Marketing for Developers

What to do to get your app seen
(without selling your soul.)

TRACY OSBORN *@limedaring*

RELEASE NOTES

Hi, I'm Tracy!

@limedaring

(daring, not darling)

“We estimate that up to **two-thirds** of the apps in leading consumer app store catalogs receive **fewer than 1,000 downloads** in their first year, and a significant proportion of those get **none at all.**”

– https://www.canalys.com/newsroom/top-app-stores-risk-losing-control-app-discovery

What you can do to ensure your app gets seen:

Pre-Launch

Marketing is not a substitute
for a **bad app experience**.

“90% of users reported **they stopped using an app due to poor performance** while over 86% **deleted or uninstalled** at least one mobile app because of its flawed functionality.”

– https://www.experiencedynamics.com/blog/2015/03/30-ux-statistics-you-should-not-ignore-infographic

Make sure you have a **good user experience**, are **solving a need**, and **reduce bugs and errors**.

Do **market research**.

- Who are your competitors?

- Who are your competitors?
- **What are their keywords?**

- Who are your competitors?
- What are their keywords?
- **What do their reviews say?**

SafeDK

Products Pricing Request a Demo

Mobile Apps Competitive Analysis Done Right

By Ronnie Sternberg

May 2, 2017 1:05 PM

Tweet Share 115 G+ Share Share 20

USING SDKS?

Learn how to protect your app from the inside using **SafeDK In-App Protection**

APP X-RAY

Scan any Android app to instantly uncover its SDKs

http://blog.safedk.com/marketing/app-developers-competitive-analysis-right

appbot About Pricing Support Sign In Try Appbot For Free

App review analysis for teams that make apps

Monitor and analyze app reviews from iTunes, Google Play, Windows and Amazon, globally.

- Make better roadmap decisions
- Identify and fix bugs faster
- Get custom review notifications
- Visualise review trends

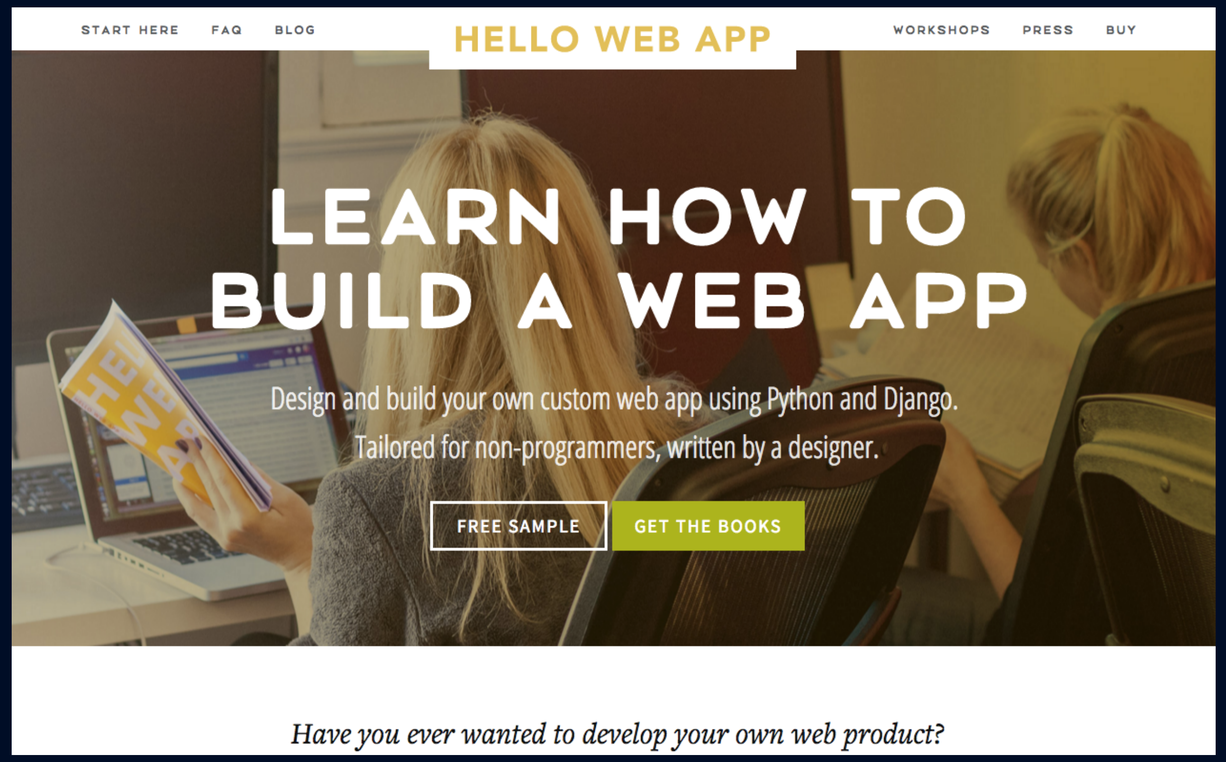
Try Appbot For Free ›

Try the Analyze plan free for 14 days • No credit card required

Know how to
describe your app.

What's your elevator pitch?
You'll use this in your marketing to come.
Figure it out now.

START HERE FAQ BLOG
HELLO WEB APP
WORKSHOPS PRESS BUY
INTRODUCTION TO BUILDING WEB APPS USING PYTHON AND DJANGO
Design and build your own custom web app using Python and Django.
Tailored for non-programmers, written by a designer.
FREE SAMPLE
GET THE BOOKS
Have you ever wanted to develop your own web product?


START HERE FAQ BLOG
HELLO WEB APP
WORKSHOPS PRESS BUY
LEARN HOW TO BUILD A WEB APP
Design and build your own custom web app using Python and Django.
Tailored for non-programmers, written by a designer.
FREE SAMPLE
GET THE BOOKS
Have you ever wanted to develop your own web product?

Have a **landing page** and
start building your **email list**.

WEATHERTRON

Weather is unpredictable.

Weathertron is a new kind of weather report: an instant, accurate data visualization of your entire day. Now you can *see exactly* what the day has in store — hour by hour.

Available for iPhone®, iPod Touch® & iPad®.

DOWNLOAD NOW

WATCH THE VIDEO

GET SLOWLY

SLOWLY lets you meet pen friends from your smartphone! Match with someone that shares your passion, write a letter and collect stamps from around the world. Speak your mind – one letter at a time!

App Store | Coming Soon

unbounce

LOG IN START FREE TRIAL EN

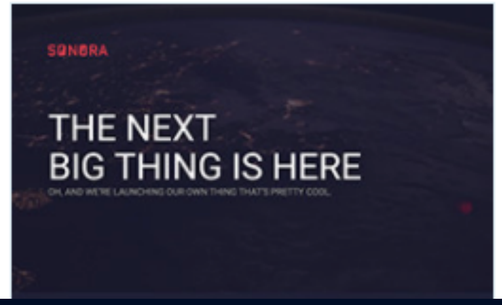
FEATURES TEMPLATES CUSTOMERS PRICING BLOG FOR AGENCIES FOR PPC MARKETERS

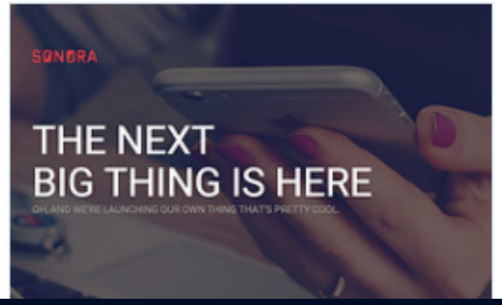
Mobile App Landing Page Templates

Mobile app landing page templates from Unbounce will help you showcase your latest app in creative and unexpected ways. These templates offer plenty of opportunities to delight your mobile audience with video demos and product snapshots.

BY TOOL

- ALL
- LANDING PAGES
- CONVERTABLES





Leadpages

Pricing | Templates | Features | Integrations | Learn | Sign In | Try For FREE

All Templates

Search these templates...

Industries
- Startup
- Photography
- Travel
- Real Estate
- Event
- Ecommerce
- Business
- Blogger
- Fitness

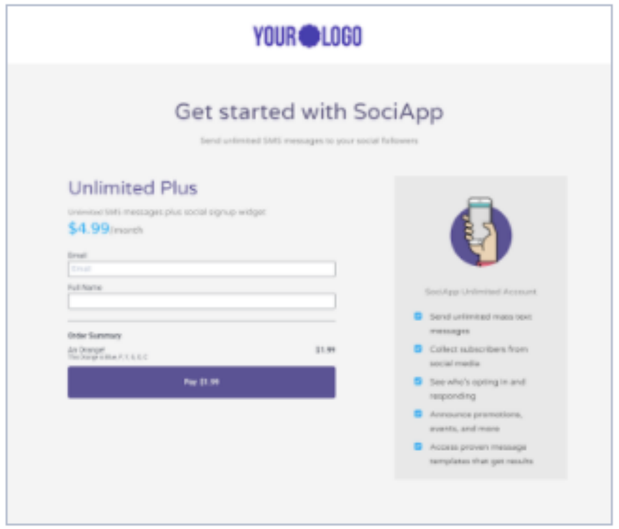
Purpose
- ✓ App
- Simple
- Book/Ebook
- Product
- Webinar

App Landing Page Templates

Show off your app, get downloads, or build an early-interest list with one of these landing page templates. Your next happy users are a couple of clicks away.

