended up going with in the keyword field.

It's a little over 100 characters, but if we balance the keywords in the title with these, we can fit all our most important ones and rank.

And I think it's going to be important to rank for keywords like relationship, maybe intimacy, maybe love.

And for this app, it's going to be important to rank for keywords like relationship, intimacy, love, romance.

Those are some of the great keywords for this.

And we're also well positioned to rank for two and three word phrases that are long tail also.

So if we make all these right changes, this will position us well for our ranking highly in the app stores moving forward.

And also what's I think really interesting in this video is that going over this again and again, I was able to catch my own mistakes, even though I have years of experience in this.

And we've looked at it extensively with this student, I still was able to catch some errors.

Think of that as proofreading.

If you write a letter, an email, an essay, anything, If you don't proofread, you hope for the best.

But of course errors creep in and proofreading just like this, going over it again and again.

It's really boring and nobody likes to do it.

But look how necessary it is to catch what is in hindsight really obvious errors.

But once we fix them, we'll be so much better positioned.

So that actually concludes this example of how we did the.

So now for your part, check in on this app.

We are doing this at the very end of 2020, so check in a month later, a year later, I don't know, two years later, whenever you watch this and see how did this app do?

Because that would be an interesting test.

5. My attempt at rewriting their titles for Android and Apple App Store

So actually, I didn't want to just leave the last video without actually suggesting my own title ideas.

So let's actually do that.

I've come up with a few title ideas that are new that take into account all our keywords, and here's our original one.

On Android we get 50 characters.

This is how it reads.

Love up colon, increase intimacy, create lasting passion.

Now increase is not a keyword.

Create is not a keyword.

Lasting is not a keyword.

Because really passion is the keyword.

So we have a lot of dead space here.

So let me get rid of that and let's make a suggestion.

Here's the first suggestion.

Love up your relationship.

Intimacy, romance, love.

Here's what I'm doing with that.

You see how I'm using love up as a verb?

It's still a brand.

They're kind of it's not as clear that it's a brand, but it's still there.

It's still the first word.

And because I'm using that as the verb, I'm able to get rid of some other words.

So love up your relationship, intimacy, love.

Basically the only non keywords are up.

Your everything else is a keyword, love, relationship, intimacy, romance.

And then I have repeating love again.

Why do I do that?

I wanted to add that as a talking point, and it's a short word so we could add it twice.

And it's hard to know without testing whether that's going to impact the rankings.

And because we repeat the word love, maybe it will rank us for the word love even higher.

It's hard to know without experimenting.

So we would experiment with this maybe like possibly for a month or two and see are we having any success

with the word love?

If no, we can get rid of that because it does look a little silly, right?

This kind of is like a little hack to rank higher for the word love, but it looks a little silly to consumers.

So let's try a different strategy.

Here's option two.

Relationship.

Love up calling.

And intimacy.

Romance.

Passion.

Notice that passion is a word that didn't fit into option one.

So here we have a relationship.

That's one key word love.

That second key word, intimacy.

Third key word.

Romance.

Fourth key word Passion.

Fifth key word.

Five key words.

The only thing that's not a key word is the word up.

Okay.

And it makes English sense.

Relationship love up in some way.

That actually can be kind of a fun way to make this title read.

Now, relationship, love up, Intimacy, romance, passion.

These are all great emotional, inspiring words.

So actually, this might not be a terrible title for potential app users, but it's really great for.

So now let's look at the same situation for the Apple App Store, which only gives us 30 characters.

So it's even harder.

Here's the original Love up Colon Ignite lasting passion.

Okay.

It has the word love.

It has the word passion.

But Ignite is not a key word.

Really.

Lasting is not really.

So we're really only using a few key words here.

So let's change that.

Knowing that we got to put a lot of good keywords in here.

Here's one option Romance and relationship love up.

Okay, We got three keywords in here now instead of two, and we've got good keywords.

Romance and relationship.

Relationship is our big keyword for us.

So this is a good option.

It's less well branded, but it's still branded, but it's got more keywords.

And here's option two, which gives us the option for better branding, love up romance and relationship.

Now it's not the best in terms of like English readability.

Maybe it's better to say relationships.

And I think we ran out of characters.

So for the the letter S doesn't fit.

But you see love romance relationship.

Okay, that's three key words that are good keywords for us and it still makes some English sense and it's still somewhat branded.

So we've traded off some readability and some branding for an extra keyword here.

And all of these are good options and in the beginning.

We're after the downloads.

If this was me, I'd probably choose these over the original.

The original also has some problems because we ran out of characters, as you can see, and we didn't have a space between Up and Ignite and the colon.

So there's some problems there as well.

And it would be nice to fix, for example, if we had more space.

Here's how I would rewrite the original love up relationship passion that has some English sense.

It has a lot less punctuation, which at the end of the day, that's not great.

So it's good to get rid of punctuation and it has three keywords and it still has that brand love up in the beginning.

So these are all so these are all good and usable options for us that are better for Aso than the original titles.

5_google-seo-for-your-app

1. SEO for your app URL in Google search

In this video, I want to show you the importance of ranking your actual app store URL.

Here's what I mean by that.

So of course, my my app is the business plan app.

So if I search for business plan app.

In here.

Take a look at what happens.

Of course, this is an ad This is an ad.

This is an ad.

This is an ad.

So these are these are where the natural search results start.

And take a look at this right here.

This is the Android URL for my app in the App Store.

You see that?

So the app store URL actually ranks in Google Search the same thing.

This is my iPhone app.

And so this works.

This ranks as well, you see.

So I've got two listings in the top ten of Google, even if I, you know, search different search terms, sometimes my apps come up and a portion of your users, your searchers, surprisingly enough, they search Google for like best business plan apps or something.

And.

Then my app comes up.

So searches like that, you can rank in Google search and get extra downloads because these people are not searching the app store.

They're searching Google search.

And how do you get downloads?

Well, the way you can rank higher here is, of course, the keywords are important, but you're already

going to use the keywords, so you're fine there.

The next thing you want to do is build backlinks to this app URL and this is not a hard thing to do because you can start with your own blog and consistently mention your apps and link to your apps from your blog, whatever guest post you might be writing, sharing, sharing this URL on social media and just giving it some activity.

And of course, Google picks up on the large numbers here.

So a lot of votes, a lot of big ratings.

This also helps, although it doesn't it's not a prerequisite because even when the app is was very young, I was still ranking in this search.

So you don't have to think like, oh, the app has to be old app with a lot of reviews, not quite.

So just keep in mind these little strategies and you'll actually be able to sneak in to a lot of search results just from Google and get downloads this new way.

2. SEO for your website

In the previous video I talked about how to get your app to rank in Google.

As you can see right here with this example in this video, I'm going to talk about how to get your website to rank in Google.

So the website URL, I'll show you and I'm searching, I'm doing the search best Android business plan app.

And you can target see with your website.

Unlike your app listing, which only has one listing your website, blog or website your home page, you can target additional keywords that you're going to rank in Google.

So you can see this long tail search I'm targeting in Google Search.

And right here, this is my blog that's ranking for that.

When I click on this blog post, we'll go through a few elements that make it rank in in search.

So, for example, I have a lot of content here.

It's relatively rich because they also have an embedded video and I use this, the main keywords in the title here and also the title and description meta tags are set also to use these keywords.

If I show you the view page source and I do control F on the title tag, you will see that I'm trying to reusing the same keywords here and the description tag.

I'm also reusing the similar keywords here and that's how you can get a number of your blog posts to rank for relevant longer tail searches and get traffic to your blog post.

And then from that, funnel them to your download your apps.

6_launching-your-app-like-a-pro

1. 3 winning ways to launch your app!

In this video, I want to go over three ways to launch your business, and I'll present them to you in order of their size and in order of when you should do it.

And this would apply to technology, businesses, apps and other more traditional businesses.

Now, in the beginning, when you're just building your product or AB were just about to launch something, you want to launch as soon as possible because there's so much build up in anticipation.

And my advice is actually to resist that urge to try to go big quickly and practice patience, because most of the time our products are just not too ready and they're not going to grow big anyway.

Like you'll release big, but if the product has bugs, you're just not going to have the success that you're imagining.

So really what you want to do is have a soft launch or some people call this the beta launch where you just launch to friends and family and they kind of poke holes in it, they criticize it, they give you feedback not to make you feel bad, but just to give you useful feedback.

And you also want to expand this to maybe a few knowledgeable people in your industry and get their opinions, because in the beginning you just want to get feedback.

And after gathering feedback, you improve the product based on the most helpful feedback.

Obviously you don't want to take everyone's suggestions and you go through maybe a few iterations of improvement.

And again, you want to practice patience because there's an urge to improve it.

Once, get a little feedback and think, Oh, I'm done, but you want to do this for a while because it's best to get a lot of problems out of your product early.

And one thing you don't want to do is launch big and have an embarrassing set of bugs in your app or product or whatever.

So you launch early but small and keep expanding your audience as you keep releasing.

And one thing that I did in my experience when I launched my app, for example, I quietly released my app in the app stores without really announcing it big on social media.

And you know what?

The app actually started getting real users.

People were finding it in the app stores and they watched the analytics closely, watched how they behaved

on the app.

Also, I got in touch with some of them when it was possible and I got feedback from them, which was really helpful.

And so that was a very natural way for me to get feedback from actual users.

And some people have asked me, Well, what happens if your app is early and you launch it and it's not so good because it has bugs and you get bad reviews, and so you get like one star rating, one star rating, one star rating kills the app.

While it doesn't kill the app because you just launched it, you can take it down and relaunch it.

It's completely fresh.

No problem, because this is just a test version.

Although at one point, as we keep doing this, you'll notice that your reviews are getting better and it won't be just your assumption or hope.

It will be reinforced by the data you collect.

Like when you watch analytics, you'll be like, Oh, people are using it much more and that's your sign.

Then you're ready for that bigger launch.

Now how do you launch big?

You do it with publicity.

So what you do before you actually launch big, you pick a date like 2 to 4 weeks in advance and use that 2 to 4 weeks to reach out to bloggers, podcasters, YouTubers, journalists, everybody who has an audience in your niche and tell them about your upcoming launch and ask to be featured.

Now, most people will ignore you.

Most people will reject you.

But that's fine because there are so many potential influencers and journalists out there.

Few of them you can pay, but very often you can do this for free.

If they see the merit in whatever you're launching.

These people spend a lot of time in your niche.

They know what's interesting for your niches, greater audience, and if they start responding favorably, that's another great sign.

And once you get some of them on board to feature you, when you launch, then when you launch, it

creates a really big launch because it will create a spike and immediately propel you.

For example, if you're launching an app that spike in downloads on day one or let's say even if it's not an app, if it's a website, anything where the promotion and the rankings of it is algorithmically driven.

While that big spike of activity will positively impact the algorithm of whatever platform you're on and help you shoot to the top of that algorithm.

So in my.

When I got a lot of publicity for my apps, it helped my apps jump over many competitors and immediately start getting more downloads from App Store Search and kept on getting all these free downloads because

of this big launch with publicity.

So that's why you have this build up so that on the day of the big launch, you can get a lot of attention. And this big attention has a purpose, which is to boost the ranking of wherever you're promoting your product.

That's the underlying strategy, because this is sustainable, because publicity usually spikes when you get all these mentions, and then it usually dies off because those magazines, they featured next products and next businesses the next day.

So usually the publicity dies off, but those secondary effects of publicity, like ranking higher don't die off.

They last longer.

And that's what we're after, actually.

Really.

And for very few businesses, there's another strategy.

The third kind of a launch that's possible, and this is to launch at a conference or an event.

There are many types of big start up conferences where you can launch, like the launch conference, TechCrunch Disrupt or big local meetups for events.

These are generally only available for unique or innovative companies.

So if you have some kind of a little tiny puzzle app, this is not an option for you because you can't really launch that at a conference.

But if you were the first mover, then all these doors are open for you.

So as long as you have something innovative, you can pitch these conferences and big events.

And a lot of times journalists are present at those conferences or events, and those journalists will

also give you publicity, and they may be even investors.

Who knows?

But this is that third kind of a launch, which is at a conference which is kind of a dream launch.

It's not available for everyone.

But in any case, these are the three types of launches you can do.

2. Release your app on iPhone or Android? Or another way?

In this video let's talk about where you should launch your app. Should it be Android, iOS or both at the same time? I recommend as you get into your beta testing phase and the beta launch that you pick just one platform and test it there. That's if you're getting the app programmed natively. On iOS that might be with the Swift language and on Android that might be with Java and you have two different code bases for it. You shouldn't maintain two different code bases for testing. Once your MVP, minimum viable product, is working well and you've tested one version of the app you can easily take out all the things that are not working so you don't have to program them twice and just port the things that do work into the other platform which speeds up development quite a bit. Android tends to be very good for testing. It's actually where I tested my early launches and where I still test experiments and once experiments work I actually ported to the iOS version because Android allows as many updates as you want. You can have multiple daily updates whereas on iOS your app has to go through a process where they check your app and it can take days and it really can slow down speed of iterating and improving your app. So on Android just having one code base that you keep on improving it's a lot cheaper and it's a lot faster. Now all that said that's for a case if you're having separate code bases for Android and iOS. There are web frameworks that allow you to write the code in CSS, JavaScript, and HTML and then use frameworks like PhoneGap to create code bases that automatically work on both Android and iOS. If you use those web frameworks to create your app then of course you still only have one code base so you should launch on both. Then it's a no-brainer but if you do have separate code bases you should only launch on one for testing. Now let's go over some pros and cons of where to put most of your

effort. Android has a lot more devices around the world. You'll have a bigger install base which also means more people will be able to test and use your early launches even if you don't sign them up as testers you'll be able to see the data of how they use your app. On iOS generally there's fewer downloads but on average the users are more lucrative users. They spend more money, they're in more affluent countries so if you're testing selling something, if you're testing monetization, you'd want to test on iOS. If you're just testing usability that's Android. And long term of course you want to be on both but short term for testing it's okay to just do one really well and forge forward on just one platform with the second one catching up. Not too far behind but lagging a little bit is okay because anyway you should be making only small iterative changes not big wholesale changes with every release. So that's how I'd manage your very early beta launches for testing and getting the bugs out. Basically just choose one platform, in most cases it's Android, test with that and when you see things are working add only those features that are working on your iOS.

3. WORKSHEET: App launch plan

7_increasing-positive-aso-signals

1. Many additional tips to keep people from uninstalling

- Let user save their work in your app - Daily/weekly prizes and bonuses - Limit account creation and slow first-open experience - Long-term uses - Not battery or storage intensive - Anticipation of social activity with friends - clear usability, no bugs - fast navigation

2. How to increase session lengths and influence your ASO ranking

In this video, let's talk about how to increase session links.

When people are using your app, that's a ranking factor for ASO, which is going to mean an ASO boost. Of course, the longer people use your app, the more ads you can show them, the more you can sell to them, so it's going to boost your revenue. And of course, obviously, if they like your app, they'll use it longer and they'll review higher. It helps everything.

So how to do that? When I embedded content, tutorials, it can be text, audio, video. I have text and video tutorials. I put a lot of my YouTube content embedded right into the apps.

It propelled my apps way up. I remember as soon as I did that, a few weeks later, boom, my apps shot up in the rankings because a lot of the videos, they have like 10 minute tutorials that just blew my competitors out of the water. Of course, not everybody watches 10 minute videos, but if somebody does, then it's a tremendous boost in a session length. And sometimes you get the super fans who watch one video, two videos, three videos, and they keep watching and watching and watching, and there's a lot of minutes per one person. So that's how I did it in my case. You can also look at what your competitors are doing. It's always smart to look at what your competitors are doing. It doesn't mean stealing. It doesn't mean like they're better. It just means that you're being practical about things, calm headed, and just looking, hey, my competitors are doing something nice. Maybe my users would like some feature too, or maybe some feature that my competitors are using helps engagement. I maybe should add that too, to engage my users. Nothing wrong with that. It's not copying. Also for games, if you add more levels and especially time levels so that people stay on for the duration of that level and more leveling up means more playing, all of which means longer sessions. And of course, when people get to a stopping point in the apps, like maybe they did whatever they needed to do. For example, in my apps, it's a business plan app. So if they finish the business plan,

what else do they do? And you always want to think of next suggestions for them so that they don't close the app. Oh, you finished the business plan. Share it with your business partner. Oh, read more tutorials, ask questions, participate in community. There's a million things you can do. And if you can get them to do the next thing, that means they won't close your app at natural stopping points that they usually would close your app. Also, it goes without saying, but you should use an analytics package to track which screens crash or which screens have high close rates or quit rates so that you can fix those screens because they're usually tech screens that decrease your session length. If a lot of people are closing the apps on that screen, if you can reverse that, then it's going to immediately impact your average session length. So these are all things that you should do. Now, there's one thing that you should not do in an attempt to get people to use the app longer. There's a tendency to over-feature, like build this feature and that feature and this feature and that feature. That's just going to create low-quality features that are expensive and time-consuming to create. And none of them are going to be great because you jump from feature to feature to feature. And the more things you need to focus on, the less you can focus on on each thing. And it leads to bugs and actually usually backfires and leads to shorter session lengths due to those bugs and imperfections. So build features slowly. That's the wisdom of software development and app development.

3. REVIEWS: Many ways to increase the number of good reviews and avoid bad reviews

In this video let's talk about how to get good reviews for your mobile app and at the same time how to avoid bad reviews and reviews are so important they play a role in your ASO ranking they play a role in the conversion of people noticing your app to downloading your app because the higher your rating is the more it's convincing for people to download it and of course that has a direct impact on your revenue and the sharing and everything else so it's incredibly important and the very first thing that you want to do is the reviews they're very strongly correlated to the quality of the app so let's talk about that obviously you want to collect a lot of feedback always improve the app slowly always focus on fixing a lot of bugs and build new features slowly and test a lot new app developers or new entrepreneur they have a tendency to over feature and build a lot of features that are fun to dream about and fun to create and maybe have potential but every new feature is a potential for creating bugs bugs cause crashes and confusion and that causes bad reviews when you fix a bug your app is naturally going to average higher reviews every bug

you fix it's going to average very slightly but higher reviews so you actually want to have fewer features that are good that are bug free than speeding ahead and building many features that also goes for don't launch with too many features launch slowly and build up slowly test test test fix bugs because if you're building a cool feature but it's buggy or if you're building a cool feature but you're neglecting other features that are not optimally made or not easy to use that's going to result in bad reviews and when you go slowly on it and make sure that every feature that's live is very easy to use it's clear well designed no bugs that's actually naturally going to result in higher reviews so just by focusing on that will improve the reviews quite a bit also you want to ask for reviews when you're collecting the feedback especially if you ever talk to your engaged users you know you want to bring that up in the conversation say hey you know the reviews are really important can you please add one and if you ever get bad reviews you can professionally reply to them in the app stores and sometimes if a person has a unique name like me for example like i'm the only alex kinodinic in the world i think you can easily find those kinds of people on social media and reach out to them and say hey was there anything wrong is there anything i can do for you sometimes such good support will make unhappy users into happy users meaning they might change their review so good support often turns one star ratings into five star ratings i've had that happen many times before and it's great because a one star rating totally brings your average down and a five star boosts it so it's actually a big turnaround and you want to create your own audience because your fans they give you higher reviews when you have fans on social media when daily reviews they're already your fans they like you they're subjective they're going to leave you on average for the same app high reviews that means it's not a bad idea to create some kind of a community around your app maybe a facebook group maybe youtube videos something that you can use to have it be a source of reviews that also grows over time and over time you'll get more and more reviews from it and they're all going to be biased positively towards you also a lot of people add the pop-up that asks for reviews on the app but a lot of times i see it it gets popped up in random spots if you pop it up in random spots in the app the user might like your app they might not like your app so you're actually increasing the number of reviews not the number of good reviews so what i would do is only add that pop-up in spots where you know the users love your app for example in my app i have written tutorials they're like business tutorials and i ask at the bottom of those tutorials for a review because i know that if a person took the time to read an article they got all the way to the bottom it's much more likely that they appreciate it and like it otherwise they would have quit so there's only a few people who

make it down there but if they made it all the way through it they must have gotten value and so i ask for a review there and of course it goes without mention but you should ask friends and family for reviews one thing you can do it's a little extreme but it's effective is you can create a spreadsheet of whom you've already asked let's say you have like 500 friends on your facebook and twitter and social media and every new person that you come in contact with you can ask them in a one-on-one private setting if you just post on your public facebook and say hey guys i got my app please download it few people will do that but if you message people individually one-on-one in private chat of course it's time consuming but they'll be much more likely to review the one thing that will happen is they will forget to review sometimes and so you want to just every once in a while politely remind them and in that spreadsheet that you create and maintain if you do that you'll have a note there like oh i reminded them on such and such date maybe two weeks past okay i'll remind them again another two weeks past i'll remind them again always politely always say hey just in case you forgot do you need any help doing that something very easy they'll probably just forgot and they'll do it and and that way will be a good way for you to make sure that you don't lose any reviews that you could have gotten and of course you can ask everyone you meet you can bring up your app in a conversation you can explain how impactful and helpful the reviews are and it will take just 20 seconds for that person to take their phone out download your app plus one download nice and review so plus one review very nice if you make a point of it if you don't make a point of it it's not going to happen and also a lot of people ask what if my competitors have 10000 reviews and i'm just starting don't worry about it too much of course you know it's hard to compete with that because they are far ahead but in the app stores the recent reviews matter more reviews from two to three years ago they don't matter as much or sometimes at all recent reviews matter more and of course we don't know the internal algorithms of the app stores but it is generally understood that recent reviews matter more so as long as you keep on growing your reviews how fast you get them the quality of them you will eventually catch up to your competitors also a lot of people ask should i buy reviews and should i hire companies that provide reviews like fake reviews i would recommend to stay away from it because it's not ethical but also you don't know how they get the reviews and they'll often not tell you and usually it's kind of spammy ways that are probably detectable by the app stores and so that might penalize you you have no idea because you don't really know what those companies do internally so it's kind of a lot of risk and you don't want to risk all the work that you've put into it because who knows if the app stores decide to ban you for whatever reason then all the work you did

might be wasted so it's a really big risk so i'd recommend for a number of reasons to stay away from buying reviews at mass and even if your competitors do it i still recommend not falling into that because even if they do it it might not be all that effective and it might backfire on them you don't know in the future also when you write your title and description because you're going to try to make it very catchy and amazing sometimes having a lot of changes to the title and description to get it right takes it a little bit away from what the app actually does so if there's a difference in what the app does and what your title and description suggests people are going to have their expectations not met when they're not met they're going to give bad reviews when the expectations are met people are going to get what they thought they were going to get and they're going to leave nicer reviews so misunderstandings can cause bad reviews so make sure that exactly what your app title and descriptions explain that's exactly what the app does and i know it might seem like a moot point like of course no actually not of course because i see a lot of my clients their app descriptions and titles are a little inconsistent or sometimes a lot inconsistent with what their app actually does and it causes misunderstandings misunderstandings lead to bad reviews which are very avoidable so i'd be actually very detail oriented to make sure it does my title description is it attractive but is it still representative of what the app actually does and of course when the expectations are set right you'll get better reviews so sometimes it's really basic things that are just attention to detail issues and in your app listing in the description you want to include support information like maybe your email or link to your support on your website or something like that so that if people are on the app store and they are looking to leave a bad review or they're frustrated instead of allowing them to leave a bad review you can say email us we'll help you that might divert them from leaving the bad review to just emailing you maybe you'll help them and they'll be happy and they'll leave a good review another thing that causes bad reviews is aggressive monetization i know you want to make money from your app but if you get bad reviews nobody downloads your app and it falls in the rankings of course you're going to make less money that way as well so i know you want to make money but if you do it too aggressively you're just going to have frustrated users who are going to quit your app and going to leave worse reviews which really doesn't help you at all so you want to be very careful to not irritate people with your monetization and the same with your user onboarding process if it's easy they'll start using the app they'll be more engaged if it's confusing and if you ask for too much information up front and if it takes too much time before they get value they'll be more likely to quit the app and they'll be more likely to leave a bad review

so the faster they get value from your app the better they'll rate the app and frustrating onboarding leads to bad reviews and i know you might want to get their email you might want them to make an account and so on and so on but try to give them some value really quickly so these are all the things that kind of have a flip side you fix bugs you'll get more good reviews you will decrease bad reviews a lot of these work very much hand in hand when you do one and you do it well you'll increase your good reviews decrease bad reviews so it actually is going to have a tremendous impact on your app rating and if you ask well what's the ideal number of total rating that i should have ideally even though it's not always possible and there's always issues i would aim for 4.5 stars and above i know it's really hard i know a lot of my apps they don't have that but at the same time if the apps are very important for you that's the level of rating that you want to attain the higher than that the better because you don't want to jump just over some mediocre apps you want to compete with the big players and to beat them you'll have to out quality them long term you'll have to have a higher quality higher rated app so that users think oh well let me try this one it's higher rated than even the strong entrenched competitors

4. How to get people to use the app regularly

In this video, let's talk about how to get your users to use your app on a regular basis, not just once or twice and throw it away, because that's not a lot of engagement, it's not gonna really help you monetize or ASO, but all the time on a regular basis continuously. And it's gonna be around giving people regular content. And we're going to use the word content liberally, because content can be many things. Let's go over what it can be. Content can be friend activity. Oh, your friend posted a picture, your friend sent a message, your friend did a video, your friend did something. It keeps people opening the app to see what their friends are doing.

