AppsMarketing And The Game Trail Team Up To Give App Developers More

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Discovery and cross-promotion being two of the major challenges app developers face. AppsMarketing,mobi's core offering is to help independent app developers and development houses promote their apps to the masses and reach the awareness their apps deserve. To give developers an even wider marketing reach, AppsMarketing has now officially added exposure for iPhone Game Apps via The Game Trail app into their marketing offering.

Tel-Aviv, Israel - The direct impact of downloads generated via video trailers and demos on mobile apps or more specifically game apps is unquestionable. Not surprisingly, today's leading app stores are working quickly towards implementing video trailers into app descriptions.

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What this means for app developers seeking a marketing push for their apps is that, in addition to the network of targeted blogs, app review sites and social outreach that AppsMarketing offers, they can now promote apps within featured spots directly on The Game Trail App. This in-app marketing offer gives viewers of game trailers, quick and direct access to the app store to download the app they just viewed.

Developed by Fabrication Games, The Game Trail app delivers and creates beautifully game trailers and reviews, along with a host of other functionality such as, featured, search by genres, top free, upcoming, recommended apps and much more. There's also an accompanying website and YouTube channel that features the hottest game trailer apps selected by The Game Trail team.

"We wanted to offer one of the strongest added values possible for our clients by focusing specifically on in-app video trailer recommendations." Said AppsMarketing CEO, Oren Todoros. "We feel that working with The Game Trail delivered the platform we were looking for. We're excited to offer this extra promotional service to our clients."

Tommy Palm, CEO of The Game Trail and Fabrication Games, said the app was generating 30,000 to 50,000 new downloads during the chart peak, and that the app is serving up to "5 years of game play video" every day. Majority of the users come from the US, with Brazil, UK, Germany, and Korea being also strong countries.

The Game Trail app has already seen fantastic success and has been featured "All Time Top Free iPhone App" it reach the top 10 of the US App Store, peaking at #2 in Entertainment and #7 in Top Apps as well as "What's Hot" in several countries.

AppsMarketing:
http://www.appsmarketing.mobi

Services:
http://www.appsmarketing.mobi/services.html

Company Logo:
http://www.apps-world.net/middleeast/images/resized/images/stories/design/apps-marketing-logo_225_

The Game Trail Icon:
http://www.appsandhats.com/wp-content/uploads/Picture-1221.png

The Game Trail Screenshot:
http://images.intomobile.com/wp-content/uploads/2010/02/gametrail.jpg

The Game Trail App Download:
http://itunes.apple.com/br/app/the-game-trail/id354733863?mt=8

Based out of Tel-Aviv Israel, AppsMarketing.mobi was formed in December 2009 with one goal in mind; create life for apps beyond the app stores. Co-launched by Oren Todoros, a new media marketing strategist, and Harel Shattenstein, a journalist and blogger covering the wireless industry, AppsMarketing has evolved to become one of the leading app marketing services available today. Copyright (C) 2011 AppsMarketing.mobi. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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