☑ Drag and Drop ☑ Standard

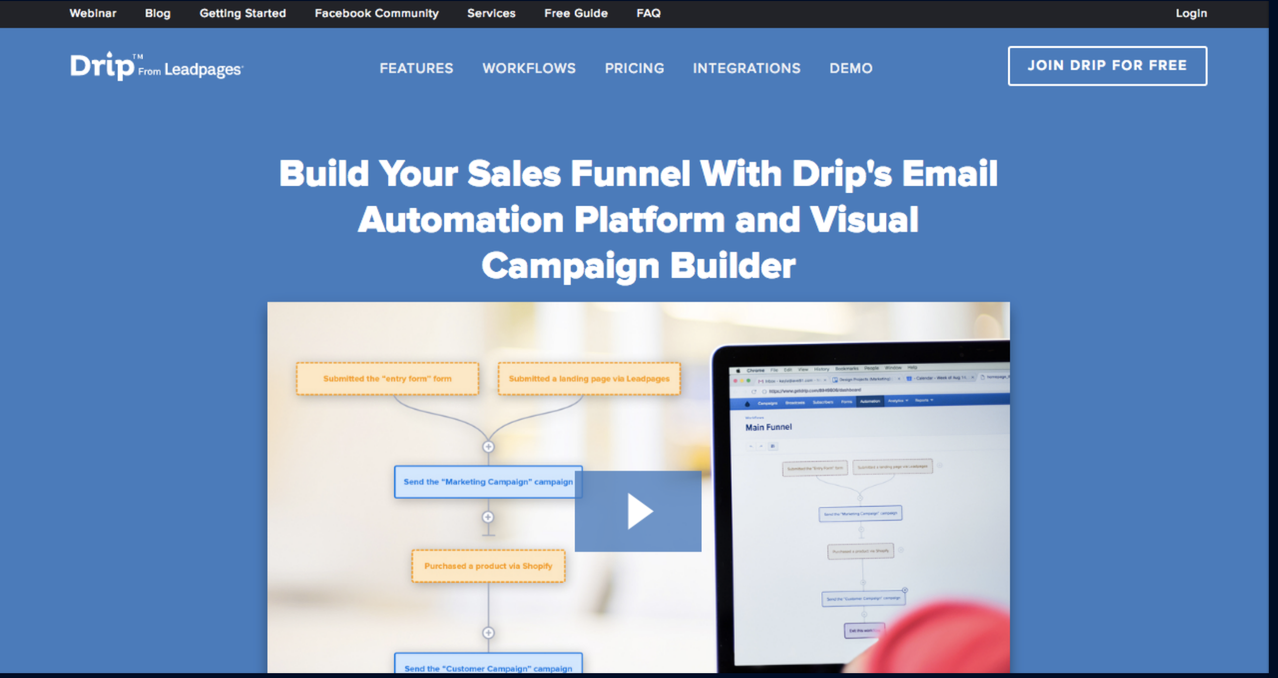
SORT BY: Conversion Rate



DRAG & DROP TEMPLATE
Compelling Checkout Page
FREE

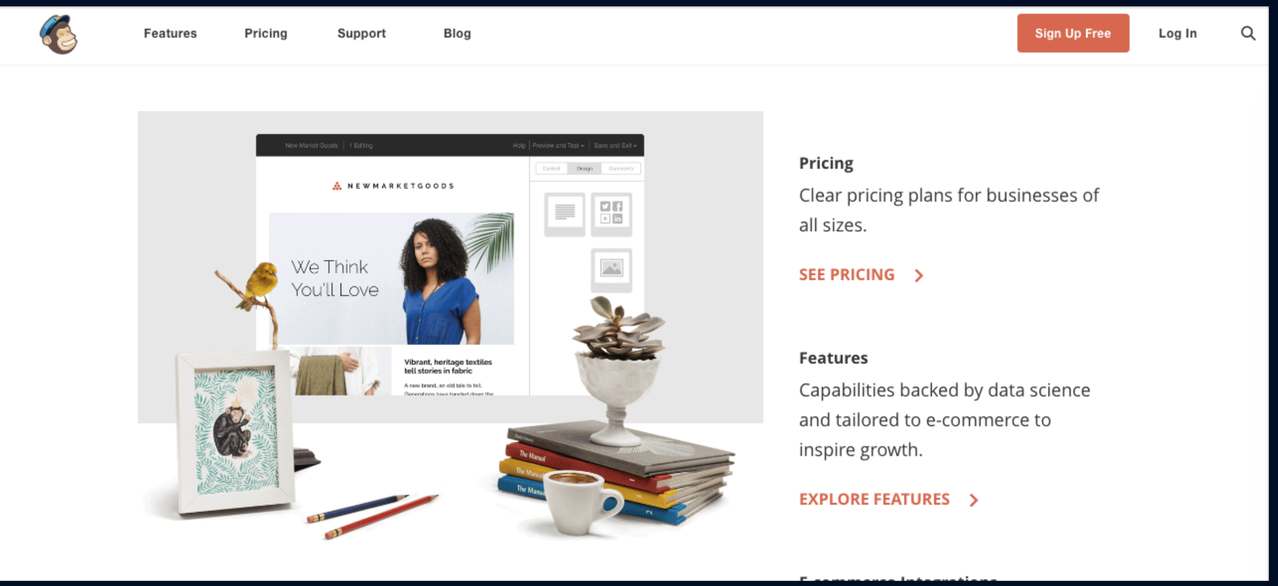
STANDARD TEMPLATE
Single Host Webinar Registration
FREE

STANDARD TEMPLATE
Co-Hosted Webinar Registration
FREE

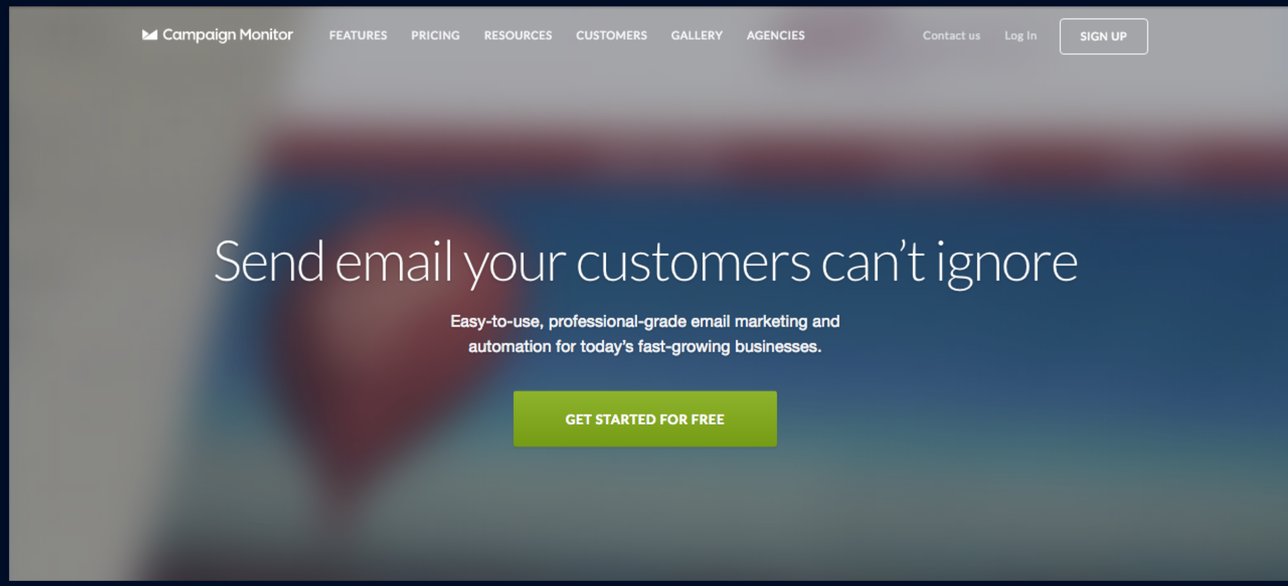


drip.co

convertkit.com

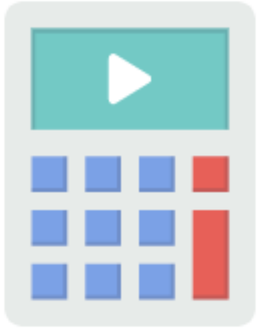


mailchimp.com



campaignmonitor.com

Consider a product video.
(Can cost $$$)



HOW MUCH TO MAKE A VIDEO

Easily estimate the cost of a video by playing a quick game with us.

GET STARTED ▸

THANKS FOR PLAYING!

Your video's total estimated cost

$3000

Show Breakdown

On Veed.me, we've curated a community of talented videographers who can tackle any video need and any budget. Get your project started now or check out some example videos on Veed.me

Get a video with Veed.me ▸

START OVER

Research forums and communities.
Start interacting now.