And they want to keep up with what their friends are doing,
so they're gonna keep the app and keep opening it.

The same thing is with you creating content,
text, video, it's not easy to continuously create content,
so it's better if your users create content,
like the friend activity.

But if that's not an option in your case,
the last resort is you can create the content regularly.

And of course, you can give people points, levels, rewards,
they can win things, you can give prizes,
and you can do that on a regular basis,
so that, of course, people have incentive to come back.

And you wanna use push notifications, of course.

You do wanna use them carefully.

If you use them too aggressively to promote things,
to sell, people are just gonna uninstall your apps,
and it's just gonna backfire.

And of course, you wanna get people's emails
and for them to follow you socially.

Because even if they uninstall your app
for whatever reason, or they forget your app,
you can remind them about your app
through email and social follow,
in addition to the push notifications.

So you have more ways to get them back into your app.

Also, you wanna think about features
that are repeat-use features.

For example, if you have an exercise app,
maybe there are regular exercises they can check in and do,
and it refreshes the exercises and gives them routines.

In my case, I had a business app,
so I found ways to give people regular work

and maybe create to-do lists and build healthy habits.
And the habits are built by doing something every day,
and because it's every day,
they have a chance to log into the app every day,
and so on and so on.

And of course, people can create whatever projects
in your app, maybe whatever your app focuses on.
Maybe it's productivity, maybe it's cooking, whatever.

But people can create and track
and work on their projects on your app.

That will make it a repeat-use app.

And of course, amassing social critical mass,
meaning when there's so many people there
that it becomes the de facto app for that thing,
which is kind of similar to getting social alerts
that I mentioned earlier, but it's not exactly the same,
because if you can make your app
the go-to app for whatever thing,
maybe for tutors or the go-to app for language learning
or something like that, people will just retain that app
because they know that it's the go-to app
for serving that need.

And of course, for games, you wanna build games,
of course, that are good and playable and engaging,
but also have endless levels,
so people can keep going and playing and playing and playing.
So these are all the kinds of suggestions
for how to make your app into an app
that people start using regularly and don't stop using.

5. Photo and social apps - thoughts

There's a conversation that I have with app entrepreneurs very often, more than

once weekly, about photo apps, gaming apps, social media apps, and other apps in extremely competitive niches. And there are more and more competitive niches all the time because there's just more and more apps creating more competition. So what happens? It's really hard to promote. ASO for these niches is extremely hard but getting publicity is harder now. Is there a niche or sub niche that you can dominate with SEO keywords? And do you have a plan to get started and to dominate in some sub niche of the major gigantic niche or space, right? Like photo apps, health and fitness, social media, games, those are all gigantic. Do you have a plan? And these are questions that need to be addressed during the business planning questions, not after you start because half of the conversation I end up having with entrepreneurs after they started, after they may be paid for developers. And this is a really hard conversation because you cannot start without these strategies being solid and having light at the end of the tunnel, so to speak, so that you can have a goal to work towards. If you don't have a strategy for this, you're gonna scramble when you launch the app and you're gonna be like, why am I not getting downloads, social media is really hard, I'm not ranking, and it's going to be a really quick path to, I don't want to say failure, let's say not success. It's really just a hard place to be. So think about these, don't start the app until you have a clear strategy for this. If it's your first app and you just want to get your feet wet and it's not too expensive to launch, fantastic, you can do it. But if you're really banking on this as a business, you must answer these questions before you write the first line of code for the app.

8_how-to-make-money-with-your-app

1. Common and most popular ways to make money form your app

With this video, let's start our section on app monetization.

Monetization is a fun topic and a necessary topic anyway.

So let's get into it.

I'm going to go over common app monetization strategies by how common they are and that's going to be the order.

Well, the most common is ads.

My personal favorite is not ads.

Ads usually are not liked by users.

What that means is on average, slightly lower reviews and if the ads are aggressive, a lot lower reviews, you don't want to irritate your users and make them go away and not come back.

Ads do that actually.

So they are a little bit detrimental to the use of your app and they don't even monetize well.

You know, they monetize relatively poorly and there are two kinds of ads, standard ads

like banners, interstitials, basically all kinds of ads that users know, oh, this is

an ad and they hate it.

And then there's in-content ads.

Let me explain what that is.

For example, inside my apps tutorials, I suggest new products.

For example, if I have a tutorial about how to set up a website, I have a product for

here's another course that you can use for setting up a website or affiliate link to

get a discount on hosting or a domain name.

Something that's actually useful and it's actually part of my tutorial, which is welcomed by people.

That's really important.

So it looks like it's a part of the tutorial because it naturally belongs there.

It's inside the content.

People welcome that much more.

They engage with that much more.

It's not possible for every app.

For example, for games, I can't imagine what an example of that would be, but for utility apps, for industry apps, productivity apps, those are very possible.

In my general take, this is subjective.

It's just my opinion.

There should be better ways to monetize the apps other than the ads alone.

Even if you run the ads, sure, for some apps, it's totally fine.

It's a very common thing for games, but even if you run ads, try to see if there's something else you can do, like maybe in-app purchases, because ads simply just require too many downloads, millions and millions, to really make a significant amount of money.

So we need ways to supplement it.

That brings us to in-app purchases.

In-app purchases are great if they are timely upsells when people really need something or are very excited about embarking on something, completing something.

Because remember, buying is emotional.

If they feel a strong need or desire or excitement, they're more likely to buy.

So create that by maybe making people achieve some rewards, level up, get that excitement going about using the app, about becoming better at whatever it is they're using the app for, and that's perfect to suggest upsells.

Or when they really need something, if they really identify, okay, they need something, that's a perfect opportunity for an in-app purchase.

Keep in mind, your super user features can be in-app purchases.

When a person is already using the app a lot and they need something else, they're the super users.

Most of the buyers will be super users.

It's not like somebody's going to open the app, they don't have any familiarity with the app, they don't even know if they like it, they're not going to go buy it.

They have to use it, use it, use it.

When they like it, they warm up to the idea of buying things inside the app, and usually they are more likely to be the ones to spend money.

And you have to just ask yourself the question, what do my super users really need?

And that will give you ideas for good in-app purchases.

An example might be, I had a client who had an emoticon app, which was actually making

reasonably good money, and all he was doing is just giving extra sets of emoticons.

Very cute and funny ones, maybe like flirty emoticons, or extra funny ones, or something else.

Just a package of new emoticons you can uncover, and the only people who would buy that obviously are the people who got bored of the current emoticons who were already using it.

Another example, I offered advanced tutorials, or actually coaching, or answering questions for money as in-app purchases.

Now there are a couple of special in-app purchases.

They are subscriptions and consumables.

Let's go over what they are.

Subscriptions are relatively easy to understand.

When people subscribe to some feature instead of a one-time buy, they get billed every month.

It doesn't matter what the purchase price is, if it's 99 cents purchase, if they subscribe to that, and they get billed 99 cents every month, that's a 1200% annual increase over the one-time purchase.

So subscriptions are really good.

Consumers just get billed, and you just make more money.

The problem with subscriptions is that they're hard to sell because people know that they're going to be forgetful about unsubscribing, and they're going to waste money.

To solve that, you create consumables.

They act like subscriptions because people need to buy them again and again and again, and if you're lucky, people will buy them more frequently even than monthly, but people are not going to be afraid to buy because it's, oh, 99 cents, boom, bought it, and forgot about it.

Another 99 cents, oh, bought it and forgot about it, because it's 99 cents, it's nothing anyway.

So people have very little barrier to the purchase, but if they need something regularly, they'll buy.

Some examples of that are points and games, very common situation.

Also, in my case, questions asked on a business app.

If people could ask a question, and then if they have another question, every time they ask a question, they can buy access to that.

And of course, on dating apps, you'll often see, like, oh, you want to message more people today?

Do you want to buy some kind of a level or some kind of extra access, or you're done messaging those people, you want to message more people, okay, you can buy more of that.

So it's pretty frequent and pretty common paradigm, and consumables are great because

once a person consumes something, they need it again and again and again, which really can create a fantastic buying cycle for you.

Now, let's talk also about affiliate marketing inside the apps.

If you're not familiar what affiliate marketing is, it's basically just reselling a product or service made by another company for a commission.

It's a very simple concept.

You can sign up for a million sites out there.

Some of the most popular ones are ClickBank.com, CJ.com, Amazon Associates, which is through Amazon.com, ShareASale.com, and so on and so on.

There are literally hundreds of thousands of products, digital and physical products you can try to resell.

No problem getting products because all the companies want you to resell the products.

A lot of these sites, they have requirements for joining.

Maybe you need a website.

Maybe you need something else or some other requirements.

The one that does not have any requirements is ClickBank.com.

So I recommend you try to make accounts on all of these just to try them out.

Some of these will not accept you.

Some of them will.

It just depends on your situation.

But ClickBank should for sure accept you, even if other ones don't.

Once you get accepted, you want to browse products there, products that your users really, really, really need.

They really need it, they'll get it.

If they don't need it, they won't buy it.

For example, my users always ask, I'm starting a business.

How do I create a website? I need money.

How do I get a loan?

I get these questions all the time on my apps.

So what do I do?

I found affiliate programs for loans, for websites, and then I promote it inside my app.

And I know because my users wanted it already.

I can't provide loans or websites.

I don't do that.

So that's a perfect opportunity for affiliate because it's not something I can do as an in-app purchase or any other way.

So those are the very common ways to monetize your apps.

2. Apple revenue share goes down to 15% instead of 30%

There's some nice news for Apple developers.

Apple is reducing the fee it takes from developer transactions from 30% to 15%.

So if you sell an in-app purchase starting January 1st, 2021, on any in-app purchase, you keep 85% of that transaction.

In the past, it used to be 70%.

And it's pretty significant because Apple used to take almost a third of your revenue and now they take less than 20%, which is probably more fair to developers because the revenue piece is the big problem for mobile app developers.

So this will help them.

So I think it's a good move by Apple.

And just in case, whenever you're watching this, if you're not aware because for years and years and years they charge 30%.

Now they charge 15.

So if you weren't aware now, you know, the Apple share is 15%.

If you're selling on Android, Android will still take 30%.

3. Free vs. paid & how much should you charge for your app

Most Lucrative Apps Are Freemium ➤ If you depend on the app stores for downloads, the app should be free ➤ Paid is OK if your app is one of a kind ➤ Or if you promote the app outside the app store (main business) ➤ Or if you get your downloads from your brand or social media ➤ Not a fair situation to developers

If You Charge, How Much? ➤ \$0.99 is easiest but you didn't even make a dollar. \$1.99 is slightly better ➤ \$2.99 is the top tier of cheap app prices ➤ Skip \$3.99 and go right to \$4.99 - not cheap by app standards ➤ App must offer real value and be without bugs, expectation of quality ➤ \$9.99 and up better be very unique!

4. Rewarded ads monetization strategy

In this video let's discuss the rewarded ads monetization strategy. This is for

instances when people want some extras that usually they can pay for it but they also don't want to pay for it so instead of paying for it they have the option to get it for free if they watch an ad. And this is extras of all kinds extra points and games if it's a business app or content app or a fitness app or productivity app they can get some extra knowledge or extra articles or extra videos or they can unlock extra features in any all kind of app and especially if it's something that's consumable like in a game if it's points every level you level up you need more points more lives and so on and so on for extra consumable things they can watch ads and because it's consumable they will watch the ads again and again and again so you give them the option Would you like to pay? No, you don't want to pay. Okay, fine. If you don't want to pay you can still unlock this option if you watch an ad and so you make a little bit of money but because it's a consumable and they engage with your app all the time since it's a consumable maybe the ad earns you a penny but then they do it hundreds of times during their use of the app it might even make more money than the in app purchase and because it's a way for them to get engaged with your app more this will actually help your ASO it will make you possibly more money if you get the consumable part of it right and boost your ASO at the same time as long as you give them the option of watching an ad instead of paying and the great thing about it is if they just had to pay and there was no other option they might get irritated and leave a bad review that sometimes happens but in this case they wouldn't do that because they have the option to watch the ad so they wouldn't be as frustrated and they wouldn't leave the bad review as much so this will also help your app ratings

5. The "whale" monetization pattern

In this video, let's talk about the whale monetization pattern.

The whale is the one person who spends an extraordinary amount with your app.

The typical way to do that is to have consumable products.

People can buy again and again and again and have them be endless.

So think about what your users can do again and again and again with no end in sight.

In Freemium, this works really well because most people, you know, they download your app,

they don't spend any money, they hardly make you any money on ads.

And it's hard to build a business on top of that because the people who do spend some money, they spend a little but, you know, it's little purchases.

And that can be a problem but it doesn't have to be a problem because some people spend an extraordinary amount if your app has this kind of addictive, repetitive behavior that they get hooked on and they do it again and again and again.

And games are great examples of this.

At some points, just levels become too hard.

And if you notice a lot of games in the app stores, levels are endless.

It's designed to be endless.

You can keep playing all your life.

And at some point, levels just become just hard enough where you need to pay for more lives, more points, something.

And you beat that level and it's cheap enough.

And you kind of tell yourself, oh, it's okay to spend a little money. It's fine. I'm having fun.

And you beat a few more levels and then it's hard again.

You get stuck again and you need to buy more and more lives and so on and so on.

And then as you keep playing and beating more levels and it's getting harder and harder, you're buying more and more and more things.

Over time, that person spends an extremely disproportionate amount of money.

So that's what you want to aim for.

To have that kind of replicable behavior pattern

where they can just keep buying and buying and buying long term.

6. The strategy to make a lot of money with ads using smart ad mediation software

As you know, mobile app ads don't monetize particularly well.

And so there's a strategy to actually boost that.

And this is by using mobile app ad mediation.

What that does is it takes instead of maybe you have like one network which delivers your ads and that network can be fine, but like it doesn't have ads to give to every user, maybe not in every country, not in every demographic.

So some ads go unfilled.

You don't know that because you see the ads when you open the app, but many of your users don't.

And for that reason, a lot of your ads don't monetize, right?

The inventory isn't sold.

So mobile app ad mediation, what that does is it takes one company takes about 20 or more networks, ad networks and kind of makes requests and gets the highest bidding ad and puts that on your app so you make more money from each ad impression.

Perfect.

And the companies I got two articles here for you which explain all the players in the mobile app ad mediation space and I'll have the links here in the resources.

So you can just link, you can, you can click the resources section and you can go to these links.

This there are two of them.

There's this one gives you a whole big breakdown of them.

And this link examines the top six ones and gives you some pros and cons so you can choose which one is right for you.

So try this and this will just result in you making more money from the ads that you show to your users.

7. Ideas to monetize your app experience from outside of the app stores

In this lecture, I'm going to give you three ideas for how to monetize your app beyond the App Store.

So totally unrelated outside of the App Store.

And one thing I'm going to show you some products that to use as examples for your ideas for products.

Now, I don't mean to sell these products to you.

I'm just using them as an example.

Okay.

So I'm not really I'm not selling these to you.

So the first is I'm going to show you my books that I created and my apps are business planning apps, right?

So take a look.

The first app I made, the first book I made is this is my Amazon author page.

The first book I made was a mobile app marketing monetization book.

After I figured out how to do that successfully for my apps then because my my app users were starting a business, I wrote this book because, you know, it helps you, takes you all the way to start a

business.

And then I wrote a business planning book as well.

And of course they all needed marketing, so I wrote this marketing book for them.

So I actually have like a whole book series that is based on the struggles of my app users.

I saw what they were struggling with and I actually explained it all in a book.

Now when you're creating a how to book, which that's what these books are, and basically explaining how to, you can also create a YouTube channel for this.

Okay anything how to that you can write a book about you can do a YouTube channel about it and make money on YouTube.

Now that's the YouTube is the second way to monetize.

Now, actually, I'm going to give you two more ways to monetize this, because if you can create courses based on what your app users went through, sorry, if you can create books or YouTube videos, you can create a course like a Udemy course based on, you know, teaching people the struggles to overcome the struggles with whatever your app helps them with.

But coolest of all, if you're able to develop your mobile app yourself, you can make a an app coding course like an app training course on Udemy and actually teach people how to create apps just like you created your app.

So these are ways that you totally unrelated ways that you can monetize your experience with your app.

But on Amazon or on Udemy or on different places where you can sell books or online courses.

8. Unusual monetization strategy with merchandise

In this video, I want to connect a few strategies for how you can actually promote your business by literally wearing your own merchandise and then actually creating a little side business precisely out of your merchandise for your company.

Now, the example I'll be giving you here is my own little website.

I have a little e-commerce brand where if you like.com it sort of early days and I'm working on the design, so I don't know when you'll see it, but hopefully the design will change over time.

But the brand is you see wave if you like, guess what I do.

I have a bunch of these t shirts.

I'm also a customer, right?

I have this t shirt.

I wear it as often as possible.

I mean, after washing, of course.

And then I have a bunch of others.

I have hiking t shirts.

Not only do I actually give them to friends and family, whoever I talk to about this company, I give them one because guess what?

They're like a walking advertisement in a sense, right?

But at the same time, I'm the biggest walking advertisement because I wear my shirts all the time.

And look, if you're selling anywhere else, you may only have like this design has wave if you like, and there's SEO.

But if you can see on small text, there's my website underneath and I have all kinds of merch like that for just myself.

Wave if you like, dot com hats, t shirts, hoodies, whatever.

It's really easy to make.

I'll tell you how to make it in a second.

But for your customers, you actually may not want to have what if you like because they don't want to promote your brand.

It's off putting.

But for you and your friends and family, definitely have a version with your URL on it quite visible.

Now, in this case it's its own fashion brand, but let's say you have some sort of a business.

If you have a local business, definitely wear your Toms cleaners or whatever business you got to wear that, right?

But then there's this intersection.

Let's say like you're a psychotherapist and obviously you wouldn't wear like, Hey, I'm a psychotherapist, or I wouldn't wear like, Hey, my name is Alex.

And also, nobody would wear that either, right?

Like with my face on it or something.

That would just be funny and ridiculous.

So what I would suggest is actually to try to come up with a funny slash conversation starter type of design.

If I was a psychologist or a therapist for my brand, I would make all kinds of t shirts like very few like therapists or wave, if you like, being healthy or whatever, everything.

Health related, therapy related, movement related.

That's if I was a physical therapist, if I was a psychotherapist, I would make all kinds of designs, not in a bad way, in an engaging way, so that everybody can see.

And it would be like a actually a funny shirt and then it would be a conversation starter and then, oh, it's a conversation starter.

And what do you do?

Oh, I'm a therapist too, So it's kind of an indirect way to have your t shirts as a conversation starter.

Now this brings us to an idea of how to connect this to a bigger side business.

Okay, Let's say you're a therapist.

Let's say a psychotherapist.

Perfect.

Let's say you made a funny psychotherapist t shirt.

Perfect.

Now here's what you can do with it.

Of course you can sell it on your own site.

Not many people may buy that.

But what if you sell on Etsy and Amazon?

