

New Appiness iOS App Marketing Guide could not come at a better time

Published on 12/08/15

Marketing is what separates the winners from the losers in the App Store. Plenty of free information on app marketing already exists, but the new Appiness guide from Bright Newt has given iOS developers a step-by-step plan for effectively marketing their apps without breaking the bank. With cost-per-acquisition numbers trending upward over the past six months, Appiness couldn't come at a better time. A how-to marketing guide for turning duds into profitable apps.

San Ramon, California - Several different ad and promotion networks publish their cost-per-install (CPI) numbers and have reported an upward trend in recent months. Chartboost, for example, showed an increase from \$1.99 per install in March 2015 to \$2.21 in June 2015. Fiksu reported a \$1.79 CPI in November 2015. These numbers represent a huge problem for iOS developers.

To help address this problem, Bright Newt has released Appiness, an iOS app marketing guide. Appiness could not come at a better time. In June 2015 Distimo reported that an app needs 23,000 downloads per day to rise to the Top 50 Free Overall. This means that app developers face a \$35,000 /day spend if they want to achieve any real visibility.

"Most iOS developers simply can't afford the development and ongoing optimization costs required to build a freemium app," said Kyle Hartman, Chief Newt at Bright Newt. "And once they do finish an app, they can't afford to advertise and can't get their revenue-per-install high enough to make back their money. It's a Catch-22."

The Bright Newt team wanted to give iOS developers a hand by providing a how-to marketing guide for turning duds into profitable apps. Plenty of free information on app marketing already exists, but Appiness provides step-by-step instructions for inexpensive tactics, as well as "true tales of appiness" from successful developers.

The Appiness guide comes in three different packages at three price points - Basic Appiness for \$38, Extra Appiness for \$69, and Total Appiness for \$118.

Each package comes with an assortment of other tools and resources, such as submission and launch day checklists, comprehensive spreadsheets of app review sites and app-related services, various templates, and interviews with thought leaders in the mobile industry.

The bottom line is this: Scrappy marketing is what separates the winners from the losers in the app business. If iOS developers make a unique, beautiful, and entertaining (or helpful) app, and then execute a smart, inexpensive marketing plan, then their apps will gain visibility, get more downloads, and make more money. Appiness is the winners' new, not-so-secret weapon.

Bright Newt:
<http://brightnewt.com/>

Appiness:
<http://brightnewtguides.com/appiness/>

Screenshot:
http://brightnewt.com/wp-content/uploads/2013/12/Appiness_CoverFinal.jpg

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Bright Newt is a creative company, headquartered in San Francisco Bay Area, California. Bright Newt represents a confederacy of creative professionals with different, if complimentary, skill sets and a similar way of thinking about branding, business, and relationships. Bright Newt's focus had grown from creative copywriting, marketing strategy, branding, SEO, and social media consulting to include mobile app development. All Material and Software (C) Copyright 2015 Bright Newt. 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. Other trademarks and registered trademarks may be the property of their respective owners.

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