DN Stories Jobs Podcast ••• Tracy O. New Story

Top Recent Starred Badges

12 **While Apple is taking away buttons, we found a way to add one** (medium.com)
4 comments • 2 hours ago from Matt Ronge, Developer

21 **Uber is teaching riders how to sign their name** (ubersignlanguage.com)
4 comments • 6 hours ago from Vytas Butkus, Product designer at Trafi

11 **Site Design: North Korea: Where can its missiles reach?** (mobile.abc.net.au)
0 comments • 6 hours ago from Daniel Pape, Product Designer

17 **Site Design: Polaroid Originals** (eu.polaroidoriginals.com)
0 comments • 13 hours ago from Renee P, Designer, NZ

4 **ASK DN: How you design a magazine cover-page layout?**
3 comments • 6 hours ago from Neel K

10 **World's Thinnest iPhone X Leather Case by totallee — Minimalistic and Branding Free with a 2-Year Warranty Included**
0 comments • 1 hour ago from Maxwell Lind, Community Manager at Designer News

ON THE JOB BOARD

Monzo
Product Designer

Intrepid Control Systems,Inc
Software engineer

Postlight
Product Designer

VICE Media
Senior Product Designer

ChefSteps
Visual Designer - Product Marketing

View more...

Y **Hacker News** new | threads | comments | show | ask | jobs | submit limedaring (2241) | logout

1. ESO Telescopes Observe First Light from Gravitational Wave Source (eso.org)
   151 points by acqq 1 hour ago | flag | hide | 8 comments | instapaper | add to buffer
2. ESO (European Southern Observatory) Announcing Unprecedented Discovery (eso.org)
   112 points by StanAngeloff 1 hour ago | flag | hide | 19 comments | instapaper | add to buffer
3. Is Haskell the right language for teaching functional programming principles? (profsjt.blogspot.com)
   36 points by ingve 1 hour ago | flag | hide | 38 comments | instapaper | add to buffer
4. Monsanto, Bayer, DuPont, Dow Chemical and Syngenta Defend Their Coming Oligopoly (qz.com)
   56 points by walterbell 3 hours ago | flag | hide | 3 comments | instapaper | add to buffer
5. Enabling Rust on Embedded Platforms – Linux, RTOS, Bare Metal (github.com)
   132 points by ingve 6 hours ago | flag | hide | 22 comments | instapaper | add to buffer
6. I Fell 15,000 Feet and Lived (uss-la-ca135.org)
   693 points by curtis 13 hours ago | flag | hide | 158 comments | instapaper | add to buffer
7. Key Reinstallation Attacks – Breaking WPA2 by Forcing Nonce Reuse (krackattacks.com)
   834 points by fanfantm 6 hours ago | flag | hide | 264 comments | instapaper | add to buffer
8. Advanced Data Structures by Stanford [pdf] (stanford.edu)
   7 points by yangshun 21 minutes ago | flag | hide | discuss | instapaper | add to buffer
9. Fiat is Effective: fiat for the crypto crowd [pdf] (interfluidity.com)
   105 points by rgbrgb 7 hours ago | flag | hide | 148 comments | instapaper | add to buffer
10. The pitfalls of A/B testing in social networks (okcupid.com)
    17 points by kiyanwang 2 hours ago | flag | hide | discuss | instapaper | add to buffer
11. What Sewing Samplers Tell Us About Women's Lives from the 17th to 19th Centuries (hyperallergic.com)
    16 points by Petiver 2 hours ago | flag | hide | 3 comments | instapaper | add to buffer
12. Ask HN: What is your yearly passive income?
    12 points by Kevin_S 9 minutes ago | flag | hide | 1 comment | instapaper | add to buffer
13. A Quarter of Cow DNA Came from Reptiles (theatlantic.com)
    51 points by sohkamyung 5 hours ago | flag | hide | 20 comments | instapaper | add to buffer
14. Oil Firms Learn to Move an Ancient Product with New-Age Tech (nytimes.com)
    30 points by redcastle 4 hours ago | flag | hide | 7 comments | instapaper | add to buffer
15. It's Time for a New Old Language – Guy Steele [video] (youtube.com)
    94 points by zengid 8 hours ago | flag | hide | 16 comments | instapaper | add to buffer
16. Turkish archaeologists say they have uncovered the tomb of St. Nicholas (washingtonpost.com)
    20 points by quickfox 3 hours ago | flag | hide | 5 comments | instapaper | add to buffer
17. Seymour: Live Programming for the Classroom (harc.github.io)
    32 points by indescions_2017 4 hours ago | flag | hide | 4 comments | instapaper | add to buffer
18. Efficient pagination of a SQL table with 100M records (allyouneedisbackend.com)
    197 points by kawera 14 hours ago | flag | hide | 60 comments | instapaper | add to buffer
19. Show HN: Node.js port of WhisperSystem's libsignal (github.com)

Build interest early (and keep it) with **content marketing.**

Tell your story

An App Store Experiment

June 20, 2013

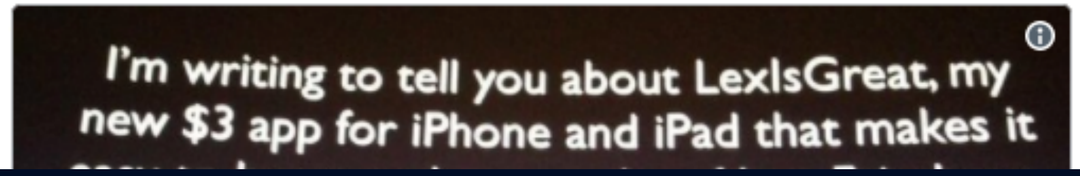
Update : You can also read part 2 here.

I've tried to write this blog post a few times. The essence of the post was always going to be:

- How important it is to create a story around your product.
- How the actual coding takes a back seat.
- How hard it is to market your app.

Two things inspired me to commit to finishing this blog post:

- Reading an advance copy of the amazing book The Fortune Cookie Principle - The 20 keys to a great brand story and why your business needs one. You must read this book.
- Reading advice from the One More Thing conference about how to write a press release.



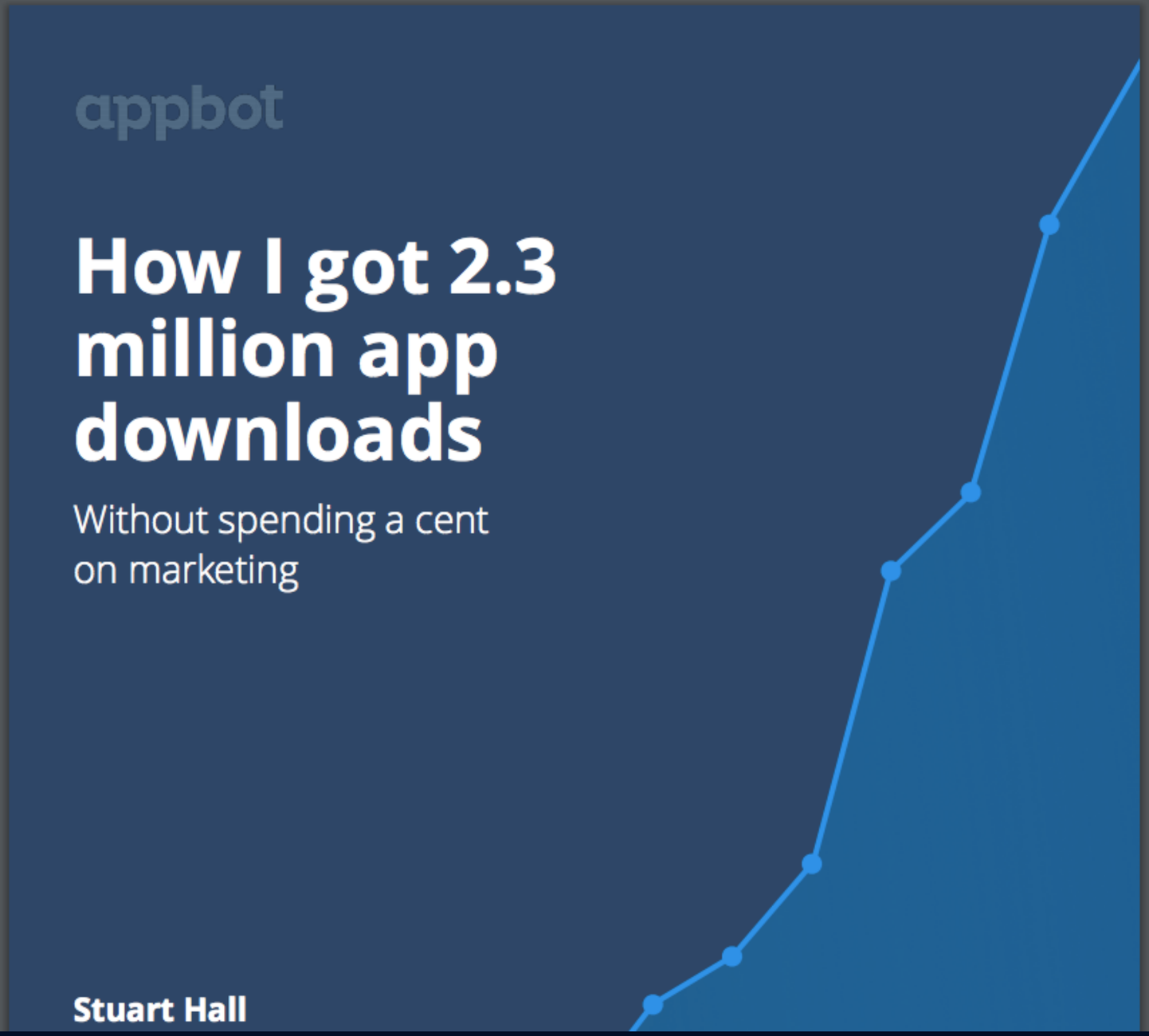
The Blog Post

Now came the first part of the blog post, everything that had happened up to this point. The blog post did reasonably well, almost 20k page views, 220+ Tweets, 50 Facebook shares and number 2 on the front page of Hacker News.