There's such a thing as print on demand.

Like Amazon has merch that Amazon.com.

Etsy has its own ways to connect it to a service called Printify.

It's in the details of it, but it's very easy.

Basically what happens is that service printify prints the t shirts, ships the t shirts.

You never have to handle all that.

All that you do is get a freelancer to come up with a funny design for you.

Or maybe you give them an idea for a funny design and they create an image for you.

Like I created the idea for this, and then I gave it to a designer on Fiverr, like a freelancing site.

And for \$20 they made this little design.

And then I superimposed this image on a t shirt and boom, I can sell it from my site.

But also if you look on like Amazon, you see I have a bunch of same kind of idea t shirts where, if you like, under my wave, if you like brand, you see, and you can do the same sort of thing and maybe grow in your niche.

On Amazon having Amazon bring you extra sales, for example, if I do search for like psychotherapy t shirt just for kicks, let's say psychology t shirt or psychology gifts, perfect t shirt.

Then you will see, oh, people have already made these kinds of things, right?

This is just people creating little designs and putting them on different merchandise and probably not that funny or not that great, not that very great visual design.

So you can probably do better and boom, now all of a sudden you're promoting with your t shirts that. You're walking around in and hoodies and hats with those, you're promoting not only your main business, but you're creating a side business that's a passive income business on Amazon and on Etsy, which are quite large marketplaces, which if you really do well in your niche, this actually can have quite large potential.

So this way you can have a lot of synergy with a very, very simple strategy and minimal effort, but large potential and all of it reinforcing and promoting the main business that you have.

9_virality-from-inside-the-app

1. How to build in virality to your mobile app

Now, let's talk about how to make your app more viral, meaning people who are using it are sharing it.

I don't mean like social media virality, I mean like people who are already in the app,

how do you make them share it with their friends?

We're going to go over a few strategies.

You don't have to use them all.

See which might make sense for your app situation.

First of all, any feature or if the entire app can be better if it's used with friends,

think what can make it better with friends, more fun if it's used with friends.

Then all of a sudden, there's a natural reason for people to share it with their friends

and you don't have to ask them for it.

There's something in it for the users and they'll naturally do it.

Maybe if it's a health app, people can do group exercises.

Maybe it's a multiplayer game that people can actually play with their friends and invite

friends and when those friends are not playing, they can invite more friends.

There's different levels of virality in sharing.

The case of my app, the business planning app, business planning is not particularly social at all.

It's not something you'd share.

In fact, it's kind of private but I allowed inviting friends and business partners to

edit a plan, to look at an existing business plan that somebody is making.

If a person A is creating a business plan, their friends and business partners can take

a look and offer suggestions and stuff like that.

That is a tiny bit of virality because most people, they don't use that feature and even

when they do, they only invite like one person.

It's not like they're going to invite a hundred people.

It's not really great but what if I did it so that the person can gather feedback on their business?

They can post it on their Facebook.

They can post it on their Twitter.

All of a sudden, 500 people know about this app.

How do they look at the business plan?

They have to go and download the app.

Even in a non-public situation, in a private situation, something can be viral.

Think of words with friends.

If you're not familiar with it, it's a game app where you get a puzzle game.

You play one on one and when you're waiting for a friend, you're bored so you just invite another friend.

That person downloads the app, makes a move.

You make a move.

They're not moving so you're bored.

You invite a friend and pretty soon, you can invite a ton of friends.

Now let's go over some more strategies.

If you have a multiplayer game because you're trying to have many players so they can invite each other, which is natural, you can add the words multiplayer with a hyphen or without a hyphen into your app store keywords.

When people are searching for multiplayer games, then of course you can come up more easily for those kinds of keywords because most games, they're not really multiplayer.

One thing that's very common is people incentivize sharing by rewarding it with points or giving away in-app purchases for free. That's common.

Another thing you can do is add communication components, meaning you can send chats, messages.

That's in that theme of making the app better when it's used with friends.

If you can interact with friends, the friends will see, oh, so-and-so sent you some points.

So-and-so wants to talk to you on the WhatsApp app or something.

That's actually how WhatsApp goes viral.

If people are using it and they need somebody else to use it, they say, hey, can you download WhatsApp because I want to send you a call on WhatsApp?

That's a great example of virality because again, one user can get a lot of other people onto WhatsApp.

Of course, make sure you have great emotional moments. Is it fun?

Do people get to laugh?

Do they get to learn?

When they do that, they love the app.

They want to share that experience with others so they naturally share it.

And there are these things like shareables, completed projects.

I'll give you an example.

On my Facebook, there is a person who likes biking.

They bike casually a couple of miles at a time, but they share every time that they go biking.

They use this like runkeeper kind of app for the biking and they post their route.

And everybody goes like, wow, congratulations, you biked like one mile or something.

But every time that they go biking, it gets posted on Facebook.

I don't even bike and I don't really like to run, but I know about that app because that person used that viral sharing components, right?

You can celebrate completions whenever something great happens, share it on social media.

And that will make it naturally more viral.

So these are really great ideas to make your app immediately more viral and actually a lot more fun too and engaging.

2. Viral coefficient introduction

In this video, I want to introduce to you the concept of virality.

Of course, everybody knows virality, but what is it really?

So let's start with an easy overview and then we'll get actually to the math of virality in a second.

So obviously when you share a post, some other people will share that post.

Now, here's the thing.

There has to be the same number of people or more people who engage from the ensuing sharing.

So not you sharing, but after your friends shared, there has to be a bigger reach than your reach.

If that's the case, it's viral.

If it's not the case, the virality will die off and we know how to boost engagement.

So virality is not really a myth and it's not luck.

It's something that we pre-plan for.

And there's such a thing as a viral coefficient formula.

So we can count this.

The formula goes like this.

And by the way, you don't have to do the math because I'm going to show you in the next video a calculator

that will do it for you.

But you have to still understand how the math works.

You basically take the original number of people and you multiply it by the number of shares that you get from that number of shares.

You check how many people engaged with that?

How many people do you have after?

And then you divide newly engaged people by the original number of people that you reached.

That's the formula.

If the result is one or more, congratulations, you're going viral.

If the result is less than one, it's going to eventually die off and the sharing will die off.

So here's an example.

Let's say you post to 200 people and 200 people see your original post and let's say five five out of those 200 people share your post.

And let's assume that each person has 200 friends.

That means that we have a new reach of a thousand potential people.

But not everybody engages, obviously.

So if 10% of those people engage, that gives us a new audience of 100 new people.

Let's assume, for example, that every new share results in a 2% reshare rate by people who see the post.

So from a remaining 100 people, a 2% share rate will mean that two people will share.

And if we assume that on average each person has 200 followers, it gives us a new potential reach of 400 people, which is smaller than the initial pool of people who share two, which means that the virality of the post will die off.

And anything you do to increase the virality of the original post, like making it more interesting headline, give it a better image.

Anything you do to just increase sharing a little bit will eventually get you a few more people and boost your coefficient.

And once this coefficient goes over one, you're viral.

So with practice you'll start getting creating essentially viral posts.

Not right away, of course, but that's the parameter.

And of course you don't really know the reach most of the time, but you'll start to have a sense because of the numbers of people engaging just with your comments and the longevity of the post, so on and so on and so on.

So that's the viral coefficient formula.

Again, you don't have to do the math.

We'll go over the actual tool that will show you how to do this in a second.

3. Viral coefficient calculator

If you don't want to do your own calculations of the viral coefficient, I've got a calculator for you.

You can go to [nichevertising.com/viral hyphen coefficient hyphen calculator](https://nichevertising.com/viral-hyphen-coefficient-hyphen-calculator).

Scroll down a little bit and I'll walk you through an example.

This works slightly different than the way that I've been explaining it to you, so I want to explain to you how to use this one so you don't make a mistake.

In our example, let's say we make a post and it reaches 100 people.

Then the second line is a little tricky.

The number of invitees is the average invitee per member.

So let's say there's an average of three invitees.

So from the 100 original people, each person on average invites three people.

Some people don't invite anyone.

Some people invite a lot of people.

So let's say on average three invitees per person.

That makes 300 invitees.

And let's say the number of invitees accepted, let's say is 5% of the people who this is shared with how many people actually engage with it.

So if my friend shares it, how many of their friends are actually going to engage with it?

So let's say 5%, just for our example, it may be slightly high, but it's relatively realistic.

And then we'll say calculate the viral coefficient formula and then it's very low.

You see it's only 0.15.

And so you see, you get a few extra people, but the virality quickly peters out and is done.

But let's say you get a high conversion rate on your sharing.

And let's say that instead of 5% sharing, there's a 10% sharing.

And basically all you have to do is if you already made something, you just have to keep perfecting it.

And once you make it funnier, better, more educational, whatever it is, once it's better, you will just get shared more.

And maybe you'll improve how you ask people to share it.

So it will become realistic that instead of a 5% sharing rate, you'll get a 10% sharing rate.

So maybe then on average instead of three, ten people will share it and more people will see it.

And so let's calculate this formula again, and then you calculate it and you see, Oh wow, the viral coefficient is one that means it's going to go viral.

So like I said, just keep improving your offering, make things that are a little viral extra, a little bit more viral, and suddenly you see how easy and realistic it can be that things that are mildly viral or not at all viral become a little bit more viral.

And so you get all this extra sharing and you can just keep doing this formula and see how you would get extra growth because at some point it becomes really exponential.

Once these numbers, the initial variables, once they increase, the total sharing becomes really exponential.

So that's the viral coefficient calculator to help you visualize and see how virality of your pages and products can be calculated and just how high the sky is the limit.

10_website-for-your-app-with-ai

1. Introduction: How to create an SEO-optimized website from scratch

With this video let's begin a new section of the course in which we're going to go over how to create a website to promote your mobile app and we're going to create this website with AI in under one hour and the cost will be minimal which is a modern-day miracle because it used to be hundreds of dollars used to have to hire freelancers wait for them to do the work but now you can do this with AI and this would help you with your mobile app visibility so more people can discover it through Google search and your personal brand as an app entrepreneur because you want to have a website because whenever people research you or want to know more about you your website is a great place to do that and a website can get recommended in Google search and by AI engines so in the past if you had to hire a WordPress developer and it was going to be hundreds of dollars and maybe thousands of dollars over the years for all the edits I wouldn't recommend this strategy just to have a website that would be overkill but now because it's so easy and you just tell the AI in English what you wanted to build for you and it does that it's feasible and it's a good strategy so in the next few videos I'm going to show you how to create an SEO optimized website meaning when it's going to be created it's going to be also created in a way that helps it rank in Google search not immediately obviously but at least you'll have that potential and how to launch that kind of a website now I made a full separate course for this so the next two videos are just going to be a few of the videos from that course but it's enough videos for you to see what's possible from complete scratch and even if you already have a website in one of the videos I'm going to show you how to port your website to this service as an option you don't have to do this if you don't want to but if you want to you can take your WordPress website or handwritten website and port it to the AI service I'm going to be showing you so that you never have to do any of the technical SEO or content writing by hand in the future

ever again. And the SEO service I used for this is Atoms.dev. It's an AI platform that can help you create websites with vibe coding.

I want to show you the end result website that it made for me in literally a couple of hours.

And really it was a couple of minutes but I kept giving you the instructions and perfecting what I wanted with some attention to detail.

But let me walk you through what happened because for new websites, website AI vibe coding is essentially the standard that promotes my public speaking.

You can create a website on anything else. If I had to hire a WordPress developer it would take maybe a week and a couple of hundred dollars.

In a good case just to launch and then thousands of dollars over time and over the years in future updates.

That's not even counting content creation. That's just website maintenance that you're saving thousands of dollars over the lifetime of your website.

Sometimes the developer you hire isn't good and you have to pay them then realize they're bad and hire another one.

But immediately you get that savings of a week or two of time and a few hundred dollars. That's just for the design and development of the site.

Now also what AI created for me here is a bunch of landing pages. If I click on productivity you'll see there are a bunch of pages that target specific keywords.

If I click on AI productivity it will be different pages. You see it's all landing pages that are optimized for SEO so they can rank in Google and get promoted.

Now if I had to hire somebody there are about between 50 and 70 pages. That would take a couple of months for a human to create.

And if you were to hire somebody it will be a few thousand dollars even if it's relatively inexpensive because it's just so many pages.

And the reason there are so many pages is to target different keywords.

Because what I'm doing with the site is for example I want to get hired as an enterprise speaker like a corporate speaker on topics like AI for content creation and other topics like leadership and all the subtopics in leadership.

So in just one day I created this entire SEO framework so that my website can get ranked for all of these long tail keywords.

And I didn't have to do any of the writing I just asked Adams to do it.

So it's now thousands of dollars and months of work that gets saved and completed in just a couple of hours.

Now you can just create your website in a few minutes because you know what I always wanted to create a website specifically for my enterprise speaking and promotion of that.

But I never had the time so I actually was in your shoes because I always thought that would be a great idea but I have other projects don't have the time.

But this made it so fast and efficient that I actually did have the time and I was able to prioritize and build it all.

So that's the end result you can really look forward to and that's exciting because now you can really make your ideas come alive for an absolute minimal fee and within minutes or hours.

Which is just unbelievable.

2. Creating a detailed prompt to get main details right on the first try

Whenever you create an account on Adams, you'll log in and you'll be presented with a screen like this asking you

What would you like to build today?

Most people will still be under the free account when they first log in

But as you can see in my case, I have a lot of credits here in this account

So I can create something big if you don't have a lot of credits do not create something big

But here we can do this and I want to create an entire website in one fell swoop now

Of course, it's not going to be the end result of the website

But it's going to be a good first draft. I want to create a very strong first draft and

Here we're gonna have a very strong SEO focus

Meaning that I did a lot of pre-work ahead of time

let me show you that pre-work which largely has to do with keyword research because I

worked with Claude or you can use any other AI or by yourself without AI and I created a

Taxonomy for my public speaking. I cover topics like communication leadership and management

Productivity and performance AI

Things like this and I took a while but first I came up with keywords. I want to target based on those keywords

I came up with different pages. I want to target and the URLs and sub URLs. Obviously, I didn't do this all by hand

I got help with AI and this took me about an hour of getting organized because AI knew a lot

But it couldn't mind with me. I had to edit there were some iterations

There's a lot of pre-work because I want to do this all in one fell swoop

Which you don't have to do but I want to try so here is the prompt that I created

It's a long prompt very detailed a lot of pages as you can see that I'm gonna ask Adams to make

So let's read it together. First. I want to give it context create a website for Alex Kennedy Nick was a corporate speaker Alex specializes in these high-level topic categories productivity and time management AI productivity in the workplace leadership communication Emotional intelligence. Okay, so I asked her to make high-level topic pages for these under these high-level pages add these specific topics

And here the specific topics

So there's gonna be a productivity section an AI section a leadership section like that

Now you can break this down into little prompts to AI

To build it out one step at a time

But because I had a certain structure in mind for the website

I just wanted to give it that full structure and under that structure. These are all the URLs

This is specific to this project, but obviously in your case, you'll have things specific to your project

But underneath I gave it some additional prompt suggestions

But these are specifically for SEO like look at this in every page. There should be an FAQ section

Don't use the long hyphen because that's kind of a dead giveaway that AI wrote the content for you

Optionally here generate an image for every page

I'm actually going to remove this because it takes a long time and many credits to generate images it's a lot more expensive than text so you can either upload your own images per page or

Get chat GPT to make your images for free and then upload those images

So that's optional and after every article I asked it to create a bio bios are really important for credibility both for people and

Algorithms that are gonna scan your websites then I asked it to interlink the pages where appropriate

That's a good thing for SEO and make every page have a call to action to email me

So the people who want to hire me can inquire about having me as a speaker and then I might as well say something

Like this here. This is not necessarily an SEO thing

but for each topic page

Create a one-hour speaking program a one-hour workshop that can be done and a three-hour workshop

And then in my case what I would do is go into every page and edit these one at a time over time

But for now, I just want these to get made so there are placeholders

And what I can do is I can take all of this

This is a full prompt before you paste it fully you might want to edit it and think of things you're forgetting like for example

What should be the design like the design should be professional?

So I added some instructions to the prompt like the design should be

Professional and accessible in terms of being friendly and open and it should position Alex as an authority in the field

Obviously you can change this over time

None of this is set in stone, but you want to get a lot of things right from the first time

So whenever you're ready and take all of this and paste it right into your Adams prompt

You can also add some images

I'm just gonna take a screenshot of an image that I've been using recently and paste it in here

If it looks awkward I can remove it from some pages, but let's at least give it some images

Obviously, maybe you have more images so that they change up

It's not the same image in every page

But in any case as you can see, you can just drag and drop images

It's very very easy if it's a little unclear where the text got pasted

You see it says paste hyphen text dot txt this when you paste a big block of text

It doesn't actually just get pasted as a free form looking text

It just gets pasted like this. It's still there same with the image

It's still there, but it's just little attachments and then I have a little prompt like use this

image on the home page and other pages

That's something I wrote by hand

This is the big block of text that I pasted and I just wanted to explain that if it's not immediately clear by how

it looks on the page, but everything we worked on is there the image and the prompt and we're gonna press go and

Have Adams create the website for us. Now. This is just gonna be a prototype

It's not gonna be a real website, but if we like it, we could launch it

But for now is just contained in our test environment and development environment here. So let's press go

this is gonna take a while because

There's a lot of content and pages to create. So as you can see, it's already working

It's already processing things on the left side. It's kind of telling you what is happening

It's a good idea to read along with whatever Ted is doing

But I'm just gonna fast forward to the moment when it's done so we can examine the output

So let's actually look at the output in the next video

3. Results in under 1 hour

So it took over 30 minutes,

maybe even a little more than that because there was a lot of pages.

Because as you can see, it says here,

the website is fully built and compiling successfully all pages,

homepage and five category pages and plus 40 topic pages,

and shared components and routing and data layer are complete.

With warm gradient style,

a final build verification and UI check will be performed.

So it built a lot of it.

Now it's time to preview what it made.

As you can see, I asked it,

how do I preview the website and it gave me the website preview.

See here all the navigation items with all the pages it made.

Let's look at one. Here's like

a time management corporate speaker page and it has a breadcrumb.

Time management as the title.

Maybe I wanted to make a title like

corporate speaker for time management.

So that's an edit.

I might suggest two items.

That's easy, it's just text.

Then the key takeaways, program formats.

It made the program. Then the FAQ.

It's a little thin on content.

So that's some of the edits I might request,
like optimize the titles a little more,
write a little bit more in the content of
each blog post or each page interlink with the other pages.
I asked it to interlink in the prompt, but it didn't.
It gave me a nice bio and things like that.
So some things it did well and interlinking it did like that,
but I had meant to do it in text,
but there's just no text here like text paragraphs.
So that's maybe something to add.
But if you go back to the homepage area, it's very nice.
It's a professional website.
You could release it.
Obviously, you don't release it.
You want to proofread it, you want to edit it,
but you could release it in order for it to start
baking in the Google algorithm to start gaining age.
Because even if it's released on day one,
it's not going to start ranking on day one.
It takes time to crawl, set everything up.
But it is original,
like it's curated for me with my instructions,
with my topics that I cover, with my name, et cetera.
And it does look like a website
a professional freelancer might make for you,
but a professional freelancer will charge
like a couple of hundred dollars for this at least.
And then a lot more when it comes to the edits.
But here the edits are just through text.
Like for example, the email here is not a real email,
Alex, an example.
We have not set up an email.

That's something you might do on your own
or you might just give it your personal email,
but you do have to change this email.
So you have to go through the details
and you have to read through it,
especially like the book, Alex. Well, how?
You didn't instruct it.
And it opens an email client
that maybe that's not what you want.
So there are some details to change,
but 90% of it is publishable.
You see on day one.
Of course, it is highly, highly, highly encouraged
that you go through this with a fine tooth comb and make edits.
The edits are very simple.
For example, if I want to say something
like on the homepage,
change this email address to my address,
I might do something like this.
Throughout the website,
use this email to contact me
instead of Alex at example.
And you might say that and let it think about it.
And it tells you what it does.
It says I need to update the email address
throughout the website
and replace all instances of alex.example.com
to alex.canadianic.gmail.com.
Obviously, if you're doing this professionally,
you're going to want to make a professional email address.
This is just an example.
So it finds where the instances are of this.

Like it sees two instances,
one in the footer, one somewhere else.
See one footer, one navigation,
one in the index file.
One thing you might want to do as this thing is thinking,
I want to walk you through some ideas
that instead of creating a lot of topic pages
with a lot of content
that you see there are some issues that I want to change,
and probably that's going to be the case
for all the pages it made.
So instead of making all those pages at once,
which takes a lot of your credits,
you might want to make one perfect one
and create others in that style
with those same requirements
so that you don't have to redo 40 pages
like I'm going to have to redo.
But here we are, we're done.
It found nine instances
when that old email address was used and replaced it. Perfect.
Now this is previewable here within Atoms.
If you want to preview it in a browser,
not on your own website,
because we have not bought a domain,
but just on a web URL
to see if it renders well on a web URL,
you can publish it.
So you can publish the project.
See, it gives you this test URL.
So let's do that.
We're going to copy that and then publish.

Here it took a few seconds to publish,
gave us this URL.
We can copy that and paste that into the URL browser.
This is the website.
Looks pretty professional.
You might say the image didn't come out perfectly
and aligned well,
but that's very, very fixable.
All of these issues are very fixable,
but the long story short
is that it created this incredible architecture
of the site for us
that we can then tell it,
hey, I don't like how this is written.
This is not as perfectly SEO optimized as I wanted,
but it's all in English
and all you see within minutes.
No freelancers, much, much faster
and much, much cheaper
than if a human had created this kind of a website.
If a human had to write out all this content
and do the design,
it would take hundreds of human work hours.
So infinitely more efficient
and the work just continues to become more efficient
because you never have to wait
for a human to help you with the updates.
You're in charge and in control of all the updates.

4. Atoms pricing and what you get in each tier

In this video, let's go over the pricing of Atoms so that you understand what you can get for your needs.

And I'll give you some suggestions for how to manage your work to make your budget go as far as possible.

So as you can see, there is a free tier.

You get 15 daily credits with up to 25 credits per month.

