How to create a successful mobile app business

- Alex Genadinik
About this presentation

- How to create a successful mobile app business
Presentation structure

- Speaker bio and work in the app world
- Current state of the app business
- Positives and challenges
- How to get your app built
- How to grow your app
- How to make money from your app
- Q&A
Brief bio

- Created business plan apps
- Over 1,000,000 downloads
- Built a bigger business out of the apps

- Will do my best to help you achieve your goals in the app world
State of the app business: pros

- Still a big opportunity
- Surprising staying power in an ever-changing industry
- Costs to market have significantly decreased
- Still a sexy business
- Investable
State of the app business: cons

- Wildly competitive
- Difficult to “pry” a dollar from app consumer
- Hype/noise
Top ways to promote apps

- ASO (app store search)
- Social sharing from inside the app (inviting friends)
- Publicity
- Incentivized social sharing
- Ads (not my favorite unless 1) strong rev model 2) ok with bigger financial risk)
More about ASO

- ASO should be planned BEFORE a single line of code is written
- Planning ASO is 1) Finding good keywords
  2) Competitor research to see if you can rank for keywords
- No ASO, no business.
How to rank higher with ASO

- Keywords in title/description
- On an ongoing basis: reviews, session length, overall sessions, downloads
Most marketing is within the app

- Good reviews
- Session duration and engagement
- Social sharing
- Make your app an every-day use app which becomes a part of the person’s life (will blow most competition out of the water)
Monetization :)

- IF your app is an every-day use app, you can charge on a regular basis with subscription services which are 1000s % more lucrative.
- Super users are most likely to pay
- What features would they want?
Whale monetization strategy
- Gaming strategy for addicts
Almost all apps should be free
- Almost all the most lucrative apps are free
- Paid only if the app is not main part of the business, and you can funnel your own traffic
Making money in the app

- Ads (incentivized ads)
- Subscriptions
- Consumables
- Sell products (your own and affiliate)
- Sell services
How to win long-term

- Pick a good niche big enough to be lucrative but one where you can compete
- Build a solid long-term engaging app
- Long-term: more downloads, more reviews, improve app
- Experiment (lightly) with monetization
- WIN!
Building the app

- UpWork.com for freelancer outsourcing
- Can get a simple app and design for $5k
- Challenging app under $20k
- Note: it’s not about the launch. It is about long-term win and long-term changes will balloon your costs
Free option 1: learn to code

- Learn to code if you are ok with banging your head against the wall for 3 months
- StackOverflow.com
- Udemy.com
- Start with a basic app, launch, keep improving the app as you become better
- Same process for iOS/Android (OUCH!)
Free option 2: build a team

- Most developers have their own ideas
- Work only with people with whom you have a working relationship with
Hybrid option

- Learn to code
- But hire coding coach from freelancing websites
- You are empowered long-term, they figure out and teach you the complex parts
Case study of my apps
- ASO
- Competition
- Monetization
Questions?

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100% free resources:
Problemio.com/business/student-resources.php