	Page	Pageviews
		19,770 % of Total: **45.32%** (43,620)
1.	/posts/an-app-store-experiment	**19,770**

Social Shares for http://stuartkhall.com/posts/an-app-store-experiment

Twitter	Google+	Facebook
229 Tweets	20 Posts	19 Likes 50 Shares 5 Comments


appbot
How I got 2.3 million app downloads
Without spending a cent on marketing
Stuart Hall

“One thing that Chip (the CEO of Wahoo) said to me on the first call we had will stick with me for a long time … ‘**We probably wouldn’t have considered buying your app if we hadn’t read the story**’”

– appbot.co/books/how_i_got_2_million_downloads

Writing is great for
promotion that doesn't look like promotion

Some common complaints:

Some common complaints:

- But I'm terrible at writing!

Some common complaints:

- But I'm terrible at writing!
- **Writing takes too long!**

Some common complaints:

- But I'm terrible at writing!
- Writing takes too long!
- **But I have nothing original to say!**

Tie your postings
into **your mailing list**.

Testing out this theory

Newsletters x

Justin Jackson justin@bizbox.ca via convertkit.com
to me

Jun 30

Hey Tracy, I just posted this question on Twitter:

>
> **Justin Jackson**
> @mijustin
>
> Theory: the morning is when emails get processed + archived quickly. The afternoon is when email newsletters have a chance. Thoughts?

I thought I'd test it out.

Everyone talks about "product/market" fit. That's the holy grail (finding a good market, and a product that can satisfy that market). **But I think there's something more than product/market fit.** You can read it here:

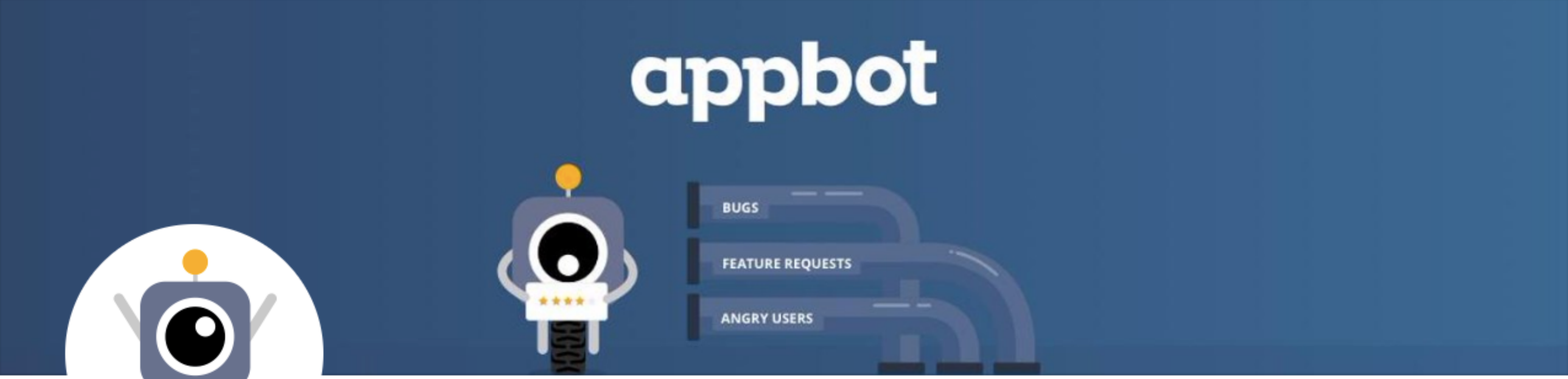
justinjackson.ca/want →

I've gotten some really interesting responses to that post (one of them is from Josh Smith - the first quote in the piece). Let me know what you think!

Cheers,
Justin Jackson
Follow on Twitter: @mijustin

PS: I also just posted this on Medium if you'd like to share + give it some ♥ on there.

Set up social media accounts to **share this content** (and start bringing in emails to your mailing list).



Tweets 637 | Following 788 | Followers 1,002 | Likes 313

Follow

Appbot

@AppbotX

Instantly see what your app store reviews are about without lifting a finger. Make better, faster decisions about your product roadmap. stories.appbot.co

App Stores

appbot.co

Joined June 2012

Tweet to Appbot

120 Photos and videos

Tweets | **Tweets & replies** | **Media**

Pinned Tweet

Appbot @AppbotX · Mar 28

Apple is finally allowing app developers to reply to iOS reviews!

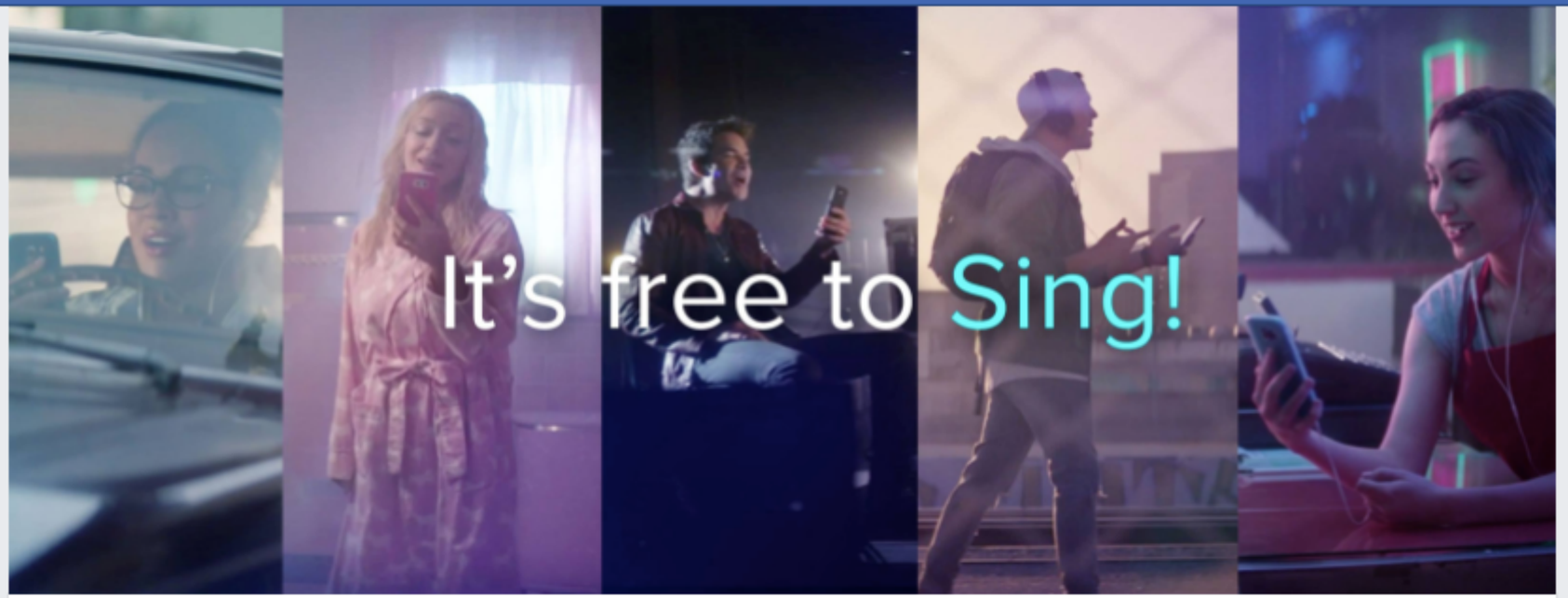
Who to follow · Refresh · View all

Stuart Hall @stuartkhall
Follow

Sammy Zhao @zhao0613
Follow

JAS @reducm
Follow

Find people you know



Smule

@Smule

Home
About
Videos
Photos
Events
YouTube
Posts
Notes
Community

Create a Page

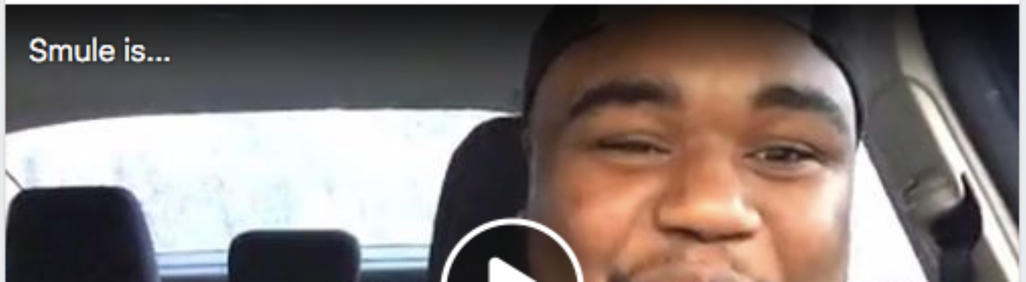
Like | Follow | Share | ...