So it's not like 15 every day, 15 every day, 15 next day.

It's 15 one day and then 10 next day.

And then you have to wait until the next month, which is a little tricky.

And it's also confusing, like, well, 15 credits, what can I get for a credit?

So about 15 credits gives you enough to prototype one small project, like one small website.

This tier is essentially for you to test drive this product so you don't have to pay before you're ready.

But if you can create your website here for free in a way that you like, at least most

of it, then that's going to be a sign for you that, hey, I can get the pro option,

which is not expensive.

Because if you were to get hosting for a website, that's still going to be like a few dollars a month.

And I will also this is a few dollars a month.

Plus you get this incredible functionality that you can get your website built for you.

Because if you had a traditional website, you might also have to pay for a designer,

for a developer, for other services that this AI will do for you.

So it actually works out so much cheaper overall.

And here you get 100 credits a month, which is not unlimited.

It's not unlimited, but it's enough.

What is it enough for?

It's enough for you to make adjustments to the pages that you do get made.

For example, maybe you don't like the color schemes or some of the terminology used in the copywriting or the voice of the writing maybe wasn't good and you want to change it.

Or if you want to keep adding some pages each month, that's perfect.

Because in the first month, you can get your website made with initial pages, start your work on getting it ranking.

And of course you can pay for overages.

But if you don't want to pay for overages, you can build your website, start promoting it.

When your next monthly cycle begins, you get 100 more credits, which is enough for you to build out a good website for SEO.

Now if you ever do decide to get the pro version, there are two ways to get discounts.

As you can see, if you get the annual account, it's \$15.80 per month, not the \$20.

But let's say we get this and we say get started and we create an account.

It's going to bring us back to the same page and it's just going to give us an option to upgrade.

We'll say upgrade.

And what you can do is in the checkout, they do ask you to confirm that it's you first.

So they send you a message to your phone.

I just enter some code.

And when that's ready, I actually reached out to Adams and I asked, can students of my course get a discount?

And luckily they said yes, and they made me a discount code. It's Alex10.

See what happens when I enter Alex10, the annual price is \$189.60.

After I applied this code, you should get a 10% discount. There you go.

Now for full disclosure, in order to get this code, I had to become an affiliate of Adams, which means that I get a commission when people sign up.

If you don't want me to get a commission, don't enter this code.

But if you want a discount, that's the code to use.

After you enter this code, you can click on subscribe and then you immediately get access to the pro account or whichever level of account you choose.

And with that, you'll be able to create your website that very same day and publish it as you will see very shortly in the course.

Now if you ever become a power user of this service, the max option would be the right option for you because if you're just going to consistently go over the 100 credits a month and you still feel like you need more and more development, that's actually pretty good because maybe you're getting a lot of clients and you're building their websites and doing their work.

So there are many cases where actually upgrading to this level is a good idea.

But in case you're budget conscious, you can test drive this for free and even the pro option does give you enough to keep on building out your website, even maybe more than one website, a substantial amount each month.

And if you ever become a power user, then it's the max option.

But the pro option should be plenty for most people.

So that's how I'd manage it to keep it budget friendly, but also very practical and doing enough to grow your business.

Of course, compare that if you had to pay for a freelancer, this wouldn't be tens of dollars, this would be hundreds or thousands of dollars.

Far, far better and more economical.

5. Researching and buying a domain name

Once you have the basic architecture of your website ready it's better to launch it earlier rather than later because you need it to bake inside the Google algorithm. Ranking takes a long time so you need to start at ASAP because as your website is aging in Google search and ranking higher slower and slower and slower you can keep on improving it but starting earlier is very important because if you start late and you have to wait a month a second month a third month you sometimes don't know what Google and just waiting for your website to rank is a really bad process and a really bad experience so it's important to launch your website sooner rather than later even if it's not perfect because if it's not perfect just don't show it to anybody yet but just have it age in Google and of course it's also better to just have your website out there so you can get initial feedback so there's other benefits of launching sooner and that's why with this video let's start looking at how to actually get your domain name and set it up so that your website renders on that domain name so first the domain name search here I am in Claude AI and all I asked it is what would be a good domain name for my website it asked for which kind of website I thought it knew because I had conversations with it about it before but anyway my corporate speaker website and then it gave me a bunch of ideas first it gave me ideas for like personal branded ones like Alex Kinedinik that's me or Alex Speaks that's cool but I kind of wanted something more authoritative so you just go back and forth like I asked that you don't like something like corporate speaker.com that wasn't available but that would be a really well branded domain name and so we went back and forth the reason I'm showing you this is so that you have a back-and-forth with any AI chat GPT Claude but some AI so that you brainstorm ideal domain names

and don't just rush in in my case I didn't want to make it too personally branded I felt like it would be stronger to keep it professional especially for people who don't know me who might just discover me on Google because this is a kind of a Google playwright it's an SEO play so out of all the suggestions it gave me and all the combinations I opted for a keyword like this right here enterprise speaker.com enterprise suggests it's a big company and speaker is obviously speaker it's two words it rolls off the tongue it's not the best domain in the world but it's reasonably good and then I went to GoDaddy.com you can go to any domain registrar but GoDaddy is kind of a popular one some people hate it so don't kill me on that but basically just type it into here enterprise speaker and you'll see oh available some are not available like corporate speaker this would have been more ideal so not available okay fine so once you find a domain name you like and you don't have to rush into it and if you're not sure which one will be good for you I do offer coaching services because your domain name is important because it's gonna be part of your branding for a long time but the enterprise speaker then you go on something like GoDaddy next they give you a somewhat of a reasonable deal there are other places where you can buy a domain name that they give you a free domain name for your first year but that's only if you're gonna host with them in our case we're gonna host with Adams so we can't get that kind of a deal so here it's not the best deal in the world but it's reasonable for three years it's gonna end up being like \$45 or something you see one item \$45 that's a domain name for three years and that gives you plenty of time to decide whether this is gonna be a good business for you or not that's before you have to renew and then if you like it you can add it to your cart go to checkout complete purchase as I'm gonna do here perfect so the next step is to connect your Adams to this domain name and once you connect your Adams to this domain name instead of seeing your website in a test URL you'll be able to see it under the domain name you chose meaning that your website will be live and your business will be live and you're up and running operating a live business so let's connect your website to this domain and make it go live in the next video

6. Launching your website

In this video let's do the necessary work to actually launch your website live.

So in this case because you're going to be redirecting your website you go to your GoDaddy account dashboard under my products and here you'll have all your domains and businesses you'll click on the one you just bought then under domain and you click on DNS records then in atoms.dev you need to get two things an A record IP address or a CNAME target so here's what we have I asked it I bought a domain name for hosting this project how do I set up the DNS forwarding it's actually not forwarding it's DNS hosting it says publish your site on atoms okay we've done that then add your custom domain in atoms in your projects publish settings add corporate speaker.com as a custom domain so that's what we do so we're going to go to update and under your website URL we're going to add your domain we already have a domain so where it says connect the domain do that and then add your domain here connect the domain so we'll say continue it's gonna do its work then the domain provider we use GoDaddy then it gives us the instructions it says please remove all the A and AA records present in the account before adding the following records we have the following records we have we have record type A and TXT so here in our GoDaddy we're going to remove our A records so it's a little scary but it's a website builder site we see what it is we don't need it because we're gonna have our own site so we're gonna click delete yes confirm and we were pretty brave and then you just look through all of it and see are there any more like that no more like that so you add the record it gave us it gave us a hostname required value we copy that so we add our own so we say add a new record choose the option it's a the value is the value we copied and the name will be at you see it says at or www in our case is going to be at after you set up the A record you need to set up the TXT record that's the next line here in what Adams gives you so it's the same process we already have a TXT record that was there but instead of deleting it let's add a new one so we'll say add new record we'll choose that option of TXT and then we'll copy the name and value from what Adams gives us so the name will be whatever it gives us we'll copy that paste it in there and then you take the other value copy that paste it in there press save

it says success you've updated your DNS record successfully most updates take effect in one hour but sometimes 48 hours after you've copied everything you could just say I added my records to my domain provider it says you're all set thanks click done then it says corporate speaker.com and it says verifying it's in that process is going to take a little while it usually takes a shorter amount of time then it tells you it will take so you can go back in 30 minutes one hour two hours and it should be probably all set and it might say live just like this but that's going to be in a certain amount of time like 30 minutes for an hour or two hours and in some cases 24 to 48 hours like it said earlier but essentially your work is done congratulations you've bought a domain and you've set your DNS record so now your domain name should be live soon and you'll be operating ready for business

7. Showing the live Atoms website

So it took about 45 minutes maybe 30 minutes and as you can see under this URL the website is live you might have a period of time where it might say not secure after the site is live it takes a few extra minutes for the SSL and security certificates to get set up but that's all automatic so you just have to wait and as you can see in Adams when I click on update it will say that I've got all these domains and under overview show two more see I've got these domains and under manage your domain you see it says they're both live you see this one in this one you don't want to do anything because it's done and the one mistake I made from a previous video I actually ended up typing corporate speaker I don't know if you notice that little error I made a typo so at first it didn't connect I had to just fix that typo enterprise speaker which was my actual domain name and it is live so after that what you want to do is submit your website to the Google Search Console the Google Search Console is the main tool that Google provides where you can determine the health of your website so we'll do that starting with the next video

8. If you have an existing website: How to port or recreate entire websites

In this video I want to go over the case when you already have a website and it's maybe made in WordPress or Wix or by hand by writing HTML and you want to not

do that anymore and you want to get into the next century you want to get with the times and you want to make the next changes for your website with AI so the question is how do you port your website there are some ways and so for example I actually have an ongoing project where I have this older website of mine and I made it a long time ago many many years ago and so obviously the technologies I used were suboptimal not as cool as not as efficient as if I did it with AI so what I would do is I would download this whole website from my server if you're not sure how to do that because of different hosting plans and different technologies you should contact your support for how you can get a downloadable zip file for your website and once you have that you upload it to Adams as a new project so you would say new project and you can click the plus and you can upload that either file like the zip file or folders now some websites may be small enough that you can just do it in one fell swoop in some cases with different levels of membership you may have upload size restrictions in which case you might have to do it a few files at a time and that's a very efficient way because that way Adams will just recreate the website you're uploading but hosted on Adams built on Adams with AI and any next change you want to make to the website will be just telling it in English what you wanted to do and it will do that for you so that's if you can download your website now there's another case where let's say you have another website design that you like not your website but another website design maybe you go to like totally random website something like soccer.com I don't own this I just went to this website because it's kind of a fun topic soccer you can just take a screenshot of the whole website or whatever page or an element of the website and you can drag that right in see it has that already in there attached and you can tell it make me a new website for hockey but with the style of this website that is for soccer and you might drag just one home page or you might drag a few pages and you press enter and that's how you do it so this is how you can take external websites which is a very very large use case the external website as I showed you can be owned by you or a website that impresses you with design you might think who this third-party website that's not yours has an interesting design you might want to have your website look like that you take screenshots of that to Adams and

you tell it make me a website like that but you know maybe you don't like some of the fonts make the fonts a little bigger different kind of font make it more friendly maybe more more fun different colors you can tell it all that but at least it will know the foundational architecture from an example and that way you don't have to stumble around explaining what you want because sometimes explaining pictures with words is confusing and hard so what I wanted to show you in this video are methods for how to either port or recreate or take inspiration from existing designs and make something really great within just a few minutes and if you are porting your own website just have Adams recreate your website and then the only thing you have to do is point that domain to instead of where you hosted currently to Adams and in a different video of this course I show you how to actually do that how to repoint the domain so it's a pretty easy step it's not a fun step but it's relatively easy

11_influencer-marketing-for-apps

1. My take on influencer marketing

Let's talk about when to use influencer marketing and for those not aware of what it is. It's essentially paying

People on YouTube Instagram other people with big accounts paying them to feature your app

Pretty simple. It's just another way of paying for traffic

So you can always compare it to running ads if it's not as cost-effective for you

Just go back to running ads if you were doing that now, let's go over some pros and cons

Let's say somebody posts about you on their Facebook on their Instagram

It's a one-time spike

you'll get a spike in traffic on the next day almost entirely that traffic will disappear and

Your traffic levels will get back to the same levels as they were so it's not particularly sustainable

That's a problem

But such spikes can boost your ASO and if you boost your ASO that traffic is sustainable

But it's not a hundred percent correlation

It may or may not boost your ASO

Depending on how much traffic you get and you want to be careful because there's a lot of fake influencers out there

It's very easy for someone to build up a social account with a lot of fake followers and then say hey

Well, look at me. I have a hundred thousand followers

But like most of them are fake followers or bots or whatever be very careful

Do your research on the influencers take a look at how much?

Engagements their previous posts have gotten and but you know what even that can be faked to do extra extra research before dumping your money and

Maybe potentially wasting it. So there is risk

There really is risk because you don't know how much traffic you're going to get

Until after you pay and then until after they post that's a problem with this strategy as well

One random spike might not help that much if you're planning to do this sort of a strategy

Maybe try a few influencers on the same day

It's going to mess up your analytics because it's gonna be really hard to track of which

Influencer promoted how many downloads that part is gonna be hard to understand but from let's say maybe five influencers in a row

You'll get a much bigger

you know five to five times the spike you would get from just one influencer a much bigger spike and that spike can have a higher chance of

Influencing your app store statistics and maybe getting noticed by the app store

algorithm to rank your app higher to promote it more and maybe even get on the radar of

Reviewers who decide whether your app should be featured if they see some some apps really spiking

That might be a reason for them to take a second

Look now, let's talk about when to do this if you're trying to boost your ASO by all means go for it

But if you're just trying to get downloads because the organic strategies aren't working and you're not getting the downloads you want

Be careful because you are spending money with this if your app isn't monetizing

well, you're just gonna lose money the ideal time to do this is either when you're

actively trying to boost your ASO or

When you know how much money you make per user so that you know

how much money you can spend to get a certain number of users to actually make this a

Profitable strategy now one small caveat if you hire influencers on Instagram or Facebook

There's no longevity in their post

But if you get featured in a podcast episode in a YouTube video

Those have longevity. For example, some YouTube videos get views five years from the day

They're made most videos don't have that happen to them, but it's possible every once in a while

so you can take a look and talk to the influencer and take a look at their account and see if they do a

CEO on YouTube so that if they do other stuff to promote you on YouTube so that their video isn't

just a one-time spike

It's going to be on their channel and people are gonna be browsing it

So it's gonna have long term life, which will give you extra promotion from that same influencer

So this is how I see influencer marketing and these are my recommendations for it all in all

I think it's a little overhyped today today, but there are some instances where it can work as we can see

2. Section introduction - influencer marketing for apps

With this video, I want to introduce the next section coming up in the course, which is going to be

about influencer marketing specifically for apps.

And to give you a little background, for years I've tried to find the right suitable solutions of influencer marketing for apps, but they used to go out of business or change their business model.

I used to have to change this all the time, and so I took this section out of the course for a long time until I discovered Ramdam, which is if you go into their URL, it's Ramdam.

And what they do is specifically influencer marketing for apps.

And so I invited their CEO, who knows the platform better than I do.

So I invited the CEO to film the next couple of videos on the course to show you how to best find the right influencers, and to show you case studies of successful influencer marketing campaigns that were run through Ramdam so that you can see that it works.

So now that you understand a little bit of the history of this section, why I invited Xavier to create these next couple of videos, let's dive right in into the videos that Xavier made for this course.

3. How to do influencer marketing for apps

Hey there, I'm Xavier, the CEO of random.

Today I will show you how to significantly lower your app's cost per install and skyrocket your ad campaigns

ROI by leveraging creator content on social media.

I want to show you two case studies of how creators help to skyrocket the growth of mobile apps.

Let's dive into some real success stories.

For swipe Swipe, a photo cleaning app, a creator video ad from a Canadian TikToker showcase the very simple yet effective demo of how the app helped her clean photos from her iPhone.

This video reached over 50 million views, with the majority of these views being sponsored on TikTok, which turned the app into a global phenomenon.

Its revenue increased 75 fold, and it reached the top ten App Store rankings in 15 countries within 90 days.

This video, crafted by a US creator, significantly boosted with a Gen Z social discovery network by tapping into an existing trend and concisely capturing the app's value proposition in just five seconds. The creator made this video a huge hit as an ad.

It reached over 33 million views, contributing to making with the global leader in its category.

These two videos look real and smooth and do not appear ad like.

Yet they've been super successful, lowering the CPI considerably and driving crazy numbers of installs.

You can get the same results for your app by following the five random steps.

Here they are.

Step one create our brief.

First, avoid imposing a specific script on creators.

It's best to let creators try out their idea, because they might come up with something great that they're good at doing that you hadn't sold off.

Also, imposing a precise script could constrain them and make the video feel less natural, thus less effective.

However, you should still provide clear rules for them to follow.

Here are some examples of do's and don'ts you should consider, including in your brief.

Adaptable to most apps.

Define the maximum video duration, preferably not exceeding 30s, or the importance of a strong hook within the first three seconds.

And so the app is showcased in action, etc..

Additionally, sending some inspirational videos, such as examples of the latest trends on TikTok, can be very efficient.

Step two choose the right creators.

First, select genuine creators with a minimum of 5 or 10 followers and significant average views on their latest videos.

Creators with substantial followings typically understand audience engagement and traction generation, so prioritize choosing one of these rather than UGC creators with minimal social media followings.

But a significant user base alone isn't sufficient.

The creator must also test and genuinely appreciate your app to ensure authenticity in their video.

So contact them first and inquire about their genuine interest in your app.

If you decide to proceed with them, ensure they fully experience your service by granting them access to your premium features.

Step three validate the video.

After selecting creators who will submit the video content for your approval, it's important to refrain from base revisions on personal taste.

Personal preferences often don't align with what drives success.

Stick to the predefined do's and don'ts from your brief and only correct clear errors like inaccuracies or typos.

If the content seems basic but meets the criteria, consider approving it as success can be unpredictable.

Step for public posting and boosting.

Now that your video is validated, the creator should put their video.

Publicly, and this should be part of the initial agreement with the creator.

It's crucial that the creators feel the pressure of delivering something they're proud of to their audience.

This results in more authentic and more effective ads.

After the video is posted, request the creator to provide you with an add code known as Spark Code on TikTok, for example.

This allows you to sponsor the creators post directly rather than running ads from your app's page, significantly increasing reach and enhancing ad performance.

Step five experimenting.

The next crucial phase is extensive experimentation, which can lead your app to unstoppable growth.

One video gives you a less than 15% chance of finding a top ad.

With five videos, your odds rise to 55%.

Increased to 20 creatives and your success rate jumps to 96%.

So test.

Test and test.

You now know the five steps to get winning ads and greatly reduce your cost per acquisition through create your Ads.

But how can you achieve this efficiently and affordably?

You have two paths.

Tackle the complex creator marketplace independently, with multiple tools facing most months of effort and higher costs.

Or you can choose random for a streamlined approach and get top creator videos in days at the most competitive price.

More details will follow in the next lesson, along with a special gift.

4. How to use Randam to get the best influencers

Hello again.

I'm Xavier, the CEO of Ramdam.

Remember the five steps to skyrocket your app's growth by leveraging creator content for your ad campaigns?

I will show you how to easily do this using the random platform.

Plus, I will share at the end of this video a special offer for up to \$240 in free credits on our platform.

First, create a free account on our website.

Just go to random dot app.

Click test for free.

Next, set up your first campaign to get to get top creators to apply.

Include all your apps details, such as screenshots, and use your app store description.

So or I can generate a creator brief.

Choose the type of creators you are looking for such as their OS, platform, language, country, gender, age, or any specific criteria.

All creators have at least 5 to 10 K followers.

So by choosing the option to post on social media, you ensure they share the video publicly and provide an advertising code to sponsor the content.

Or I will prepare a brief including recommended do's and don'ts.

Just review it and add any details you prefer.

Sets the maximum price you're willing to pay for a video, and you can adjust the price later.

After publishing your campaign or team will review it and assist with any questions.

Once approved, you can review and hire creators.

Creators will see your campaign in the random mobile app.

You'll quickly see all the interested creators, including their TikTok or Instagram location, age rating, delivery rate, past work and the application message so you make sure they genuinely vibe your app.

You start paying only when you order a video.

Once the video is ordered, the creator has five days to deliver it for your approval.

After you feedback, they have three more days for any revisions.

Once you're happy, approve the video and then they'll post it and give you the add code.

So you'll get the original file for advertising use for a year on all platforms.

Meta YouTube.

The postural.

And the ad code sparkled on TikTok, for example, to boost the post and get thousands of app downloads.

As you can see, our tool enables you to obtain dozens of videos in just a few days.

And it statistically ensures top performing creatives.

For example, this posted video promoting the app unlocked alone generated over 33 million views to

Spark Ads and more than 100 K installs.

That's it.

You're ready to get top performing videos to ram them easily and at a competitive price.

As promised, here is your gift.

First, create your account and campaign to get up to 30 creators ready to work for you for free.

No credit card required.

Then use these promo codes for your first order.

This code for \$60 of a \$120 pack, you get up to one free video.

This code for \$200 of a \$600 pack.

Get up to three free videos.

You just enter the promo code when you're on the payment page.

Thank you for listening.

We are looking forward to seeing you on random.

5. How to get on the radio and podcasts

In this video, I want to show you how to get invited to be a guest on radio shows and podcasts in a relatively automated way, for free, without hiring anybody.

And this is radioguestlist.com. All you do is you sign up here. It's free to sign up.

And every day they will send you emails from radio shows or podcast shows who are looking to interview guests.

And they are looking to interview specific experts.

So, for example, let's say if you're a fitness expert or if you're a cooking expert or if you're a politics expert, then those shows might be interested in interviewing you for your expertise.

When you get interviewed there, you get promotion of your website.

Maybe they have an accompanying blog post, and that blog post can have a link to your site if you have a site.

So all those things happen.

So basically, the key is you register here.

They do have a paid service, and it's actually relatively affordable.

It's only like \$5 or \$6 a month, which is very, very cheap.

I don't know how much it's going to be when you watch this, but it's quite affordable.

Because if you wanted to hire a publicist to do this for you, it would be thousands of dollars.

So it's a world of difference in price.