Use App | Message

Status | Photo/Video

Write something on this Page...

Videos



App Page

Community See All

Invite your friends to like this Page

10,039,975 people like this

9,920,495 people follow this

Sepideh Nasiri Sazesh and 3 other friends like this

About See All

Typically replies within a day

Instagram

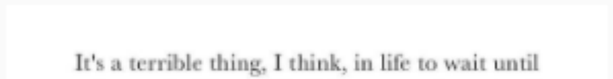
Search

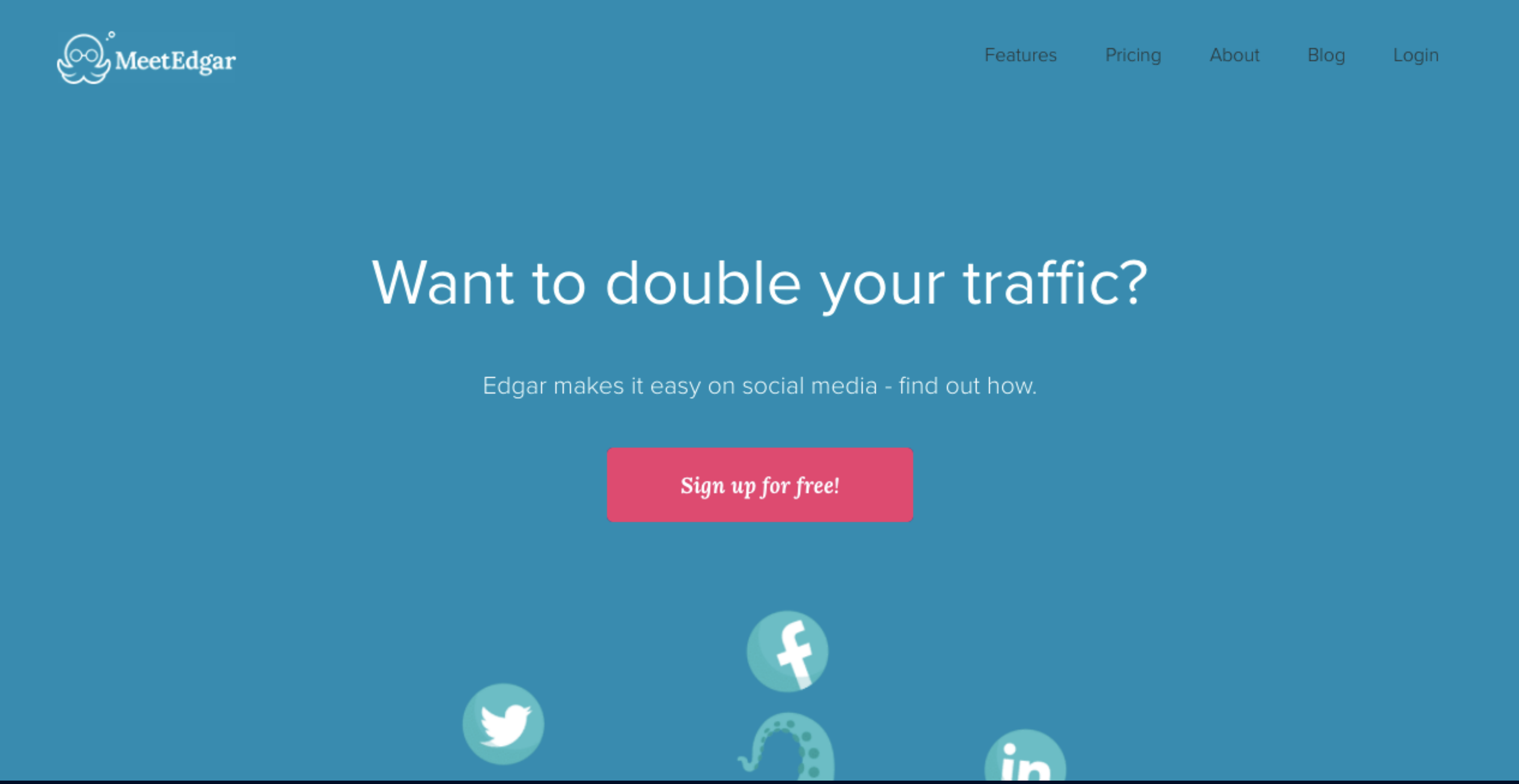
calm

Follow

1,686 posts **109k** followers **250** following

Calm Welcome to the World of Calm. Live mindfully. Sleep better. Breathe deeper. For a chance to win a subscription, check out the #mycalmplace contest 💙**calm.com**




MeetEdgar
Features
Pricing
About
Blog
Login
Want to double your traffic?
Edgar makes it easy on social media - find out how.
Sign up for free!

Share your content with your communities (that you started interacting with before.)

Stick around and answer comments promptly.
More discussion = more interest =
more views.

Keep your mailing list active.
Share your content and use your readers as beta testers.

In essence:
Build a community of people
interested in your app **before** launch.

THE TECHNIUM

Most Popular Postings
1,000 True Fans
I'll Pay You to Read My Book
The Shirky Principle
The Post-Productive Economy
Better Than Free

ARCHIVES
The Wikipedia Deletion Wars
Non-Commodificable in Newsprint
BIL, the Unconference
Evolution and Ontogeny of Game Characters
The Near-Death Experience of Dying in a Game
The Variety of Polyhedrons
The Kitchen Computer
Flash Presentations, 20/20
Live HD
Work Habits
Circle of Life
Subterranean Tutoring
The Bottom is Not Enough
An Eternal Last Goodbye
Defining Waterboarding
Freeconomy
Visual Music Instruments
Downtailing
Playing Digital Games Together
Better Than Free
Forest-Fire Marketing
Incremental Vs. Discrete Content
The Platform is the Computer
How Buildings Learn
Social Networking Chain-Letter
Election Prediction Markets
The Future Doesn't Matter
Lumpers and Splitters

1,000 True Fans

< previous next >

This is an edited, updated version of an essay I wrote in 2008 when this now popular idea was embryonic and ragged. I recently rewrote it to convey the core ideas, minus out-of-date details. This revisited essay appears in Tim Ferriss' new book, Tools of Titans. I believe the 1,000 True Fans concept will be useful to anyone making things, or making things happen. If you still want to read the much longer original 2008 essay, you can get it after the end of this version. — KK

To be a successful creator you don't need millions. You don't need millions of dollars or millions of customers, millions of clients or millions of fans. To make a living as a craftsperson, photographer, musician, designer, author, animator, app maker, entrepreneur, or inventor you need only thousands of true fans.

A true fan is defined as a fan that will buy anything you produce. These diehard fans will drive 200 miles to see you sing; they will buy the hardback and paperback and audible versions of your book; they will purchase your next figurine sight unseen; they will pay for the "best-of" DVD version of your free youtube channel; they will come to your chef's table once a month. If you have roughly a thousand of true fans like this (also known as super fans), you can make a living — if you are content to make a living but not a fortune.

Here's how the math works. You need to meet two criteria. First, you have to create enough each year that you can earn, on average, $100 profit from each true fan. That is easier to do in some arts and businesses than others, but it is a good creative challenge in every area because it is always easier and better to give your existing customers more, than it is to find new fans.

Second, you must have a direct relationship with your fans. That is, they must pay you directly. You get to keep all of their support, unlike the small percent of their fees you might get from a music label, publisher, studio, retailer, or other intermediate. If you keep the full $100 of each true fan, then you need only 1,000 of them to earn $100,000 per year. That's a living for most folks.

A thousand customers is a whole lot more feasible to aim for than a million fans. Millions of paying

(Things to set up just before you)

Launch

Create a plan.
Write out your marketing schedule.
What and **when**.

Maggie's 90-Day Marketing Plan (Q3 2015)

Marketing Tactic	July	August	September
Blog	Experiments with content upgrades on posts	Create 2 epic blog posts pre-launch	Establish content plan for the rest of 2015
Podcast	Plan out Aug/Sep schedule, solicit listener feedback	Reach out to guests for Aug/Sept, conduct interviews	Create audio training series/new podcast, integrate new player on site
Email Marketing	A/B Test Subject Lines on 2 of 4 Emails	List building push - ads, webinar + challenge	Create new opt-in magnets using client guides created in early 2015, set up in IFS + create landing pages/funnels
FB Ads	Run ads to S&D Guide	Run ads for new challenge	Run launch related ads
Social Media	Ramp up Pinterest, create infographics for old posts	Set up Google Goals specifically for social campaigns	Create top 10 list of most popular posts and recycle on social with new images/content (possibly with content upgrades)

linkedin.com/pulse/creating-your-90-day-online-marketing-plan-maggie-patterson/

App Store Optimization

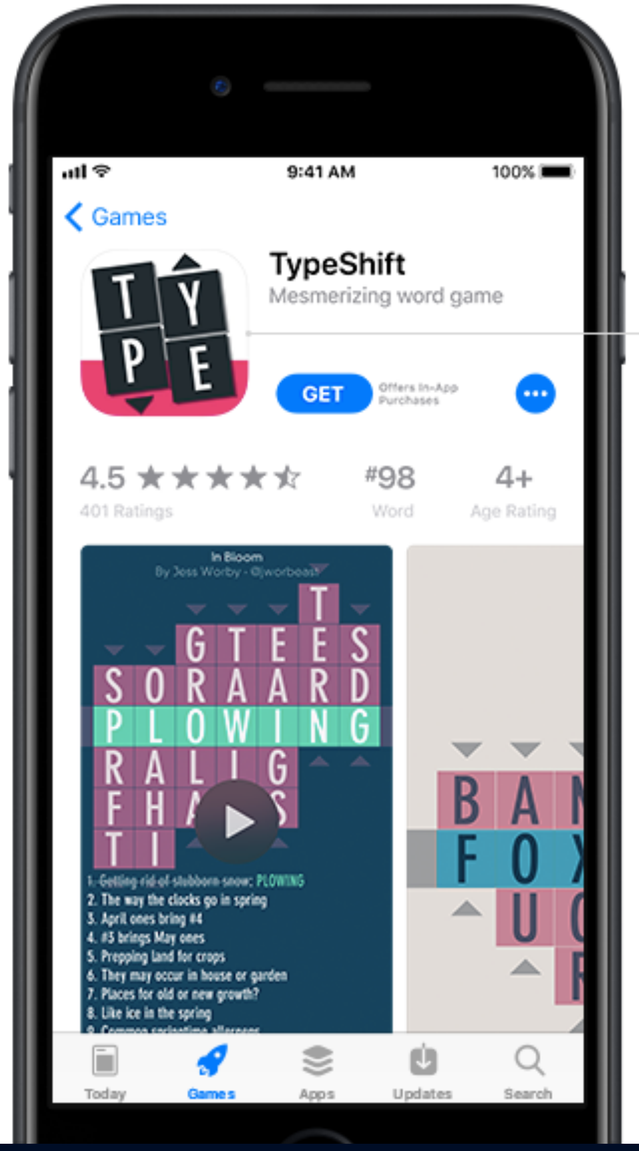
- Have a good eye-catching icon.

smashingmagazine.com/2017/01/designing-better-app-icons/

Icon

Your app icon is one of the first elements of your app that users see, so it's essential to make a strong first impression that communicates your app's quality and purpose. Work with a graphic designer to create an icon that is simple and recognizable. Try testing different options to determine which icon is the most recognizable and meaningful to your target audience.

To ensure the icon is legible in all sizes, avoid adding unnecessary visual details. For information about creating a beautiful and memorable icon, see the Human Interface Guidelines.



CODING

CSS

HTML

JavaScript

Techniques

DESIGN

Web Design

Responsive

Typography

Inspiration

MOBILE

iPhone & iPad

Android

Design Patterns

GRAPHICS

Eye-Catching App Icon Design: How To

By Michael Flarup

January 17th, 2017 Apps, Process, Wireframing

4 Comments

Creating that singular piece of graphic design that users will first interact with each time they encounter your product can be intimidating. A beautiful, identifiable and memorable app icon design can have **a huge impact on the popularity and success of the app**. But how exactly does one make a "good" app icon? What does that even mean? Fear not, I've put together some tips and advice to help answer these questions and to guide you on your way to designing great app icons.

I've been designing, making resources and giving talks about icon design for the past couple of years. In this article, and in the video at the end, I'll sum up what I've learned about this amazing craft

Smashing Newsletter

Subscribe to our email newsletter for useful tips and valuable resources, sent out every second Tuesday.

email address Subscribe

234,898 Subscribers powered by MailChimp

As designing static pages has become untenable, many have started to approach design in a modular way. In this book, we'll identify what makes an **effective design system** that empowers teams to create great digital products. Get the book now →

- Have a good eye-catching icon.
- **Research keywords.**

Google AdWords | Home | Campaigns | Opportunities | Tools

Customer ID: 845-665-0728
alessandro.binda114…

Keyword Planner

Add ideas to your plan

Your product or service

camera | Get ideas | Modify search

Targeting

- Australia, United Kingdom, United States
- English
- Google and search partners
- Negative keywords

Date range

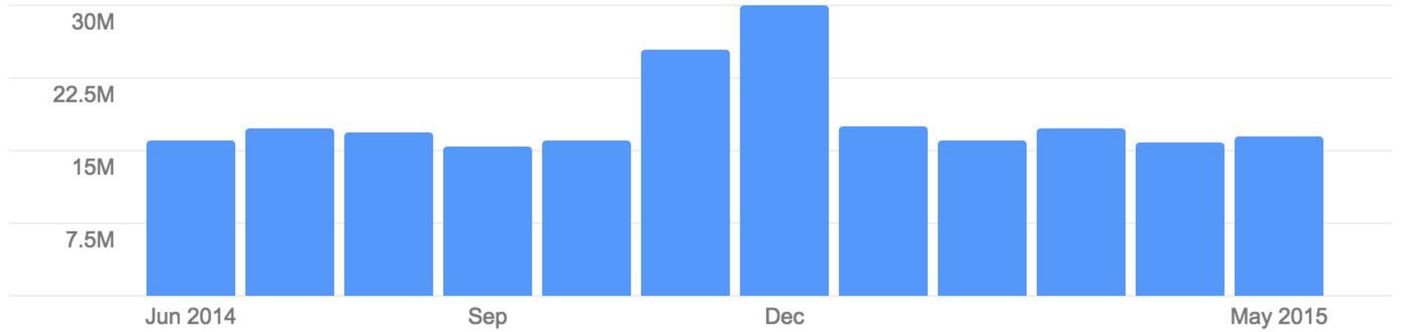
- Show avg. monthly searches for: Last 12 months

Customize your search

- **Keyword filters**
- **Keyword options**
  - Show broadly related ideas
  - Hide keywords in my account
  - Hide keywords in my plan
- **Keywords to include**

Search volume trends

Average monthly searches



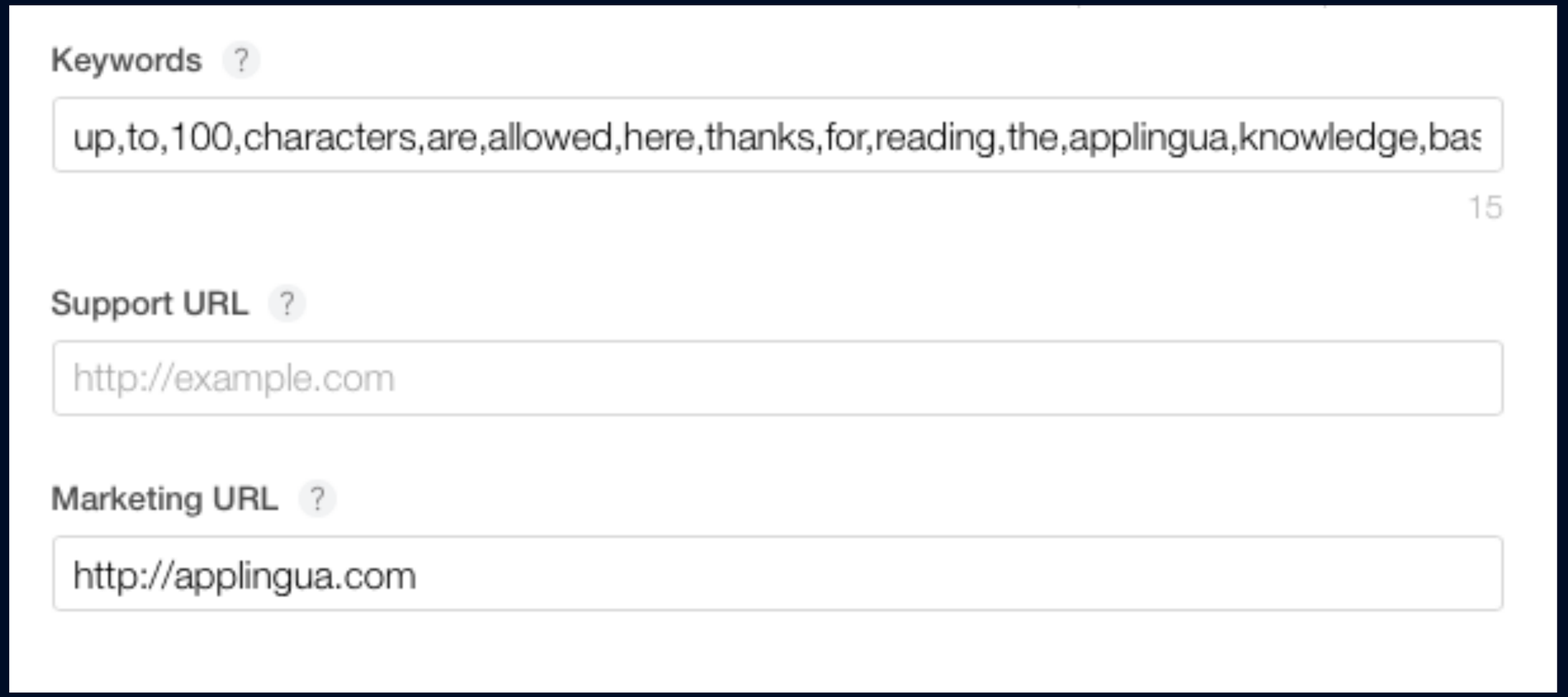
Ad group ideas | **Keyword ideas** | Download | Add all (55)