And you sign up, and you check your emails daily and see,

are there queries by podcast or radio show hosts that match your expertise?

And if there are, then you email them and you say,

Hey, I'd like to be on your show.

And I've personally gotten a very high rate of response for this about 50% a long time ago.

Now it's more crowded and competitive.

So I'd expect maybe like 1 out of 5, 1 out of 10, but it's still quite good.

And some of the shows were pretty big.

A lot of the shows are on the smaller side, but some of the shows were quite big.

And that's Radio Guest List.

Another one like that is podcastguests.com.

They're both free.

I'd register for both of them and just enter those emails daily,

and you can get some exposure.

Just make sure that the podcasts and radio shows you're pitching to be invited on

are ones that will send traffic that are relevant for your business

so you can actually get clients and sales from that.

So that's how you book yourself appearances on the radio, on podcasts for free by yourself.

6. 2 EMAIL TEMPLATES: How to pitch influencers for FREE and discounted promotion

Now, I want to give you a couple of scripts for email pitches where you can cold pitch

influencers to see if they would help to promote you.

And I'll give you two examples, one if you cannot pay and one if you can pay.

So here's how it goes.

Say hi, put their name here, very important.

Make sure you know their name.

If you're mass blasting, you're going to get a lower response rate.

So if you email them one at a time or at least take the time to know their name, it's much better.

I'm promoting, and then here you put your one sentence email pitch, a new game app or

a new puzzle app, a new productivity app, something brief because they don't care that much yet. And I'm looking for, I left this blank because it's Instagram influencers or YouTube influencers or something such as yourself.

So that they get to know where you want the promotion to be.

You can omit this entirely, and you can say strong influencers yourself.

That is also fine.

I prefer to say what influencers, like Instagram influencers or podcast influencers, because they'll immediately know where you want them to promote you.

And then you go, I can't pay at the moment.

So you have to make that very clear because one thing that happens is these influencers, they get a lot of emails, a lot of pitches, multiple people daily.

They don't read the emails, they skim the emails, they really gloss over the major points.

You want to be direct, so you cannot pay at the moment, but I can offer you these things in exchange.

I gave you some examples, promotion on your YouTube channel.

Maybe you can leave a review of their products, maybe you can link to their website or something like that.

Or better yet, you can even say, I've already gone ahead and reviewed your product or I've gone ahead and linked to you, I've gone ahead and featured you on my YouTube channel so that you can show them, hey, I gave you value first, but you don't have to do that.

This is sort of like a bare standard minimum.

You can offer them some promotion in exchange for their promotion.

Not being able to pay is going to result in a low conversion rate of this.

Offering them something in return is going to improve your conversion rate, but still nothing is as good as paying.

You are going to get a high rejection rate of this, and if not rejection, there's just no reply.

But if you can pay, the email is much shorter and you've got to be more direct because you've got to explain that you can pay to get promoted because then doors open up for you.

You give the very same introduction, hello, I'm promoting whatever your one sentence pitch is, this sentence is the same, and then right away you express that you can pay and you ask for their rate.

Now here's a strategy for you.

The reason you ask for their rate is so that they can maybe give you a low rate.

There's a chance that they're going to underbid themselves.

It could be that they're humble and they give low rates.

If they give high rates, let's say they say \$1,000 per something, and you say, well, you know, my budget is only \$50.

What can I get with that?

So you kind of set an artificial barrier.

That's almost a negotiation tactic.

They still want your \$50.

Of course they want your \$1,000 much more, but they still want your \$50 or \$100 that you might offer them.

And there might be something they can do for you for that price, or they might reduce their initial price quite a bit because they'll see, well, can't get \$1,000 from them, but might as well try to get a hundred.

So that way you can get a really good price with minimal negotiation and get the influencers to promote whatever you want to be promoted.

7. The exclusive

In this video, I want to talk about something called the exclusive.

When you launch a product or an app, or when something really big happens, you can pitch journalists or magazines or influencers and promise them that one of them will get an exclusive story, that no one else will have that story about your launch or about something big happening.

They're going to break the industry news, and when journalists break industry news, they get attention.

They get more respect from their peers.

They get more respect from their readers.

People look to them as more authoritative sources.

Imagine the first person who wrote about Uber.

Well, that person now would seem like pretty smart, and so that's the idea of the exclusive.

Of course, if your story is not that compelling, the exclusive won't make much of a difference, but if it's really an interesting story and you're offering some journalist an exclusive story, that might increase the chances of your app getting coverage by that journalist.

This is a strategy I got from Steve P. Young, who is the host of the App Masters podcast

and the App Masters marketing studio.

He pitches journalists all the time on behalf of apps, and so I got this story for him.

I wanted to give him credit because it's not my original strategy.

12_additional-hacks-to-promote-your-app

1. Four cool and unique ways to promote anything, including mobile apps

In this video, we're going to have a real treat.

I'm going to give you four ways to promote just about anything an app, a product, a personal brand content that you made.

And the great thing about these ways is that they all have the potential to go really big and they all can be implemented either today or as soon as this week.

And I'm actually doing all these four things right now with my music.

I have a passion project, like a hobby that I really love, and it's music.

I don't make any money from it, but right now I'm doing all these four things to promote my music and I'm going to walk you through.

Exactly.

So if you're wondering, like, is it promoting something while I don't make money from it?

And actually, if you've done anything as an amateur musician, you know that you actually just lose a lot of money with it.

So anyway, so let me show you the music website that I'm promoting and then I'm going to show you exactly

what I'm doing to promote it in a big way.

So here's the music website.

The website is touched by a song.

This will come into play later.

And I have obviously a YouTube and a Spotify and all the things that people have with music.

So now that you understand what I'm doing, just basically an amateur musician sharing my passion, let me show you exactly what I'm doing to promote this now first, and perhaps the most fun is I made a bunch of clothing with my brand on it.

Look at this.

I literally went to Custom Income, which is a website that allows you to just create your own designs.

And all I did is I chose a color of a t shirt, by the way, these buff arms, that's not my arms.

That's a model.

But you see, I put my euro of my website touched by a song and they put a guitar there.

So, you know, I walk around sometimes people ask me, hey, do you play music?

What is this thing?

Page by song.

And by the way, I also made a hat.

And by the way, I also made a hoodie, the hoodie I made from a different place.

But you see, if I zoom in, you can see basically touched by a song that com and that little guitar very similar terrible design is like basically I made it if you hire a designer it would be nicer.

But even so, I just have fun walking around in this clothing and a bunch of people see it because I wear my hat all the time and when it gets colder, I wear the hoodie.

When it gets warmer, I wear the t shirt and I have a bunch of designs that I made and it's really fun and it's a conversation starter and I love talking about it.

So for me, this is great.

Now let's say you make a really nice design and you upload this design onto Etsy onto Amazon.

Now this is where it can go big because let's say people search Amazon or Etsy for something like music T-shirt.

In my case, because it's music, right?

In your case, if you were promoting something else, it would be something else but something on the theme of your business.

And then if you can be number one or on the first page of Amazon or Etsy or even promote the shirts on your website, like I don't actually try to sell t shirts because for me this is not about making money.

For me, this is about sharing something that I love.

But at the same time, even if it wasn't about making money, if more people walked around with these shirts, not just me, but five people or ten people, 20 people, a hundred people walking around with this shirt on just because I was able to sell to them.

Well, that's branding now, especially if the shirts are attractively designed.

So that's sort of like step two of the strategy.

First, you make the clothing for yourself, then you make a nice design, and then you promote that design on Amazon, Etsy, and then hopefully that becomes one of the top t shirts in that little subnet and then people just buy it randomly and then people will buy it.

And it has a little bit of your promotion in there.

And also, of course, you can sell it to fans who, if they are your fans, they will buy it and they

will proudly wear it.

And that's just every person wearing it is more and more promotion for you.

So I love this clothing strategy.

It's fun and it's actually exponentially effective.

Not to mention that if you do want to make money, you'll make a lot of money.

If you're on the number one page of Amazon or Etsy selling your clothing design and you can easily create

your clothing brand on Amazon, all you do is go to merch that Amazon.com.

They print the shirts for you, they ship the shirts for you.

All you have to do is upload your designs and go through the signup process.

And it's actually pretty easy, very similarly with Etsy and there's a bunch of additional smaller but still popular t shirts, sites like Redbubble dot com and so on.

So you can sell your t shirts with your brand that you're promoting on all these places, make a little money and also promote your brand.

Now let's look at a second way to promote your brand, and that is with an e-book.

Now, if you're thinking like, I don't want to write an e-book, do I have to write the whole book?

Look at this.

I wrote a little e-book.

Now, first of all, I'm a kind of an experienced writer.

I have a bunch of business books that I've written.

Those books have nothing to do with my music.

So what I did is I actually put together a tiny book for my music.

If I signed into my KDP that Amazon.com Kindle Direct Publishing is basically a way for you to just upload your book under the.

I have lyrics for my songs and all I did was create a poetry book with songs.

It's basically the lyrics of my songs and you can have this made as an e-book and as a paperback book again.

Amazon does everything they print and ship and whatever, all that stuff.

And the great thing is the book doesn't have to be long.

Like my book when I launched, it was only like just over 20 pages.

And mostly it doesn't almost cost anything.

Like here, it's only listed at \$0.99.

And what I do is I go here, promote and advertise.

What they allowed to do is free book promotion ratio, you see.

So I create a free new book promotion.

I'm not going to run it here, but you'll see how it works and basically are able to run the book for free as a promotion for five days every quarter.

So you can give it away for free, get some readers.

And if those readers like what you have to say in your book, they'll go on to browse more of your content and hopefully become fans because this book is a relatively promotional book of your bigger brand.

And the great thing is, well, let's say I go to Amazon and I actually want to search for something like a poetry book with lyrics, and obviously my book is on the Kindle, so I'm going to choose to search on the Kindle only.

I just haven't made it on paperback yet, but you can easily do that.

You see, if I search for something like poetry book with songs, when I scroll down this book of mine, this is my book, poetry book with songs, it's on the first page.

And of course, not many people search for poetry book with songs.

But what people do search for is poetry book.

Now, my job here, my goal is to promote this so much that this book starts to rank for poetry book or similarly popular searches, which is obviously difficult.

But again, if this happens, I'm going to make a lot of money with this book by itself, but that's not even my goal.

The goal is actually to have people read the book, enjoy the book, and go on to become fans of my work and go on to visit my YouTube and so on and so on.

But it doesn't have to be music.

The music is just an example.

Obviously they have an app on some topic like dating.

You can have a dating book and people can go on and get your app or if you have any product, create a book that addresses some issue that your readers might have that your product helps with, so that your product is a natural transition.

And again, if you want to have a ten year or 30 page book, it's very easy.

You can turn that into a longer book later.

You can just keep adding to the book and add new additions.

But in the beginning, it's really like only 10,000 words of writing, which is actually not that hard

at all.

It's just a few blog posts that you put together so you can have something very minimal.

And if you don't like writing, you can have somebody write it for you.

And it's not that expensive to have that outsourced.

And of course, if you're already writing a book on some topic, the bonus tip is that you can actually just have a course created on that same topic to same content as your book has.

But the book is for people who like to read, and the course would be for people who like to learn by watching video.

Now was the third promotion, and that is to create a cool email signature.

Whenever you send an email, you can choose to include your signature, obviously for some professional things that would include my music.

But if it's to friends or if it's to anybody else, I may choose to add a certain signature to my email and it would look something like this so they could say, I go to Gmail and this is not my real Gmail.

I just made this email to create test video, so it almost doesn't have any emails.

But what I would do is I would go to settings here and then I would see your settings.

And then what I want to do is scroll down to the signature and there you go.

You see the signature area and you just say Create new.

So what I would do is give it a name like a specific song.

So I recently released a song, it's called Kiss the Player song, so I might just do that by a song promotion tweet.

So it lets me create a whole signature so I can write something like my new popular song.

And then I'm going to go to YouTube and just get the URL that I want to promote.

And on YouTube, basically, I just go to Alex, give it the music that I search, and my whole account is there.

You see, here is my account.

So I'm going to click on that and then I can get any of the songs like I'm going to go to videos and this is that caused by a song.

So I'm just going to get the promotional link.

So we basically get the share and get your link.

Copy that here onto your clipboard, paste that.

And also what you can do is just to draw attention and an image.

So I'm going to go and upload this image that I already have saved, but you can upload any.

So this is kind of like me performing so people can see, oh, this guy performs.

Even people who you might email, but they have no idea what you do on the side.

Right?

Maybe some acquaintance, but this is how they get to know.

They might appreciate it.

They'd be like, Wow, I had no idea.

Alex sings.

And they'll be like, These are terrible.

Let's see.

So then they might click on my YouTube.

And of course my goal right there is accomplished the boom.

That's what I wanted to do.

That's why I'm creating this signature.

So I'm going to select.

And so it looks pretty cool, right?

I got this image and they have promotion of my song.

Of course, the link, if you have it, you should always link it.

So it shouldn't just be a static link, just text, it should be linked, perfect.

So people can easily click on it.

And then the image itself, it may be a little big, so you might want to make it like this, right?

So it's obnoxiously big and then it's really cool.

And then when you're done, what you want to do is scroll to the bottom and say, save changes.

So when you after that compose an email, look, here's your signature.

You're promoting your product or your business or content, whatever you're promoting, boom.

Now I probably make my image even a little smaller, but essentially now you can do all these things, and if you promote all these channels long enough, they themselves will start drawing new potential fans and customers.

That's the beauty of them is that most of these strategies can grow big and if they can grow big, they win with engagement because people you're emailing with, they're probably friendly with you.

And so they actually probably will want to take the step forward and learn more about you, especially with something interesting and you make it appealing with your copywriting here.

So it's either potential to scale or potential to make a human connection.

13_protecting-intellectual-property

1. 6 ways to protect your intellectual property

Now let's talk about six ways to protect intellectual property and a lot of entrepreneurs, they struggle.

What's the difference between a patent and a trademark?

When should I do India?

What is India?

That's worth it.

Let's talk about all that.

So, first of all, a little bit of a disclaimer.

I'm not a lawyer.

This is not legal advice.

For legal advice, please use an attorney.

And keep in mind, laws vary from country to country and from state to state.

Even so, you got to use a local attorney who understands the law in your area.

Different laws apply differently.

So what I'll be giving you is just a general overview, but enough for you to make sense of things.

So let's talk about the difference between copyrights, patterns and trademarks.

Copyrights are for protecting written works like books, music, things like that.

Patents are for protecting inventions.

Let's say you made a new product or a new process or a new algorithm.

You can protect that with E patents.

Patents are very expensive and time consuming.

It's sometimes upwards of \$10,000 and many, many months to get a patent.

So it's a big decision whether you want to have that.

And trademarks.

They protect things like business names, logos, slogans.

So, for example, if you consider Nike, that little logo that is trademarked and also the slogan Just

Do It, that's trademarked, and the name Nike that's also trademarked.

So all of that is trademarked.

So hopefully that gives you an overview.

Now, a lot of people also ask, will my idea get stolen?

Is that a risk?

Usually it's an overblown concern.

I can't tell you not to worry about it because every rare once in a while it happens.

But it almost never happens because people are too busy with their own work.

And even though you think your ideas good, probably they don't in any way.

It's not the idea that matters.

It's your implementation of it and making it a success because everybody will copy you once it's successful anyway, it's going to be out there.

But if you're worried, you should always, always, always work with people you can trust.

I know it's a grey area.

Sometimes we think we can trust people, sometimes we don't.

But often we have an accurate gut reaction.

And if you're feeling a little desperate, maybe for money, for help, you might get into business with somebody that you don't really know if you can trust them yet.

And that's usually a sign for bad things to come.

So just keep that as a rule of thumb and always have that as one of your guiding ideas.

Work with people you can trust.

Now, on the more practical side, there are things that are called and a non-disclosure agreement.

It's an actual legal document that says that when people sign it, they agree not to disclose whatever you're going to tell them.

And this is for people who are outside of your company and for employees.

Now there's a lot of debate about usefulness and application of India's because they waste time, they're very difficult to enforce.

I mean, you're literally going to have to sue somebody to enforce that.

And it irritates some people.

For example, I don't like when people ask me to sign an NDA.

Investors don't like when they're asked to sign an NDA.

First of all, they can't because sometimes they have competing companies they're helping and so do I.

And it's just a waste of time.

And I rather focus on the business rather than the legalities of protecting the idea that I don't I'm not even going to steal it.

The total waste.

But the NDAs do protect a tiny bit of deterrence just by kind of scaring people, like letting them know, Hey, you are under NDA, so don't do anything crazy.

So a tiny bit of benefit in many cases I'd skip it.

But again, this is not legal advice, they're just my opinion.

And also another tool you have is a document called Non-compete Agreement.

This is for business partners or employees who work at your company.

And the agreement is that let's say they leave for some agreed upon amount of time.

They're not going to be able to either start or get hired by a direct competitor of yours.

So these are the tools to protect your intellectual property.

2. Creating a moat around your business

Now we talked about protecting your intellectual property and protecting your ideas.

I want to talk about the strategy that's traditionally been considered a defensive business strategy, but I actually see it as an offensive business strategy, and that's the idea of creating a moat around your business.

If you're not familiar with what a moat is, here's a picture of one.

You see, this is a castle, but it has this little lake around it, and that lake is the moat.

And traditionally, moats are built around castles or towns so that they can be protected defensively.

It's way harder to attack this castle if there's a moat around that.

Because while people are trying to cross this moat, poor people from the castle are shooting arrows at it and stuff like that.

So that's the moat.

But how do we create this analogy for your business, this kind of a defense that nobody can enter, like a big barrier to competing with you?

Let's talk about that.

So I'm going to call this a defensive attacking strategy.

Why?

Because when you're successful, everyone is going to copy your success.

No question.

So you have to out succeed everyone and run away from the competition because anyone can copy or rebuild

what you built.

Like, for example, it might take a good software development team to build the core features of Facebook or Uber, like Airbnb or any of the cool, gigantic billion dollar businesses.

It's quick to rebuild that software.

No problem.

Software?

Is it like a small, tiny barrier?

Good teams can build it.

But what is really nearly impossible to create is that billion users that Facebook has the branding, that Facebook has those interactions and the photos that they posted and their friends are all on there.

So you can't just get one person to join because it would be pointless for them.

They're all their friends are there.

So you almost have to pull it as a community.

And that community and all that activity and all that history is becoming a stronger and stronger mode for Facebook every day.

So let's talk about what kind of businesses modes apply to and how you can build one for yourself.

And the reason I say that it's a defensive attacking strategy is because you have to go on the attack and outcompete and outgrow.

In most cases, your goal shouldn't be to just protect, protect, protect, defend, defend, defend, hide, hide, hide.

In most cases, it should be run away from the competition and outcompete them.

That's my preferred way of doing.

That's the way for most technology companies to do things anyway, because you have to grow anyway.

Might as well just grow faster and better.

So what kind of businesses this applies to a lot of brokering platforms.

What that means is bringing people together.

This can be dating, right?

You know, different people bringing them for dating, social sites like Facebook communities, forums where people are used to posting and they come back to posting things like that.

Also, if you bring together buyers and sellers, for example, Amazon or creators and consumers like

YouTube or of course sites, at some point these sites, they have what's called critical mass, after which it's incredibly difficult to catch up to them.

And they just grow because they grow their brand recognition, because a lot of people use them, a lot of people talk about them, but also they grow their user base.

Also a different type of a situation where a moat is used is for highly reviewed products or services.

Let me show you an example of that.

I'm actually on Udemy and I searched for blender technology.

The reason I search for it is in this space there is one person with the moat.

It's this course.

You see the one with the dinosaur.

Why is there a moat?

Because he's got 30,000 reviews.

The next person has 4000, which is in itself a moat.

But the next people have like 400 reviews.

27.

You see, it really drops.

Even though it's a lot of reviews, it's nothing compared to this first person.

That's a moat.

And you see that everywhere.

You see that on Amazon, you see this in service review sites, companies with a lot more reviews than other companies or products.

That's their moat, and they just get that moat and people buy because of the 30,000 reviews.

That's a big factor in selling.

And so more people buy, therefore more people in review.

And that's perpetuating kind of a snowball effect where maybe the course is not been that good, but people just buy it because of the extra reviews.

And obviously again, because more people buy it, more people review and the gap between the first and the second person just keeps accelerating because of this nuance that happens with YouTube views, that happens with Amazon products, that happens in a lot of platforms you might sell.

So that's the idea of a moat.

Don't think of it defensively and don't rely too much on defensive strategies.

In business.

You have to attack and be really aggressive.

Most of the time that is more valuable and more effective than pursuing purely defensive strategies.

3. For first-time entrepreneurs: More on moats, barriers, and long-term competition

After I made the last video about creating a moat for your business, I had additional ideas on this topic as it pertains to first-time entrepreneurs and a lot of my students, and that is that instead of thinking of how do you create a moat when you're a first-time entrepreneur or starting your business, you're not making a moat, you're facing a moat. That's the challenge that most of my students have and most first-time entrepreneurs have, and that's what I coach people on all the time.

Usually the moats are competition.

It's always like you're in a difficult market.

Most niches today are very competitive.

Usually first-time entrepreneurs have lack of resources, and for some products like maybe dating apps or something like that, it's really hard to get critical mass, which is essentially a lot of activity of people that you're bringing together on your platform.

And of course, if you're entering a market and you're selling a product, there's probably some products out there that are already very successful in your niche.

This leads to frustration and failure and quitting, and people wonder why do people fail so much in business, but really that's why, is because you're facing that moat.

That's really what's happening, and that's why I always talk about niche, niche, niche, niching down.

You don't have to stay in a tiny niche forever, but it has to be your foothold where you start to get some success because if you're going up against big competitors, you're actually fighting against their moat, which is tricky.

So that's really something to think about.

Now I also want to bring up another issue.

There is this idea of a moat, and there's an idea of a barrier to entry.

You might have heard this term barrier to entry.

What's the difference between them?

Well, a barrier to entry prevents people from starting.

It's a deterrent from starting.

A moat, it helps you compete against competitors after they've started.

So a moat helps during competition.

Since earlier we talked about moats, let's talk about some examples of barriers to entry.