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Cheap Camera (…	cheap digital ca…	59,020	High	€0.68	–	»
Slr Cameras (10)	digital slr camer…	314,490	High	€1.05	–	»
Camera Review…	slr camera revie…	69,680	High	€0.54	–	»

Your plan is empty

Add ad group and keyword ideas from the table to your plan

+ Or start with an empty ad group


Keywords ?
up,to,100,characters,are,allowed,here,thanks,for,reading,the,applingua,knowledge,bas
15
Support URL ?
http://example.com
Marketing URL ?
http://applingua.com

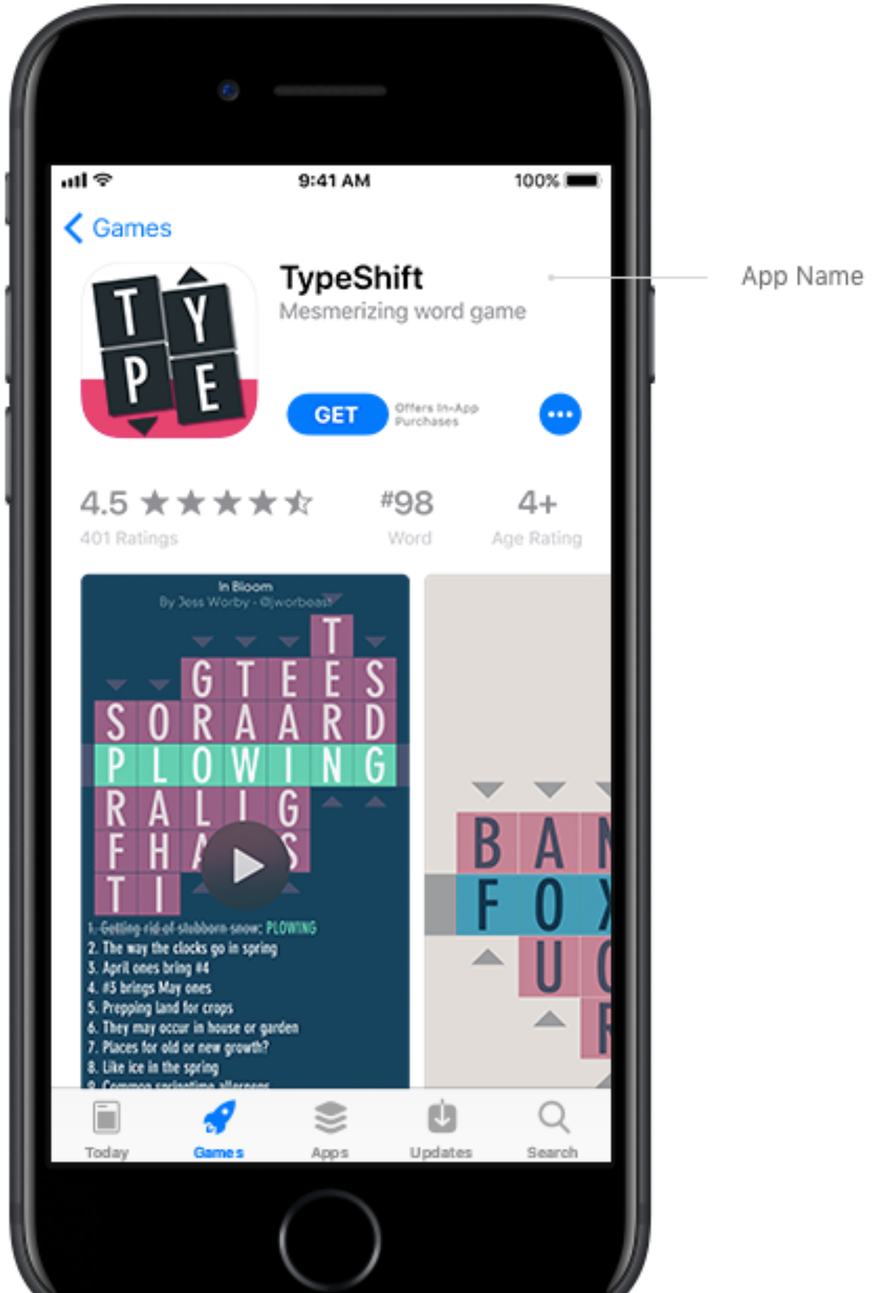
- **100 characters allowed** — don't use spaces.
- **No need** to put your app name in keywords.
- Track how well your keywords are doing and **replace as needed**.

- Have a good eye-catching icon.
- Research keywords.
- **Optimize your app name.**

App Name

Your app's name plays a critical role in how users discover it on the App Store. Choose a simple, memorable name that is easy to spell and hints at what your app does. Be distinctive. Avoid names that use generic terms or are too similar to existing app names.

The length of your app name is limited to 30 characters and will appear on the App Store for each device, including each version of iPhone, iPad, and Apple TV.



*“The title of an app should be **unique** and **creative**, but also **clear** and **preferably short** and **on point**.*

*The search ranking algorithm of app stores handles the app title as **relevant metadata**.”*

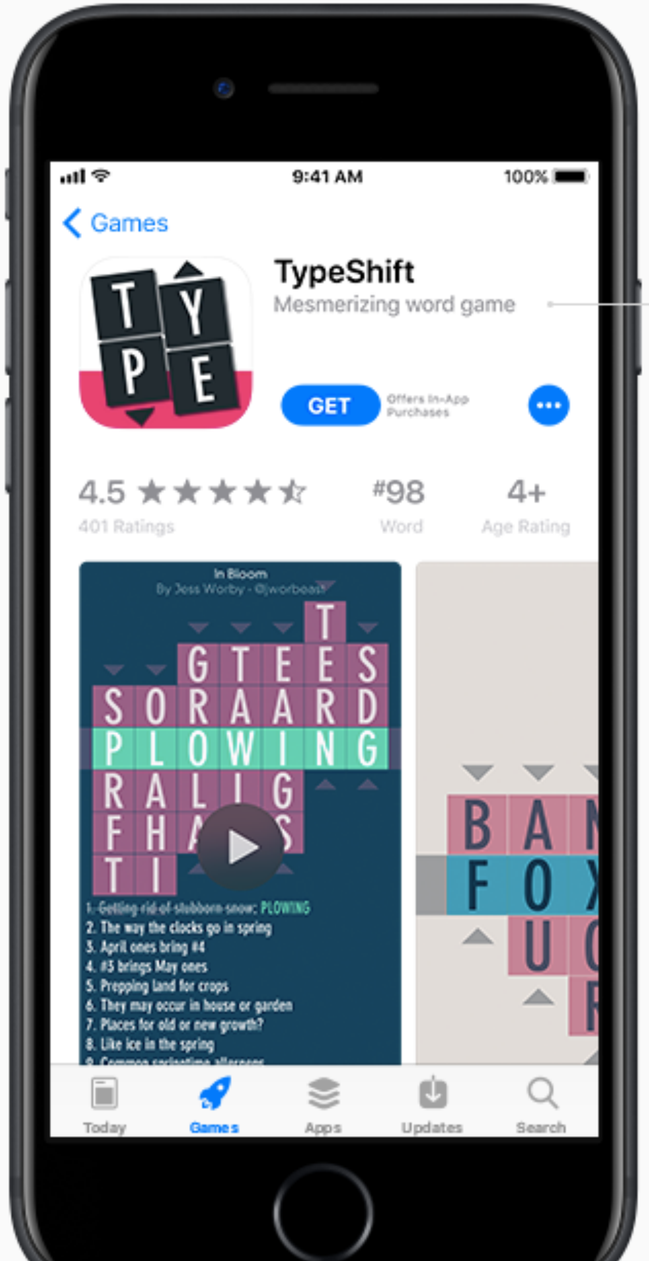
— https://appradar.com/academy/app-store-optimization-guide/app-title/

- Have a good eye-catching icon.
- Research keywords.
- Optimize your app name.
- **(New) Optimize your subtitle.**

Subtitle

Your app's subtitle appears below your app name throughout the App Store in iOS 11. A subtitle can be up to 30 characters long, and is intended to summarize your app in a concise phrase. Avoid generic descriptions such as “world’s best app.” Instead, consider using your subtitle to highlight features or typical uses of your app that resonate with your audience.

A compelling subtitle can encourage product page views and downloads. You can test different versions of your subtitle at different points in your app’s lifecycle — when you release a major update to your app, for example — to determine the subtitle that’s most effective for engaging users. You can update your app’s subtitle when submitting a new version of your app.