Patents are barriers to entry.

Of course, if you patent some technology, nobody can use that.

Also, if you create technically complex products, it doesn't deter everyone, obviously, because a lot of good programmers can copy that, but it deters many potential competitors.

And of course, additional barriers to entry is a business that requires a lot of money or other resources to get started.

And lastly, let's talk about this idea of being first to market.

A lot of people obsess about it.

I think it's overhyped, because being first to market means you're innovating, and innovating carries more risk.

It even has more risk if you're facing something like a moat, because most experiments, just by their nature, they fail.

And a lot of my clients, especially when they had unique ideas, it kind of became a point of obsession and stress for them, because they always focused on like, I got to go faster, I got to go faster, I got to go faster.

And that created this kind of stress and desperation, which actually resulted in a lot of bad, desperate business decisions, like hiring the wrong people, partnering with the wrong people, which led to failure, actually, rather than success.

And even if you create something great, once you create something great, there will be a lot of copycats, a lot of people copying your business.

They will look at your history and your trajectory as a business, what you've done, the mistakes you've made, they'll use that.

They're not going to make the mistakes you made.

Those mistakes will be expensive learning experiences for you, but for your competitors, they'll be like, oh, thanks for teaching me what not to do.

And so for every competitor, it will be cheaper to get into that business, because you've done the hard work, which is the innovation, and you'll have a lot of copycats.

If you're successful, a lot of people will copy you, no question about it.

At least they'll try.

Even if you have barriers to entry and a moat, people will still try to compete with you.

And another thing that is important is, if you are truly first to market, you have to ask yourself a very important question, why am I the first to market?

It's very easy to assume, oh, because I'm smart, or because I'm creative, or innovative.

But really, there's like six billion people living in the world.

Surely other people have had these ideas.

Surely other people have tried your idea.

So is it just that maybe you didn't do enough research, or you don't know your market very well, or even worse, historically, there's a lot of people who tried your business, but all failed.

So you could be kind of looking around and seeing no competitors, but you're like literally standing on a graveyard of past businesses that failed trying to do the same thing which you're doing.

So you have to evaluate, okay, how did this business fare historically, and am I doing something better that actually will lead me to success, so that I don't make the same mistakes that earlier businesses that failed did.

And there is one truism that is something to take away from this, and it's that winner is the company that out-competes long-term.

You can jump out of the gate, and you can get a head start by being first to market, by having defenses, but it's the company that out-competes long-term.

There's examples of both, companies that have had competition that passed them and not.

If you look at Facebook, they basically just executed the social networking space better because before that, there was MySpace, and thousands upon thousands, if not tens or hundreds of thousands of companies tried to create social networks, but the first company, MySpace, first serious company in that space, they failed.

Facebook out-competed them, but if you look at a company like Uber, they were the first entrant in that space of taxi apps, but they ended up out-competing.

Even though there's so many apps competing with them in every which way, they're still the leader.

So in this case, offense is the best defense because whoever executes better, longer, wins.

14_ai-app-development-for-non-developers

1. New way to develop mobile apps with AI for nearly zero cost

With this video, I want to talk to you about mobile app development. And I know that this course is not specifically about mobile app development, but many students and my mobile app coaching clients struggle with mobile app development because traditionally you've only had two options. One is you can learn to program by yourself, which is a good option, but difficult, or you can hire developers or agencies to create your app for you, which is easy because they will do the work for you, but also difficult because it's really expensive, like thousands of dollars or tens of thousands of dollars, and in some cases, hundreds of thousands of dollars over the lifetime of your app. And traditionally, those have been the options. But today we have another really great option, and that is to have AI develop your app for you while you direct the AI. And I have a specific course on this that's going to walk you through it step by step. It's this course that I'm showing you here. Create a mobile app with Repl.it. Repl.it is the AI service for vibe coding. Vibe coding is another term for basically you just tell the AI what you want built with words and it will do it for you. You see, it's no coding and the option to create your app with AI costs mere dollars compared to thousands or tens of thousands of dollars if you had to hire a developer or an agency. And it's also much, much, much faster. So if you're struggling with app development or you can't get into the app business because the costs are too high, because you have to hire developers or designers, all that, those expenses have gone away and all the related difficulties have gone away and the app development process has become a dream. Not a complete dream because you still have to have attention to detail when you direct the AI, but it's a hundred times easier than it used to be, literally, because this used to be a tremendous struggle point for app entrepreneurs. If you've been in the app game, you know how frustrating it is to pay developers, wait for them to develop your app. They create features with bugs. You have to fix the bugs. You have to pay for all of this. It takes time. None of that is true now. So if you need to develop your app, this is the course for you. I'm going to link to this course in the resources of this video. And by the way, if you're on the Udemy for business plan or the subscription plan, this course is already included in the for business plan or the subscription plan. So you don't have to pay anything extra. And just a tiny, tiny disclaimer, some of the videos in the

course you're watching about app marketing, I also put some of those videos towards the end of this course. So they may be overlapped. So don't be surprised if that happens, but the videos on app development with AI are totally new in this course that I'm showing on the screen now. Again, you can find it by clicking the link in the resources of this video, or you can just search for the title of the course and find it on Udemy. I may likely change the course thumbnail in the future. I don't love this one, but this course should still be easy to find because the general details are the same. It's a course about app development with Repl.it AI and it's by me. So anyway, use this option if you're currently facing the challenge of mobile app development, and you don't want to learn to code, and you don't want to pay thousands of dollars to developers.

15_case-studies

1. Section introduction

In this video, I want to introduce the next section of the course in which I actually give feedback on apps of students who are in this course.

And by the way, these are just my views.

And guess what?

Sometimes I add new student apps to review.

That means I can add your app potentially.

Obviously I cannot add every app.

So to be considered, here's my challenge for you.

Send me a private message on Udemy and give me feedback about this course.

Did you like it?

Was there something you didn't like?

How do you think the course can be improved?

Students with the best feedback on how I can make the course better.

Really well thought out feedback that I can find helpful.

I'm going to do my best to add your app as a review.

First, you're going to get feedback on your particular app.

Second, it's going to get exposure from other students in this course, and there's thousands of students in this course and this section.

Obviously it's optional, but it's helpful because you kind of get a peek in the inside of my brain to see what I think about some apps and how I think it could be better and maybe what they should do. So it's a lot of examples and unique learning opportunities for different kinds of apps.

2. App ASO and promotion case study with a fun sexy party game

I want to begin doing case studies of some of the app marketing from students of this course.

And I want to start with this app.

It's a really cool and unique app, sexy slang.

It's a fun party game.

Basically.

This app is a game that is kind of a game that you play at a party and it has like a sexual adult innuendo.

It's fun and it's humorous.

It's kind of like charades.

And what I saw here is a really good job of A-so.

I mean, look at the title.

It's beautiful, like sexy.

It's every word in the title is a big keyword in the app stores.

Right?

Sexy slang, fun party game.

You can you can get a lot of downloads from any of these keywords.

So that's great.

And it's basically and it reads really well, right?

It reads like a fun app.

Like.

Like in English, like it makes English sense.

It's not just SEO keywords.

And what was really good here is that there's a long description and in this description there's another variation of a lot of keywords.

So this is, I would say this is like a B plus or an A level description.

What would make it a total A plus for me is if there was an even bigger variation, more different kinds of keywords and and B, and to be very careful to have the right keyword density.

For example, the main keyword should be between 4 and 8%.

Keyword density and secondary keywords should be between 1 and 3% keyword density.

And you can get that there's, there's all kinds of keyword density tools online.

They're free and you can just basically run your app through it and it will tell you what keywords you're repeating, how much.

And so you can adjust it a little bit and calibrate.

But this is already great.

I just want to see, you know, like just to be nitpicky, I'd like to see maybe more variation of keywords, like maybe the word adult, maybe, you know, stuff like that.

There's a lot there's a lot of that.

So it's hard to pick it from, you know, kind of just off the top of my head because the description

is a little long.

But just as I when I was reading it, I thought there could be a little bit more keyword variation.

And so sometimes you appear more for long tail searches.

But this is great.

I think where I would make suggestions for this app is definitely need to press on the reviews from now on.

Everybody you meet anybody online, ask them for a review and then of course, make the app.

Ask people for a review.

Now a few pointers on how the app works.

I like this app to be not just in case of partying.

I like this app to be closer to words with friends in a sense that you can play this with anybody at any time, right?

Play with your best friends and that way it's more you will get far more engagement in the app.

And the engagement metric, as you know, is very important in your ranking.

And also the more people are engaged, the more they're likely to, you know, buy your in-app purchases and they're more likely to share and leave nice reviews.

And so then when people use it more, if your app has a pop up, like, hey, if you're liking the app, please leave a review, then of course you can.

You know, you'll get more reviews that way and that way you'll solve the you'll solve the review problem by outside the app.

You'll basically ask your friends, you know, and every day you'll meet somebody new and you may be in a conversation, ask them to download it, leave a review.

And then of course, the app should be asking users to leave a review.

Now, a couple of pointers on this app because it's so unique and interesting.

There are a couple of big, big opportunities here, like maybe something viral on YouTube, having showing people playing this game and making some really ridiculous, super funny slang and party sayings and sexual things, right?

Those sorts of things have a tendency to get shared.

And then from the sharing, people can get to know, Hey, this is from this app and they can download this app.

So a little bit of virality can give you maybe like a popular YouTube channel, which can really give a boost to the downloads.

And also you can consider promoting this app in different adult or party kind of or humor communities online.

I think people would like that sort of thing there.

People tend to like apps because apps are kind of flashy and it's still the hot new thing.

And also I would explore contacting some, you know, either posting on Reddit or contacting some popular

Redditors who, you know, have like a little bit of a cred in that community because they have a really big X rated community and they might like that app and this app might get shared a lot there.

So I think you have a lot of opportunity for virality and social social media here to get the downloads because you because this app is so unique and funny and humorous and definitely try.

To get the word with words, with friends, elements where one person invites many.

That's also how you will solve the download issue and how you will outcompete your competitors on the downloads because your users will be generating extra downloads for you.

So that's my take on this app.

3. Knappily app ASO keyword research case study

So this is going to be another case study of Aso for APS of the students of this course.

And the volunteer here is Napoli.

It's a knowledge app.

And my challenge here right away was like, Hey, knowledge, that's a keyword that you know who nobody really searches for the word knowledge, right?

Or if people do is not enough to build a business, an app business on top of it.

Right?

I think it's, you know, a little bit of a thin search and it's literally the only keyword that's being targeted as I'm as I'm seeing it in a in a strong way.

So I see other keywords like politics, sports, business.

But the problem is that you'll never rank for those keywords because those in themselves are so crowded that it will be really, really difficult to rank for those keywords.

Now I see the idea of ranking for these keywords.

Maybe the how, why, when, where, because it's kind of a Q&A app, but also again, it's really hard to rank for stuff like that.

And I see this being repeated.

So maybe they are, you know, you are trying to rank for them.

I experiment with repeating them a third time and somewhere in the description and seeing if they rank. But really I what I ended up doing is I ended up going to a thesaurus and I saw the word facts and I thought that it made sense and I ran the word facts through the Google keyword tool.

I basically wanted to see what kind of facts were people searching and.

Right.

Because if it's a knowledge app, then it's facts.

And so what you can also do is try to rank for the word like fun facts, funny facts, interesting facts.

Right.

Historical facts, facts of the day, something like all kinds of stuff like that.

And as you can see, there's a lot of search for it.

So that immediately can give you more keywords to rank for and you can have them in the description of the.

Up.

Now, another thing that you can do is try to rank for something like Q&A app, right?

Because if it's it's kind of a question and answer.

And so you can try to rank for the word Q&A question and answer another kind of a keyword you can rank

for, because there is a really big Q&A site.

It's called Quora, right?

Quora.

And I'll show you.

Quora, this app right here.

And this these guys, they are a Q&A website, right?

So you can actually pick out some of the keywords that they have.

They're actually really thin on the keywords, which is funny, but.

You can try.

What?

My point is, you can try to rank for the word Quora so you can say something in your description.

You are like Quora or whatever, Quora.

So when people search for the word Quora, you can maybe appear somewhere here in the results and get downloads from people searching for Quora because you can see this app is very big, 200,000 reviews and you know, between 1 and 5 million downloads, it's a pretty significant app.

And you want some of their downloads, at least some of the visibility.

So that's a way to add more kinds of keywords that you can rank for for this knowledge app.

And you know, because now I think it's not that many keywords to rank for and the search potential is a little low.

And with the addition of these keywords, maybe the search potential will be higher.

So that's my take on the picture of this app.

4. Agoraphobia app

I wanted to do another case study of an app that is made by a student of this course.

And this is an interesting app.

It's about agoraphobia, which is the fear of going outside.

As far as I understand it, the problem with this niche is that it's a problem and a good thing all at the same time.

The problem is that there's not that many people searching for this, right?

But I guess the only people searching are precisely the people who are who have this problem.

So the main keyword, of course, in the title description has to be agoraphobia, fear of stepping outside, fear of going out, all these kinds of things.

But I feel like.

It's not going to be enough to make a business out of that one term because the volume isn't huge.

So what I would also do is look, in the case of this app, I would also look at a way to do two things to make this app really be, you know, the app for everyone with agoraphobia.

I think what you have to do is, number one, join all the existing online communities that have that talk about this issue and you have to create your own online community to talk about this issue, your own Facebook group, your own YouTube channel, your own podcast.

And so you have to make yourself and this app sort of really, really stand out and be the go to source for everything related to agoraphobia.

I think that's the way for this app to win and become the dominant brand in the entire agoraphobia community

that everybody knows.

And everybody has this app.

5. Vastu in the home app case study

This is going to be another example of an app of a student of this course.

And we're going to do a case study and see how to promote this app.

This app is something that I know personally, honestly, I know very little about.

It's vast too, which is some kind of a yoga thing helps you get with the laws of nature.

It's the best that I understand it.

From what I see, it's actually the keywords are done really well.

You can see that you got the vast keyword, you got the harmony keyword, you got the laws of nature, keyword.

I think the laws of nature is not a big, huge keyword in the App Store and harmony, you know, you're never going to be ahead of eHarmony, so I'm not sure.

But you got some of the makings of the keywords.

The description was written well.

You know, it's long and it has, you know, it's repeating the vast all that stuff.

I like that.

The thing I wanted to talk about here is the 99 cent price point.

It's it's the first it's the first case study that where we had where it was a paid app.

And here I want to reiterate stuff that I said in the course that when you have paid apps, essentially almost everyone who would have downloaded your app does not end up downloading your app because they

don't want to pay this even though it's essentially free.

But there's some weird friction where if there's a paid app, you know, people suddenly don't buy it.

And the 99 cent price point to basically you're telling the person, Hey, this app is free.

This app is not worth more.

And so it's kind of like and you don't even get the full \$0.99.

You get like \$0.70, which is nothing.

So there's got to be a middle ground.

The middle ground here is maybe make this a product.

What if you make it like, you know, if the app is really not good enough to be like 4.99, maybe forget it, maybe set it to free and put some ads on it or something.

I don't know.

Or maybe not ads, but find some monetization strategy inside the app.

But if the app, if you feel that the app is good enough, I would make it a more a more expensive app and then start promoting it everywhere where people are talking about vast to anything, you know,

like Facebook groups, quora.com any kind of community make a YouTube video, maybe not even just a video, maybe a whole channel, maybe a podcast, everything around vastu.

And basically you become like the vast two guy or girl.

And everybody knows wherever people see you, they're like, Oh, that's the last two.

You can even say, Hey, you know, if it was me, I would be like, My name is Alex.

I would be like, I'm I'm Alex, the vast new guy, right?

It's literally in your name.

So you kind of brand yourself that way.

And then wherever people, you know, people will come across of you, across of you, and they will buy this app in the App store.

And so then if you price it at like.

499, at least from every sale, you get a little bit of revenue where the \$0.99 price point, I don't know.

There's a lot of meat on that bone, but I guess you'll just you will get more sales at the 99 price point than for 99.

So I can see how that works.

But I just don't love the 99 cent price point really, because it is hard to get an up sale.

And so that would be my strategy.

You got to promote outside of the App Store and I would look also at keyword variations.

I would look, you know, other, other keyword.

You know, if you look at the Google keyword tool, even the Google keyword tool, you see it has very little.

If I searched for the word Vastu and it has very little searches even here and little variations Vastu in the home.

And then you would go to, you know, things like that here.

It's all for the house home, right?

Use the variation house home.

But you got it doesn't offer a lot to work with.

So I would look to promote this app as a higher paid app outside of the App Store.

6. TaskMania todo app

Now let's do another case study of an app that's from that's built by the student.

And this is a very interesting example.

I really like this because this is a task mania app.

It's essentially a task management tool, maybe something the way I imagine it, something like a to do list a little bit more involved, but it basically helps you manage projects or something like that.

And there's two major issues I want to talk about in regards to this app.

Number one, if you go through this course, you will know that you got to have the keywords in your title.

There's no keywords here, right?

Even the word task is no space, right?

So I would say something like it's a to do list.

I would have the word task.

Task management Productivity.

The main keywords in this space are productivity task management to do project management, product, you know, organization, maybe efficiency, whatever, like all the keywords related to this kind of productivity, right?

How to get more done, all that stuff.

And none of the keywords are here.

And so basically the first thing is you got to identify the keywords and then you've got to intelligently put your put them into the title, which you can do is task mania colon and then a description of your app and the description, including a lot of your keywords.

Not a lot, but at least some.

That's one.

So this is like a cardinal mistake, right?

This is a mistake that everybody who kind of starts out, I guess in a so they make this, but eventually this is easy to fix.

Like luckily this is easy to fix.

Now, the the hard part of this app is that there are so many task apps.

Right?

So many to do apps.

How do you beat them and stand out?

That is like the million dollar question literally for this niche, for this app.

And my take on it is that you've got to make yours, you've got to look at the competitors, make yours

better, more creative, easier to use and more of a long term use app, more a part, more something that will fit comfortably in people's lives than the competitors, because then you will start to have better engagement.

Better engagement means that not only people who engage more will, you know, not engage with the competitors,

but they'll also be more likely to spend money on your app if you have in-app purchases and they'll be more likely to that.

That engagement will help you rank in the app stores, right?

They're going to be also more likely to give nice reviews, all those good kinds of things.

So I think you have to win here with, number one, with quality and number and more engagement.

And number two, you have to get a lot of reviews, as many as possible to bump yourself up in the app stores.

But but if your app isn't as good in quality as the competitors, it's going to be, Even with the reviews, it's going to be nearly impossible to rank really well.

So first you've got to solve you got to be better than the top current to do task apps.

And after that, it's all about getting reviews and getting all your friends to review it, everyone

you meet to review it, maybe some review sites, maybe some extra promotion outside, maybe with boosted

with some ads and stuff like that.

So that would be the strategy that I would have for this app.

16_social-media-automation

1. Social media automation section introduction

With this video.

Let's begin the part of the course where we're going to talk about social media for apps.

And it's going to be an introduction and it's going to be about basic posting on social media.

I'm going to assume you don't have much of an audience.

You're not an influencer, and I'm not going to be talking about how to become an influencer because we don't know if you want that or need that.

So we're going to talk about basic posting, which is going to be for people who have no audience.

You should expect a small trickle of downloads, any downloads, help a little bit.

And really we're not after the individual downloads here.

We're just after a little bit of a boost for our SEO, just boosting up our ranking signals so that then we can rank higher and get more downloads from the app stores.

So I'm going to go over basic posting and it's not going to be your main strategy or it's not going to be one of your main sources of downloads.

I'm going to be walking you through how to do basic automation, basic posting, basic hashtags so that at least even with a minimal audience, you get at least of exposure on social media and get at least a little bit of downloads.

2. Hashtag marketing introduction

With this video, I want to start to introduce you to hashtags.

Most people are very aware of what hashtags are.

So if you're a total beginner and you might have heard of them, but you don't know exactly what's the point of them or what are the ramifications of them and their roles in the social media algorithms
Definitely

still watch this video because in the next videos we're going to build on this.

So for absolute beginners, what are hashtags?

It's basically you see this is Twitter and you see some of the text in my tweet is just regular text, as you would see anywhere.

But some of the text has this pound sign ahead of the words.

When you use that pound sign, it's like a conversation.

For example, somebody tweeted something with a few hashtags.

This is actually a student.

And he said, I'm really enjoying this course on Udemy.

And he used this hashtag Udemy and hashtag SEO in social media marketing.

Now this is a very rarely used hashtag because it's kind of awkward and long, but if I click on it, it's like a conversation.

You see, there's many different tweets about this, for example, this tweet or this tweet.

And so that tweet got saved in there.

Now, some of these tweets are from 2017, like this one.

This is from 2020.

So it's a very, very rare hashtag.

And this is 2014.

So basically, nobody is using this hashtag.

And you can understand why because it's long and cumbersome and clunky.

But if we go back to another hashtag like, let's say Udemy or even business plan, that's a good one.

Then you see there's a lot of people posting on this topic because business planning is a popular topic and if your tweets appear here, then you'll get a lot of extra exposure.

And I'm showing you Twitter here, but hashtags are obviously prevalent on Instagram, TikTok, LinkedIn.

There's less use of them in Facebook, but they're still use of them.

So there throughout social media and typically, if there's another social media website down the line, they'll probably use hashtags.

So the way you should look at it is you need to make sure that you use and appear in hashtags that are used by other people, not those that hashtags like I showed you in the beginning, but ones that are not so competitive that you're going to just get drowned out.

And that will give you extra discoverability on whatever social media marketing site you're on.

And obviously through that, more sharing because more people will find your post, we'll comment, we'll share all that and so you'll get more followers and more sharing.

And in the next videos, I'm going to be showing you strategies for how to get the most out of hashtags so they can boost your virality.

So with that, let's get right to it in the next video.

3. Social media automation tools

In this video, I want to give you an overview of social media automation tools.

When do you need them?

When do you not need them?

Are they good and which one to get?

I'll give you an overview of four of them, but before I start, do you need them?

A lot of new marketers think, oh, they have a social media automation tool.

They can make one post on Twitter and it goes to their LinkedIn and Facebook, on Instagram, everywhere on Pinterest, they think, now I'm going to grow and it's going to make a big difference.

It's not really going to make a big difference.

It's not like your tweets are going to get any more exposure.

You're just going to gain a little productivity.

So these are productivity tools.

These are not really growth tools.

Yes.

Because of the productivity you'll be in more places with more posts.

So yes you can grow with them.

But it's not like they're going to make your posts better.

It's just going to help you get organized.

So what they allow you to do is schedule posts, and one post will be able to go out on all the social networks.

So definitely saves you time, gives you a little more reach, and you can pre-plan your posts for the week, for the month, or a thousand posts in advance if you'd like.

Of course, most people would not want to do that, but you can also, if you over rely on this, you may lose some of your authenticity on social media, so you be careful of that.

Now that you understand the pros and cons of this, let me get into the tools.

The first tool I'm going to show you is social oomph.

And by the way, there's a lot of these tools.

They do kind of similar things in very slightly different ways.

So probably at the end of the day, whichever one you get is more or less okay, but they have some differences and I'll be showing you what differences to look out for.

The one that I actually use is social oomph.

So I know this one the best.

It has probably the worst design, but it was actually really useful.

It allowed me to schedule a lot of posts.

Like at one point I had 500 posts scheduled at like one hour intervals.

So every hour I would have a post go out on all my social medias, and when I ran through 500 posts, it would go back to the first posts.

So I preset the posts and then I really never had to go back again.

So that was set it and forget it.

It was extra productive for me and that's why I liked it.

Now let's look at the pricing here, because that's what we really care about.

And by the way, I'm not an affiliate of these.

I don't get paid.

I'm only showing them to you because they may be helpful.

Now, what you want to look for is how many social profiles they allow you to have.

So for example this one has a free option.

What you want to look out for is how many accounts it allows you to have.

So you only get to have one social profile.

So for example you can automate your Twitter.

But what about your Facebook or okay, right away you need an upgrade.

So the upgrade is the \$15 price per month.

It's not bad.

But again one social profile that's not helpful.

So you go for the \$25.10 social profiles.

This is really the thing that you need.

So this is the real realistic thing here.

The next thing you want to look for is can you add team members.

Let's say you have a freelancer that might help you.

Can you add a freelancer?

And here is the answer one team would self as sole associate.

It's not really clear how many associates they allow you to add from this, but it seems like you can add freelancers so this satisfies you pretty well.

And these are the two important things.

How many social profiles you can have, how many posts you can have which is generally unlimited, and how many people can access this.

So that's social um.com.

The next popular one is buzzfeed.com in the pricing.

As you can see, there is a pretty good free plan with connecting up to three channels.

So if you have that need, you can get away with the free plan.

And then it's pretty flexible because it allows you to add per channel so you don't have to like buy a plan for ten extra channels.

You can just buy more channels as your needs grow.

The next popular one is Hootsuite.

Com it's a little more expensive and a lot of it is for enterprise.

You can see that the team plan is like \$250.

Most individual business owners wouldn't want to afford that.

So you kind of stay with a professional account, which if you skip the trial, you get it for 50% off, which isn't that bad, but it does offer you some additional tools like hashtag generators, Canva integration,

so you can create good design with your posts.

And then the cool thing about it is that you get one inbox for all your social accounts, so you don't have to jump between like five different social networks.

You can have one user.

So if you're a small business owner, this is pretty good.

Ten social accounts.

So you can have all your Instagram, Facebook.

As you can see they list here.

And you can get this for about \$50 a month.

And again, I don't get paid for mentioning any of these.

These are just some options for you to choose from.

And I want to give you a balanced set of options.

You would just.

Choose whatever you see fit or none of these.

For example, at the moment I don't use any of these now, I used to.

It just depends on your current needs.

If you're heavily using social media, these tools will help.

If you're not really heavily using social media like I am this year, for example, just because I'm doing other things like heavily filming courses, then I kind of just stopped using these.

So really what you would do is understand your business needs and choose any of these or not.

In any case, this one is a little bit more powerful and offers really interesting features, but it can be a little pricey.

And the last one I want to show you is something a little bit more for enterprise level.

The one that's more for enterprise is HubSpot.

Com they have many, many, many different tools.

And as you can see in their pricing, they're pretty pricey.

And they have a lot of things.

Conversation bots form automation.

They have like a whole suite of tools, not just social media marketing and posting automation, but a lot of other things.

But this is more for enterprise.

So if you work for a big business, they can afford these rates.

You can get some pretty powerful tools.

And I just wanted to make you aware of these.

For most individual business owners, HubSpot is too much.

But for our overview, it's good for me to add so that you get the whole array of these.

And if you want to, all you would do is go into Google and search for social media automation tools, and you will get a bunch of them.

Here are some ads.

Then you start scrolling and you start getting tools, and you start getting articles about collection of tools, etc. and this way you can find many, many additional tools until you find one that best suits your needs.

In any case, this is the overview of social media marketing automation tools.

And in the next video, I'm going to show you how I used to use one to automate my posts.

4. Showing SocialOomph

The video that's about to play for you is an older video from a time when I used to have social oomph set up so you can see the inside of my social account, so you can see how I automated and scheduled

a lot of tweets to go out in the queue.

It will be a walk through of my account.

This video that's going to play is a little older, so it's going to have a little bit worse video quality.

Please bear with that.

If you're not interested in social media automation you can skip this video, but if you are interested in it, then just watch this video to see how I automated mine.

So I just wanted to make this introduction to the video so that you can understand why the video quality will be less good than my other videos.

Because since I no longer run this automation, this older video is the only option I have for showing you the inside of the account.

Now I want to show you the inside of my social proof account to see how this social automation works.

You connect your networks through here.

I'll show you that in a second.

But first I want to show you because my networks are already connected.

I want to show you about the posting and this is the main posting area and you can see all the options.

I can manage existing queues and as you can see, I've set up a queue that independently goes on Facebook

and you can see if I click edit that it posts to my.

Here you see the highlighted thing, it posts to my Facebook group and it also posts to my Facebook page.

And it could have also posted to my Facebook fan page or anything else or my personal account.

But I didn't want to connect my personal account.

And then I can also show you you can set how frequently you want to post it.

This is maybe a little bit too aggressively for Facebook, but I did it anyway because I really wanted my pages to get more sharing and amplify the ranking of my pages in Google.

So I am a little bit negligent about irritating people.

If I was careful about not irritating people, I might have set the interval a little bit further apart, but I just want to post more so that it can impact my Google ranking for my YouTube videos that I post and the links that I post to my website.

That's my reasoning behind that.

And you can see that I did it for my Twitter.

This is my Twitter.

I connected one account, but I could have connected two.

You can see that on Twitter.

And I did the same thing for my Facebook and Pinterest.

And I preloaded the tweets once.

And as you can see, they have 222 updates in them.

And that means I have 222 queued up tweets, and I copied them to post on my Twitter, Facebook, LinkedIn,

and Pinterest.

And then at any time I can add more updates.

As I make content, I can just add to the end of the update.

And also I'll show you another thing that it has.

It has this option of recycling updates, which means that when it gets to the number 222, it just goes back and starts at the first one.

So it never stops cycling.

And then always you can connect more networks.

I'll show you the networks that you connect.

See I have LinkedIn Facebook like you already saw that.

And you can say connect another social account.

These are the social accounts you can connect at the moment.

You can connect your blog and this thing called plurk.

So this is essentially it.

Whenever you have something new, you just add it to the back of the queue and just keep cycling and cycling.

You can see that I'm using a lot of hashtags, a lot of hashtags, and all of these, and all of them have like a unique hashtag that I'm trying to write for my tweets.

See that?

And so that's pretty much how I automate my social media.

It's pretty simple.

In one place I can automate all the major accounts, get a lot of sharing and social sharing.

You know the story.

17_youtube-marketing-for-apps

1. Section introduction "I tried YouTube and..."

With this video.

Let's begin the part of the course where we're going to talk about how to use YouTube and video to get app downloads.

And we're going to go over how to create a professional effort for you, a professional attempt.

Because what I see most of the time with people is they say, well, I tried YouTube, I made a few videos and I got almost no views and quit.

And they say, Yeah, I tried YouTube, but that doesn't really count as you tried YouTube because really you didn't tap into the potential of YouTube and quit.

So really the result was like a no try at all.

So what we're going to talk about is should you make many videos or one?

That's a big question, of course.

And should you make them yourself or outsource?

You should start with a few videos, maybe 1 or 2 or a few on your main subject areas, topics that you really need to dominate.

Like in my case, because my apps are business planning apps, business idea apps, they're business apps.

I need to dominate the topic of business apps because most of the people who will watch those videos, they are the most relevant type of people to go on and get the app.

So I spend the least amount of effort on creating as few videos as possible, but I'd hit my target market as accurately as possible as well.

And if you are creating just a couple of videos, you can outsource video creation on Fiverr because the people there, they're already pretty good at making videos.

If you were to make your own videos, you'd have to go through a long process of figuring out how to make good videos, how to create good audio, how to do all these things.

You don't need to do that if you're only creating a few videos.

Now, once you have those videos made, you have to identify the keywords for which you want to rank on YouTube.

YouTube is a search engine and you already know about SEO and you already know about the value of keywords.

While YouTube is the same thing, you have to make your videos rank number one or close to number one and don't stop there because that's the other mistake people make is they make a video, they put it on YouTube, they're done.

They never come back to the video.

No, You have to keep promoting, promoting, keep getting views, keep getting comments, keep posting it everywhere, keep embedding it into your blog posts.

Do whatever you can to keep on making the video, number one, because when it's number one, that's when it's going to get continuous views.

And from those continuous views, you're going to get the downloads you were after only then.

So it's quite a bit of an effort on your part to get the video to rank.

But once the video ranks, it accomplishes your goal from the video is that you get a lot of viewership and some of them go on to get your app and because of that, you have an extra advantage in SEO over your competitors because you're constantly getting more downloads than they are.

So this first approach is the first thing you should do, and this is going to prevent you from spending a lot of time on YouTube and it's not going to turn YouTube into a job because YouTube, if you create videos regularly, it can be like a part time job, which will be a distraction.

So the other thing you can do is once you're done with these few videos, the most important topics for your subject, for whatever your app is, you can be done there or you can decide, okay, I'm going to make YouTube a really much stronger promotional source for me and I'm going to become an influencer

in my niche That will require that you make videos regularly and you're not going to be able to outsource them because it's going to be too expensive.

So you'll have to figure out how to make good videos, how to promote them.

That's going to really turn into a part time job, but you will be able to grow your presence there quite a lot and generally boost your app with more downloads.

But do be very careful because it will be very time consuming, meaning it will be distracting from all the other things you have to do, like improve your app, do other marketing for your app to become an influencer.

And YouTube is actually a tremendous amount of work.

So even though it does get you some more downloads, it actually prevents you from doing a whole lot of other things.

So it's not an easy decision and it's like a nice to have, but definitely the first option.

I explained creating a few targeted good videos for which you do fantastic SEO on YouTube.

That's something most apps should probably be doing not as a first priority, but relatively soon.

Now what are the other things you can do that are creative that you can do with video?

Here's some ideas.

If you have tutorial types of videos, and the most important part of the video is the things you say.

You can take that and turn it into a podcast, especially if you create videos regularly, you can turn it into a regular podcast.

Just take the audio from the video and now you're going to be on iTunes and Stitcher Radio and all that.

So basically just gets you into another marketing channel for essentially no extra effort.

Or you can even make a Udemy class, which Udemy requires only like 30 minutes of video.

But if you make a.

Maybe a free course that gets a lot of students and some of them learn about your app and then download

your app.

That can actually be an interesting promotional method.

But I do want to warn you that you're not going to be getting that many downloads from these tactics.

These are just kind of nice to haves for later on because you have many other high priority options.

These are just creative, nice to have options, meaning the podcast and Udemy even courses that might have like 10,000 students.

Surprisingly, few of those students will go on and download your app because you know they just want to learn whatever they want to learn.

They don't necessarily want your app.

So it's really an idea to keep in the back of your mind, but do the first priority things first.

2. YouTube SEO crash course

In this video, I'm going to give you a crash course for how to do SEO for your video.

Of course, this is not a YouTube marketing course per se, so I'm not going to dive into it super deeply, but I'm going to give you what you need to rank a video.

As you can see, I searched for the word business plan.

This is a competitive search term.

My video ranks right here towards the bottom, but on the first page.

And so I'm going to click this link and I'm going to walk you through what I did with it and what you

should replicate.

So this is an ad we're just not going to focus on that.

And I'm going to click the show more and you can see that I have a what's really important is that your keywords that you want to target are in the title and you have a long description.

And in this description you write everything about your.

Product or whatever your video is, and then you put keywords in here so you can use the words, the keywords that you're targeting.

For me, the word business plan, business plan template, all those types of keywords you want to put in right here so that you can rank for it in search.

And there's also a keyword field which doesn't show us here, but.

Maybe when you're like, well, actually you can see it here.

This is this is the area where I edit the video so you can actually see this also keyword field that it gives you when you're making the video.

And you know, I put the words keyword like the words business plan, write a business plan, all those types of keywords that you want to rank for.

And this just helps you to rank.

And once you have your this is what's called on page SEO, SEO, title, description, keywords, you're done.

Now, After that, you need to do what's called off page SEO, and that is there are a couple of factors you really need to make sure that you hit on and if you get it right, your video should rank well.

First of all, the video should be look at on the right side here.

I have 200 likes versus ten dislikes.

It should be a good video.

And the average duration of the video should be kind of better than your competitors.

So if the video is naturally better, it's going to it's going to outperform your competitor videos on engagement and that's going to give you a boost in ranking.

And if you get comments, upvotes, sharing of your videos, embedding the video in your blog post on your website, then all those things, if you keep on doing them, keep on sharing on social media, keep on driving views.

Eventually it should start ranking for your keywords that you chose with.

The only caveat is if you chose some kind of like incredibly challenging, difficult keywords to rank for that are very, very popular.

And maybe the existing views have hundreds of thousands of videos or millions of views.

Then of course you need to do a lot more of the promotion, like getting more views on your own, pushing more upvotes, and if that's not something you can do, if you don't have those kind of resources or that kind of a following, then the next best thing to do is choose keywords that are less competitive, less popular, because then at least you'll be able to rank for them.

So that's the crash course for YouTube, SEO.

It's much simpler than Google SEO, although you can see that there's a lot of elements that repeat.

3. Game apps game play tutorials

In this video, I want to introduce a strategy that combines gaming and YouTube to get downloads for your apps.

And this is mostly for games, but it can be used for other apps too.

What you would do is create videos of tips and tricks for how to use your app or game.

If it's a game, obviously it's easy.

You would show how an advanced player does cool tips and tricks, how to get past advanced levels and all this stuff.

And so beginner players will want to watch that and you can upload those to YouTube and actually have them discovered on YouTube.

But if it's not a game, if it's a regular app, then maybe it's a productivity app and maybe you show how to do time management on your app or whatever the example is.

So if it's time management, well, guess what?

People search YouTube for time management all the time and people search for time management apps and

so on and so on.

So if you can show how to actually do the time management and if you can show when something great happens

like when a person gets more organized or they save time or something else happens, then you can upload

that as a commercial almost.

But it's really the normal use of your app that you're recording and uploading and that can get you visibility and downloads from YouTube.

And if you add those tutorials into your app as well, that can boost engagement, especially if it's a game and you only want like the advanced players to find the super advanced tricks, you can make

it a paid piece of content that you can for \$0.99.

They can unlock super tips and tricks and maybe like hidden gems in the game or like hidden levels or something like this.

Or if they don't want to pay that \$0.99, they can watch at least an ad or something like that because far more people will watch an ad than buy something.

So you can still make some reasonable money with that.

And for games, you can get other players to post videos of your game.

That's sort of like next thing to try.

Obviously it's much harder to get other players to post videos, but if you start doing that and you start having activity of other players sharing the game, posting videos on the game, that gets you a lot of other social sharing on their channels and their viewers get to see it.

So you get a lot of more promotion and of course an advanced thing you can do.

And personally, I have never done this because I'm not a gamer, but you can try to stream your game on something like Twitch, which is for game streaming.

And if the game is good and if you make it fun for people to watch, you can get a lot of exposure from Twitch to your app and have a lot of people actually download your app by watching you live, play the game, and if the game sounds cool and if it looks cool, then they'll get the game as well.

So those are some strategies that you can use to leverage platforms like YouTube and Twitch and live streaming to get people to download your app.

4. Nifty YouTube growth hack for mobile apps

If you have an Android app, obviously you know that you have to create a video that will live on your app listing page and then people can play the video.

And obviously the video will encourage people to download the app.

Now there is a hack to this where this is a video that lives on YouTube and on YouTube.

When you post this video, try to give it keywords in the title and in the description that are similar keywords to what your app is on Android.

Now on Apple, they have a different way of uploading the video where it's not actually using your YouTube video.

So this doesn't work for Apple, but if you have an Android, you see this video is a YouTube video.

So if you go to YouTube knowing that this is a business plan app, it helps people with business ideas and so on.

Then on YouTube, I searched for Business Idea app and you see this video actually comes up for the search.

Now, I targeted a lot of keywords with this video.

Like if we click on it, it will say business ideas, business plan, marketing, fundraising, so it doesn't have the words business ideas, app, business plan app, which actually probably should have done while looking at it in hindsight.

Because when the keywords are strung together, it's better for ranking.

But in any case, you see the views that I'm getting for this video from the Android listing are actually boosting some of my ranking signals here because they're bumping up my views not by a lot, but certainly you see, what I'm showing you here is how to make the two platforms reinforce each other and help each other.

So that video that's on your Android listing, you can get extra promotion from it by placing it on YouTube and doing SEO for it.

That's the hack that I'm actually showing here.

And the second level hack to this of course, is if you have videos that live inside your app, maybe there are tutorials for something or something like that.

Your app can actually show YouTube embedded videos.

So that's another way how you can get more views for your videos and those views will help you out on YouTube.

So both of these platforms will reinforce each other and help each other.

So use this strategy if you have an Android app.

18_google-ads-for-android-app

1. Ads section introduction

In this video.

I want to introduce the next section that's coming up in the course, which is going to be all about running ads to get app downloads.

And the natural question you might ask is, well, where should I run the ads?

Facebook, Instagram.

My recommendation is that you look at what's the most native for your app.

You may have an Android app, you may have an iPhone app, you may have both.

But you see, let's say you have an Android app.

Well, then you see you can run ads directly in the Android store, the Android App Store.

And when people are already there, they're already looking for apps for Android, which is very which makes it very natural for them to click on your ad and say, Oh, okay, I'm already looking for an Android app, so I'll just download this Android app.

Whereas if they were on Facebook, it's like, Well, they're on Facebook.

They're not necessarily looking for an Android app.

You know, it's a little bit too many steps.

Why would you do that when you have so much traffic you can get from the Android play store?

Same thing with Apple ads.

You can advertise your app by using Apple native ads that go right on the app Store.

Again, people are in the app store looking for apps, which is which makes it really natural for them to download your app.

So those are the two places where we're going to look at ads.

Now regarding strategies, there are two that I want to go over and offer to you.

The most logical and common strategy for running ads is, of course, let's say your app makes money.

Let's say it makes \$0.02 per download on average.

And if you can run an ad that's going to get you an download Per for Penny.

Okay, Well, for every penny you put in, you can get a user, which makes you an average \$0.02.

But until you know that, or if your user doesn't make an average of \$0.02 but makes half a cent on

average, well you're risking because you either are going to lose money or you're just not sure what the outcome is.

You don't have those metrics yet.

So if you don't have those metrics yet or your users aren't making that much money yet, you can still run ads, but it just won't be profitable, which is still fine because you can get the initial users that are going to who are going to use your app, which is going to help you build up the usability metrics to help you rank organically in the Apple App Store and the Google Play App Store, which can help you get more downloads that way.

But again, we don't know that those users are going to have good usability metrics.

That's just a bet you can try, but ads certainly allow you to do that.

So just to recap, you have two strategies the directly profitable ads.

But if your apps don't make that much money yet, or if you don't know how much you make per user, then you have the second strategy which you can use, which is basically just lose some money to run the ads, to gain the downloads and hope that you'll rank higher through the engagement and reviews that those users will give you.

So those are the strategies for ads.

Those are the platforms we're going to explore.

Now that you understand what we're going to do with ads, let's begin.

2. Setting up a fresh Google Ads account

In this video, I want to start walking you through how to set up your Google ads account.

All you do is go to ads, dot Google.com, and you'll see a screen like this.

The only requirement to begin setting up your account is that you already have a Gmail account.

So if you have a Gmail account, you can use that account to create your Google ads account.

And when you come to ads dot Google.com, sometimes they run these kinds of promotions.

You see this banner in blue on top to help you get started with Google ads, we'll give you \$500 in free ad credit.

When you spend \$500, it's exactly that.

So you basically just click start now and it's going to take you through the steps to set up your account.

And when you end up spending \$500, they'll give you an additional \$500 for free.

So it's almost something you get by default when you sign up.

So you click start now and the same walk through steps will happen when you click this start now button

versus this start now.

So it's all the same.

So let's click start now and you might get a screen like this to choose the account which you want to use.

This Genadinik Ads five at Gmail is just an email account I made specifically to film this video, so I'm going to choose that.

Then I'm going to log in.

And it takes me to a screen like this saying, create your first campaign.

Now you have two options.

You can go through all the steps and answer some questions and they might ask you, What's your website URL?

And you may not even have a website URL right now.

So that would be kind of a something that might stump you, but you can click this link which you want to do is just skip it if possible.

So you see this link, create an account without a campaign, because honestly, it's too early for you to create a campaign.

You got to think about a campaign.

Right now we're just setting up the account, so this is what we want to do create an account without a campaign.

We click that and then we fill out our information, very basic information that's already pre filled out.

And then they ask you a question.

One personalized campaign guidance from a Google expert by phone.

In my case, I would say no.

If that's something you really want, you can say yes, but I would say no.

So we say submit.

Aha.

Amazing.

You're all set.

Continue through your account.

Now this is your account that you'll see and you can begin creating a campaign whenever you want.

We're not quite there yet.

In this video.

We just wanted to set up our account, which we just did.

So congratulations to us.

And in the next video, we'll begin talking about some next steps that you can now take since you have your Google ads account all ready to go.

3. Adding Google ads to promote Android apps in Google Play Store

In this video, I'm going to walk you through how to set up an ad campaign to promote your app in the Google Play App Store.

So you click on your all campaigns and you come here and you see there's this little plus and we're going to add this plus and we're going to say new campaign.

We're going to choose app promotion, obviously, and then it's going to say drive downloads across Google Networks.

Yes.

Then you're going to choose obviously Android.

You don't want to choose iOS because for iOS there is a separate whole way to promote on the Apple App Store to then get iOS downloads.

But with Google Play, we're only going to go for Android downloads because that's the natural platform, obviously.

Then we're going to look up the app.

You just have to give it your app name or package or publisher.

So I'm going to pull up mine and I'm going to paste it in here.

So I'm going to give it a package.

App package.

You see it, found the app and I'm going to say continue and we're going to create that campaign.

I'm going to walk you through every step and I'm going to tell you which parts are important for the campaign name.

We want to give something descriptive, so it's a Udemy discount app.

So that's the name.

I'm going to give it just a descriptive name because when you have multiple campaigns running and you want to find the right one, having a descriptive name is going to really help you.

Next is your ad assets.

This is very important because the assets are one of the places that the ad system takes a look at, the text you add and all that, and it sees, Oh, where should we place this ad?

Because it does not actually give you control of keywords.

So you might think like, Oh, AdWords, of course you a lot of people associate AdWords with the ability to bid on keywords for apps.

This is not possible.

I even talked to a representative of Google AdWords and they told me that for ads you cannot choose the keywords.

They pull that for you and they pull that from your app description and from your ad assets.

And we're going to walk through how to create the ad assets.

One important thing is you want to select that this app is promoted on the play store.

That's the selection we want because we can run ads anywhere.

Sure, But the Google Play store is the number one single most natural place to promote Android apps because people browsing there, of course, are going to look for Android apps and that's going to give us the highest ad conversion and and user engagement.

So let's walk through how to fill out these ad assets.

When you mouse over this area, you can click on this and it will pull up the app description and you can pull things from the app description, but you can also create your own ideas because you know what keywords you want it to use.

So you want it to use keywords like for example, this is a Udemy discount app.

So obviously I my keywords are Udemy discount, Udemy sale or like online course and e-learning.

Of course you want to make these attractive.

E-learning is the keyword, but to make it attractive you would say e-learning discounts best courses or something like this.

Of course.

Now I just ran over the character limit.

So what you maybe want to do is say here best online courses and maybe here you want to say Udemy course discounts.

And essentially the idea is that you just want to add use keywords but also make these attractive because this text is going to appear right here.

Some of it is going to appear here.

So you want to entice people and you'll eventually actually have analytics that will show you which of these actually get clicked on more.

So you'll be able to experiment with these over time and find the ones that are the most highly converting for you.

You can also add your own video ads, but if you don't, most people don't have those.

So we'll leave that there.

You can add images of your ad, but you see there's very limited space with the images.

So you actually will just have your app icon as the image.

So you don't really need that.

But of course you can play around if you have a more attractive looking image, you can replace it here and just saying upload by just saying upload the image.

We're not going to upload the image now, but you can upload a better image if you have one.

This is also not necessary because it's just not going to fit into our ad Then you want to choose the locations.

Obviously the location is entirely up to the type of app you have, and languages also is exactly up to the type of app you have.

The budget is also entirely up to you.

Most people start with a low budget, like maybe \$2 a day or something like this.

The only problem is, is if you give it a too low of a budget, it will have a constraint on where it can place your ads.

So I'd maybe not go for the lowest possible budget.

Maybe.

So if you were thinking to.

I'd go for like five and see and just see how it goes.

One day, two days, three days, four days, see how it performs for you.

Look at that analytics and then decide whether you want to go down or up in your budget.

Now, bidding you want to go for install volume, you can have in-app actions and you can maybe try to get people to do something in your action, but you'd have to add conversion tracking to your AdWords.

Right now we don't have that set up, so we will skip that.

And really most people are just after the downloads anyway, so install volume is perfectly fine and total per install.

I would say like \$0.15 and you would experiment like you can even say like lower and you would see what you can get for that.

If you're not getting good downloads, if you're getting low quality downloads, you might want to raise this number.

Also, if you advertise in like United States and Canada, the downloads are typically people who can pay more.

But they're more expensive.

And if you advertise all over the world, obviously then you can get downloads for pennies.

But those people might not be able to spend money.

So you actually maybe want to experiment with different sets of countries with different ads.

And by the way, I'll make this all a little bigger so you can see if it's if it's blurry at any time.

This video is actually in HD.

So if it's blurry for you, it might be some issue with your settings of your video player or your Internet connection.

But this should be clear now after after all this, you have your date set up and then you say save and continue.

It says that I didn't enter a budget.

For me, the budget is arbitrary.

Just because I'm not actually going to run this ad, this is just to show you how to set it up.

Then it says, Congratulations, your campaign is ready.

You actually want to go to the campaign.

If something is not entirely quite right, you want to you know, you know, you might want to change the budget or and you want to maybe set this to pause.

In my case, I want to pause it because I don't want to spend the money on running these ads because at the moment, this is just to show you now for one second I put the ad back to enabled.

Why?

Because I want to show you that if at any time you want to adjust any of the ad assets that we had set up, you can do it from this tab here and you'll be able to see the clicks and and and analytics for them.

Right now, we don't have performance data because we just made it, but you'll be able to see how they perform and this is where you will adjust them.

You can set some to delete or add and all that so you'll be able to adjust these so that ultimately

over time you'll be able to improve them, improve them, improve them and you'll get cheaper ad clicks that actually get you better users to and more profitable.

So I'm going to make this again paused.

So now essentially, you know, from A to Z how to set up your mobile app ads to pay for downloads on the Google Play store.

19_apple-search-ads-for-ios-app

1. Setting up your first ad

With this video.

Let's begin setting up our Apple search ads.

So you go to search ads at Apple.com.

It tells you to get started.

And when you get started, it gives you two options.

You want to set up something simple.

Basically, you just give Apple a budget and they have their algorithm approximate which users to show your ads to.

Or you can set all of your keywords and targeting on your own.

This is relatively basic, the one on the left.

So I'll let you do that on your own.

We'll do the advanced way and when you start first, of course it will ask you to log in.

So you go through the login process, you enter your Apple ID and password.

Once you're in your account, you'll see something a little different than I'm showing you now because my account is already set up.

In your case, what you would do is go to your settings and you would fill out all your settings and make sure that your financial information, like the credit card that you're going to pay for your ads with and the information about your business or your tax information is already filled out.

The way you would do that is you would click on the top right here.

Alex G.

Or in your case, it would be something else, obviously.

And then you would say settings and then you would click on the settings and you would go through all these tabs like overview user management billing and make sure everything is filled out and it's fine.

I'm not going to walk you through all the details because it's just a matter of filling out forms.

And I also don't want you to see all my private information, obviously, so we'll skip that part.

But just make sure you fill out this information because you're not going to be able to run your ads without it.

Once you filled out all your basic information, you're ready to create your campaign, which is what you would do here.

This is what we wanted.

We would do your app name.

For example.

I'm going to promote this app and then you would want to choose the countries where you want to promote

it, like the United States.

And you can go boom, boom, boom, boom, boom, all of the countries if you want.

But let's just keep it simple for now.

So let's say United States continue.

Then we get to the campaign details, which is the important part largely for the campaign name.

You want to give it some kind of a good name, Like in my case, you saw I have multiple apps, so I want to make sure that it's clear which app I'm promoting and what's my goal of this campaign installs the budget.

You can give it something simple to start and then you can always raise it daily cap, maybe like \$2, and then they ask you for these negative keywords.

This is optional.

You skip it for now.

In most cases you probably for apps wouldn't have negative keywords.

But if I was bidding on a keyword like business plan, but I wouldn't want a business plan for a cat business, then a negative keyword would be cat because not because I don't like cats.

I actually happen to like cats.

It's just that in case you see that those kinds of users are not ideal users, you want to get rid of them.

Maybe negative keywords would also be like controversial keywords.

You want to stay away from that sort of thing.

Then you want to create your ad groups.

So in every campaign you can have one or more ad groups and we can give a name like first ad group and they suggest to have a \$4 maximum.

But that's a little crazy.

That's the maximum you'd pay for a tap on your app.

Like you wouldn't do this at all.

I don't know why this is just \$4.

You would suggest maybe \$0.25 or whatever.

Obviously this depends on your app niche and how competitive the ads are, but \$4 per even per install.

This is not even an install.

This is for a tap on the ad, but that seems a little crazy.

And then you want to have cost per action goal.

I would want to have like, you know, let's say \$0.20 or \$0.25 downloads.

That would be pretty good.

Now keep in mind, for most apps, most installs don't generate \$0.25 per install.

Generally per install, you have a relatively low revenue.

So if you run ads in order to boost your search ranking by giving you all these extra signals, like more downloads, more engagement, that's fine.

But if you're trying to run ads and your goal is profitability, it's actually really hard to generate \$0.25 in revenue per every app install.

So you'd actually want to bid much lower.

If you're after profitability, then they suggest the search match idea, which is basically them trying to approximate who your ideal users are who are searching for things that might be relevant for your app.

You could leave this as it is, but you can also add your keywords here like business plan.

Definitely for me, in any case, the word business you see or small business, we don't know for my app if this is going to be relevant.

Like people searching business, we don't know if they want a business plan.

We don't know if they are starting a business.

We don't know anything.

This is a very general term.

Now, this term is going to have a really large volume.

So a lot of these people who are searching can be good downloaders, but we don't really know what they want for a business plan search.

We kind of know that they want a business.

Plan at least.

And some of these are branded like live plan.

I think when people are searching for other brands, you can bid something relatively low because a few people are actually going to be bidding on that.

So for something like Live Plan, you could bid like, let's say \$0.10 or \$0.05 and see how this goes.

The most important thing is that you experiment.

So you would choose your keywords here and then let it run for a week or two, come back to it and see what the results are and see, okay, nobody's clicking on live plan for like \$0.05.

That means I should maybe raise the bid here.

So then you would go \$0.10 after that, right?

And if no, then you would go \$0.20.

And if you've gone up to like \$1 and you're still not seeing anything, then it means maybe there's just no volume.

Like there's nobody looking for that enough.

And so you maybe leave this term alone, then you would just say, forget it.

So you kind of experiment like that.

And at some point also, if you had this live plan keyword and it was a dollar, it's just not a profitable download anyway.

So at some point when you're having to raise to like \$0.50, it's just not a profitable download.

So there's other keywords that might be better.

Now also this match type, you want to keep it probably for a lot of cases exact.

So that's business plan exactly like this.

If it's broad, then it's any search that contains the word business plan.

So like business plan for cats or business plan selling shoes or whatever.

So all those variations you'd capture, but you'd also capture a lot of false positives.

So if you want to get a lot of downloads, you go broad.

If you want to target the exact keywords, you go exact.

So you'll get fewer downloads, but at least you'll know exactly what the search is.

Now, how to start a business.

This would be a really good one for me as well, right?

So you would do something similar and you would go through these and you would add them like this business

starter.

This is a good one, right?

Because that's just a typo.

So this can be pretty cheap because very few people will be searching that or bidding on that.

So you can go lower in the bid.

And again, same thing.

If in case nobody's clicking on that, then you go raise it next time and see if that works.

So you kind of adjust these over time.

So let's say you select these and you click save in your case, of course, go through all of them and see if they make sense.

So we added keywords.

Then we have devices.

Devices are interesting because obviously if you choose iPad and iPhone, you'll get more downloads.

But people on the iPad are more engaged because they generally have a bigger screen.

They can do more.

So iPad will probably get you more engagement, but for our purposes, we'll just go both customer types.

Returning users is interesting.

That's re-engagement.

You want to get all of them and you want new users and of course users of my other apps as well.

Because people use your other apps, they're more likely to use yours.

So you go all users demographics.

This is relevant for you.

Age, gender.

It depends.

You know, if you have an app for kids or for women or for men, obviously you select that.

Or like in my case, it's business.

It's probably like a 60 to 40 break down to men versus women.

Does that mean I should select all men?

I can try that.

I don't think it will be a big factor here.

So I will leave it all now.

Locations.

In my case, I leave it.

I did select earlier that the countries of the United States.

So basically I'll have only cities in the United States.

So if you have like an app that, let's say a dating app where you need to run an ad in a specific city because you want to get a lot of activities in a specific city, that's fine.

But if you don't have anything like that where you need activity in a specific locations, you just leave this blank.

And then the ad scheduling, you just say start date now and just leave that.

So that's pretty simple.

Then they pull up your ad creatives, so they take all the images from your app.

That's fine, that's pretty easy.

And then you can say Create campaign.

I'm not going to create a campaign here because obviously I don't want to run this ad, but in your case, you'd create a campaign and you may have one or more steps to just set some options, but more or less in general, you'd have your campaign and it will start running.

Then you'd go into your campaigns and then you'd look at what's happening with your campaigns and monitor them.

That campaign that I've run previously is on hold now.

But if it wasn't, you'd be able to see some charts and see how the keywords are performing and so on and so on.

So make sure you check in on this every week or so, or if you're early, if you're just starting out to run your ads, check every day, see what's happening, see how it is.

You can run multiple campaigns later to target a specific thing, like maybe, just maybe just one specific ad targeting a couple of specific keywords or one keyword, or maybe you can try men versus women and you would hone in on the best targeting over time by this experimenting.

And what you want to do with these ads is long term.

Your goal is to get the most engaged type of users through your targeting because when users are engaged.

That actually creates positive ranking signals and usage signals that Apple will collect and that actually I have seen clients who have had jumps in their Aso ranking because they got so many highly engaged users from the ads.

Now be careful if you get unengaged users that can have a backfiring effect and it can have an opposite effect of what you're aiming for.

Because Apple will collect information about the how people are using your app.

And if it's bad, people are getting it.

People are uninstalling it, People are giving bad ratings, then it actually can cause you to drop your rankings.

So the targeting long term, the targeting, that's what you want to be very careful of because that's going to make or break your whole ad campaigns and effort.

20_publishing-in-multiple-app-stores

1. Discussion of mobile app platforms and different app stores

In this video, let's talk about which app platforms like Android, Apple App Store, etc.

Which app platforms you should post your app? Because once you launch your app, there's no shortage of

app stores. Like, you know, there's Android App Store, no-brainer. There's the Apple App Store, no-brainer. After that, brainer.

For example, like there's the Samsung App Store, separate app store entirely. There is the Kindle, separate app store entirely. There are country-specific app stores, separate app stores entirely.

And there are dozens of app stores. They can get you downloads, that's the promise, but there is cost. There's cost of

extra management, because sometimes the app stores are so, the extra, the tertiary app stores are so small,

that I even forget, like, what's my password there? Am I signed up for getting revenue? How do I collect the revenue?

I literally would forget sometimes.

And so there's a management cost,

which don't discount it, because

attention, that attention cost, takes you away from the two big platforms, because the most important places to be are obviously

Android and iPhone. Some people don't love Android, or they don't love iPhone, but for most app entrepreneurs,

it's a no-brainer. Those are the two leaders. After that, for most apps, there is a tremendously steep drop-off in

revenue and downloads. So Apple app store, Android,

they are the main ones, but after that, the tertiary ones, huge drop-off.

Doesn't mean it's zero, and sometimes it can still be big, like the Kindle, still giant.

But there are, in addition to costs, there are management costs, sometimes there's development costs, like for example,

I ran into this issue with in-app purchases, like on the Kindle, the code for doing in-app purchases is different than the code

that, you know, it was like the same code for Android app,

but the code for in-app purchases had to deal with

Amazon API, so I had to figure out Amazon APIs, and it took me time, and then I had bugs, and it took me like

a long time and headaches.

So how do you manage this? How do you do this well? How do you get the sanity?

What you really want to do is realize that

it's an option to be on all the platforms for big brands, and the way to become a

quote-unquote big brand for yourself, even if you're an app that's starting out, is first,

just post your app either and only on Android or Google or Apple or both,

but wait before you post everywhere else.

Perfect your app

after many, many iterations, many, many iterations, so that you don't have to relaunch it on every place.

Imagine if you're experimenting, and you're like on ten different or five different app stores.

Every time you upload your app,

update your app, you have to upload. It's such a nightmare, and it's all time-consuming.

If you do it, it's time-consuming. If you hire someone, it's expensive.

So what you would do is perfect your app and go through many iterations on

the main platforms, Apple or Android, and once you feel like, oh, the app is really performing, and

people are really buying, and it's really making money,

then you go on all the secondary app stores, and you post your app there,

and maybe you update it instead of like if you update the app on Apple or Android

every week or every two weeks or every month. On those platforms, you would update it like

once every quarter or once every six months, so it's not time-consuming. It's not expensive, but it is

making you money or getting you the traffic. So that's how I would manage the different app stores

so that it's profitable, but doesn't take you away from the most important app stores.

21_further-resources

1. How to get the course certificate

We are almost at the end of the course.

If you don't need a certificate for this course, you can skip this video.

But if you need a certificate of completion for this course in this video, I'm going to show you exactly how to get your certificate.

So let's say I'm logged in as a student and I'm taking these basics of pro songwriting course and I'm going to click it and you see it's 86% complete.

You get the certificate mailed to you when a course is 100% complete.

So when you click on the course, you see on the right side.

And of course, if you're on mobile, it will look a little bit differently.

But here on the right side, you want to see this check marks, you want to see that complete, you want to go and look at all the sections, open them up and see what's not complete.

Now, if I click on everything here, right, all the things you saw, it used to be 86% complete.

Now, let's say I leave the quiz out.

Let's see what it's going to tell me.

It's 92% complete.

So let's say I check marked the quiz.

I check the quiz.

I check this quiz.

So it's 95% complete.

So basically you need to complete the quizzes and all the sections, right?

And you want to be careful because when I create courses, I also update them.

So as you're taking the course, let's say you've gone through the course and you're the end here and you're thinking, okay, I completed everything.

I went lecture by lecture and I finished it, but very often I improve the course.

So it's very well may be that if it's taken you a week or two weeks or a month, I may have made additions to the course which you want to check is are all the lectures checked.

So let's say this one is checked and everything is checked and you go through everything and then it

should say 100% after your courses, 100% complete.

And of course, don't just check the boxes, watch the videos, because I honestly don't know if checking the boxes is enough to complete the course and get a certificate, because that has to do with the internal Udemy algorithm.

Who knows how they measure whether you really completed it.

But let's say you have finished and watched and played the videos all the way through 100%.

Then Udemy will send you an email with your certificate to your email that you gave to Udemy.

So a fair warning it may not arrive right away.

So if it doesn't come moments later, don't worry.

Check in.

6 hours later, 12 hours later, you probably have it.

Then if you don't have your certificate in the mail, then the steps to troubleshoot is first check your spam folder because often it ends up there.

If it's not in your spam folder on your profile, check that you see, that email that you gave it.

You see how the email pops up, check that it's accurate and it's everything is spelled correctly because every once in a while that's an issue.

And you see here, I actually went to Gmail and I got the certificate, so I'm going to click on this email.

That's where the certificate is going to look like.

View certificate.

That's my certificate.

I can print it out, I can download it, let's say JPEG format, and that's a certificate.

Certificate of completion.

I finished this course or you can also have it nicer in PDF.

So you can download it in both formats.

You can also send it wherever you need to by clicking the share button.

And in case the certificate is wrong, let's say your name is misspelled.

You can update your certificate right here.

You can choose the language.

You can see if your name is right.

If not, you want to update your profile name and then the certificate should update.

So I'm not going to change the certificate now, but you can do that.

But let's say you did not have this arrive in your email.

So what you would do is compose an email support at YouTube.com.

When you say, I did not get my certificate and then you paste the URL of the course that you completed.

So I'll go to this course and it will be enough if you give them this URL.

It's really this URL right here.

This is the course.

See it takes you to the landing page of that course.

So this URL is probably cleaner, so you will give them this URL pasted here.

And to be sure, you can take a screenshot of it saying on your profile that you completed 100% of it.

Like I have it right here.

You see, right here.

You take a screenshot of that and attach it in your email.

And that would make it very easy for the Udemy staff to say, Oh yeah, something went wrong.

It will make it easier for them to fix the issue and they will get you your certificate.

So in any case, no matter what the problem is, you have a way to get your certificate.

2. Bonus lecture: potential next course ideas based on student questions

Some students ask me for additional marketing strategies after they complete this course, because this course very heavily and correctly I think focuses on Aso.

I mean, after all, it's an Aso course.

It should focus on Aso.

And I do talk about other marketing strategies, a little bit about social media, a little bit about SEO, but it's just not the focus of this course to talk a lot about social media or SEO, because it's just not the primary way apps get downloaded.

Having said that, people ask me all the time about additional ways to promote on social media.

Like for example, what if you made a popular TikTok channel or YouTube channel and really went big and the whole channel, like millions of views in the end, was just promoting your app?

It's a total possibility.

It's not this course because this course, it will be total distraction from this course, but it's possible to gain so much following on social media.

It's not the main strategy I want to reiterate, but it's a solid secondary strategy option.

So that kind of a thing, right?

Going big on social media or dominating some keywords in search, that's also something a lot of people ask about.

If you're in that group who want additional marketing strategies, I want to offer you as an option.

You don't have to get it as only optional.

I have a really like giant master class of digital marketing strategies.

I'm always adding to it.

At the moment of filming, there's like 36 different marketing courses in one course.

It's called the Digital Marketing Masterclass, with 36 courses in one.

That's where you can learn about Instagram marketing, TikTok marketing a little bit about SEO, but

I have a separate SEO masterclass that's like 18 hours of SEO that you really will understand SEO like inside out.

So those are things.

I'll post the links to them in the resources of this video, or you can just search for their names on Udemy and find them again, they're optional.

You do not have to get those courses, but only if you are truly thinking those options, like becoming big on social media or dominating some search keywords if they are an option for whatever kind of app you have.

If they make sense for your situation, then take a look at those courses because they can be very good.

Next steps to promote your app.

Far, far more.