9:41 AM 100%

Games

TypeShift

Mesmerizing word game

GET Offers In-App Purchases

4.5 ★★★★½ 401 Ratings

#98 Word

4+ Age Rating

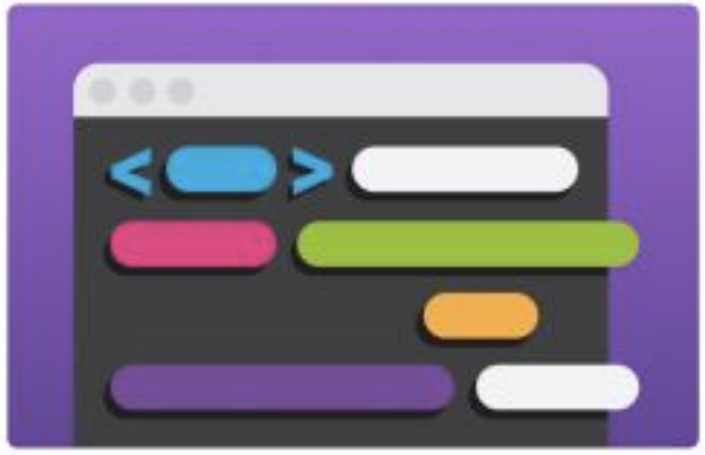
Today Games Apps Updates Search

9:41 AM 100%

code a game

THE BASICS

Coding Made Easy



Hopscotch

Learn to code, make your o...

★★★★½ 4.1K

GET In-App Purchases

Today Games Apps Updates Search

9:41 AM 100%

Games

NEW GAME

Injustice 2

When iconic superheroes collide

New Games We Love

See All

Zombie Gunship Survival

Tour the apocalypse

GET In-App Purchases

Today Games Apps Updates Search

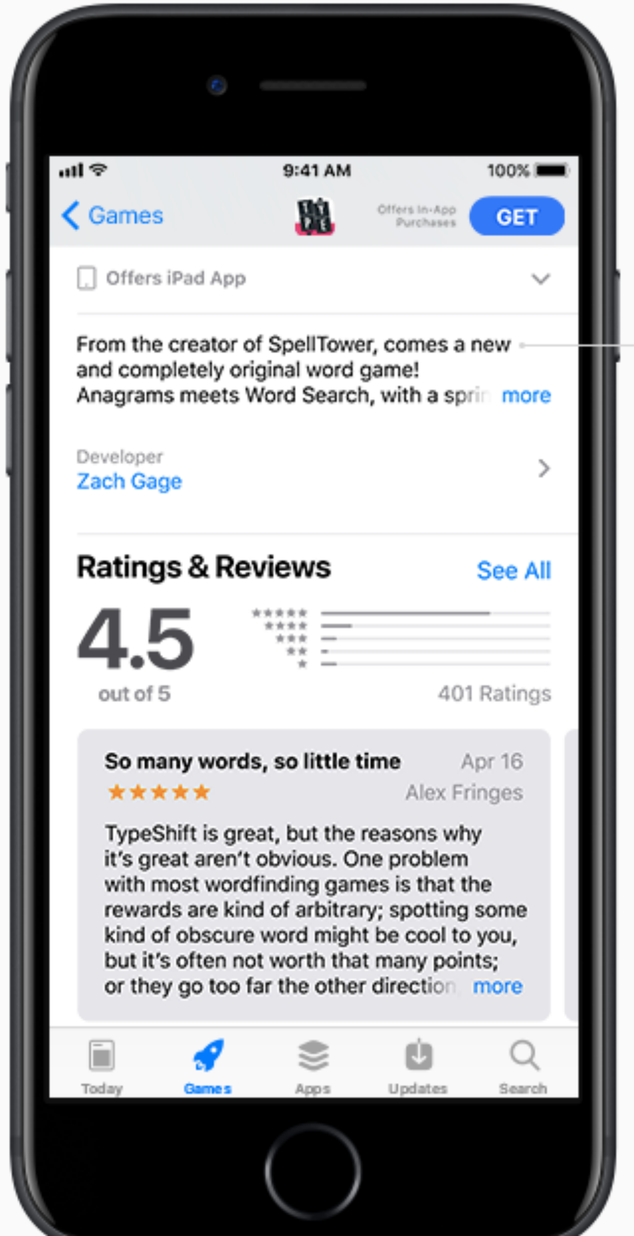
- Have a good eye-catching icon.
- Research keywords.
- Optimize your app name.
- (New) Optimize your subtitle.
- **Write a good description.**

Description

Provide an engaging description that highlights the features and functionality of your app. The ideal description is a concise, informative paragraph followed by a short list of main features. Let potential users know what makes your app unique and why they will love it. Communicate in the tone of your brand, and use terminology your target audience will appreciate and understand.

The first sentence of your description is the most important — this is what users can read without having to tap to read more. Every word counts, so focus your description on your app's unique features. If you choose to mention an accolade, we recommend putting it at the end of your description or as part of your promotional text.

Don't add unnecessary keywords to your description in an attempt to improve search results. Also avoid including specific prices in your app description. Pricing is already shown on the product page, and references within the



- Have a good eye-catching icon.
- Research keywords.
- Optimize your app name.
- (New) Optimize your subtitle.
- Write a good description.
- (New) Add promo text.

Create a press kit.
Include an overview, screenshots at various sites, icons at various sizes, etc.

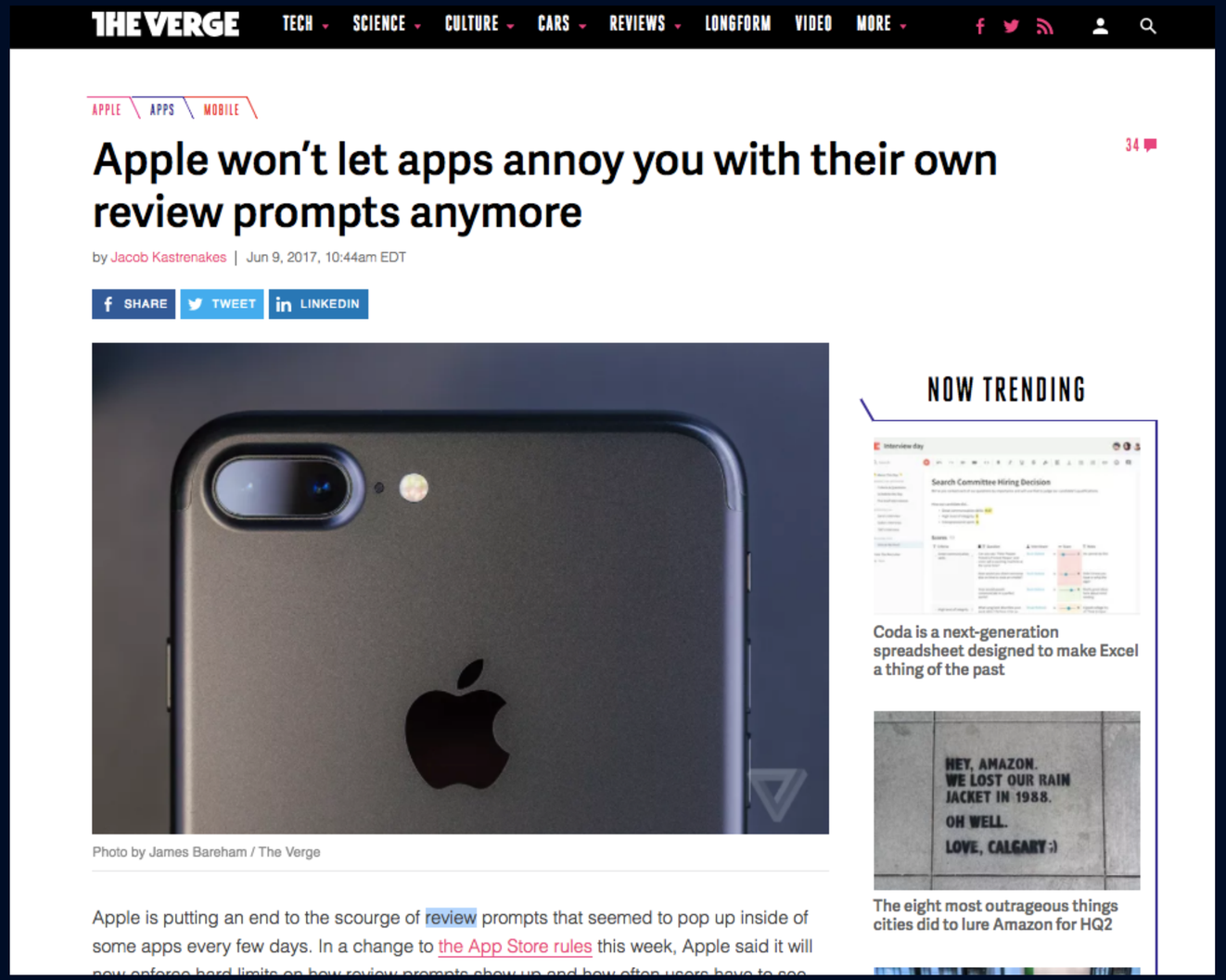
What to Put in Your Press-Kit ?

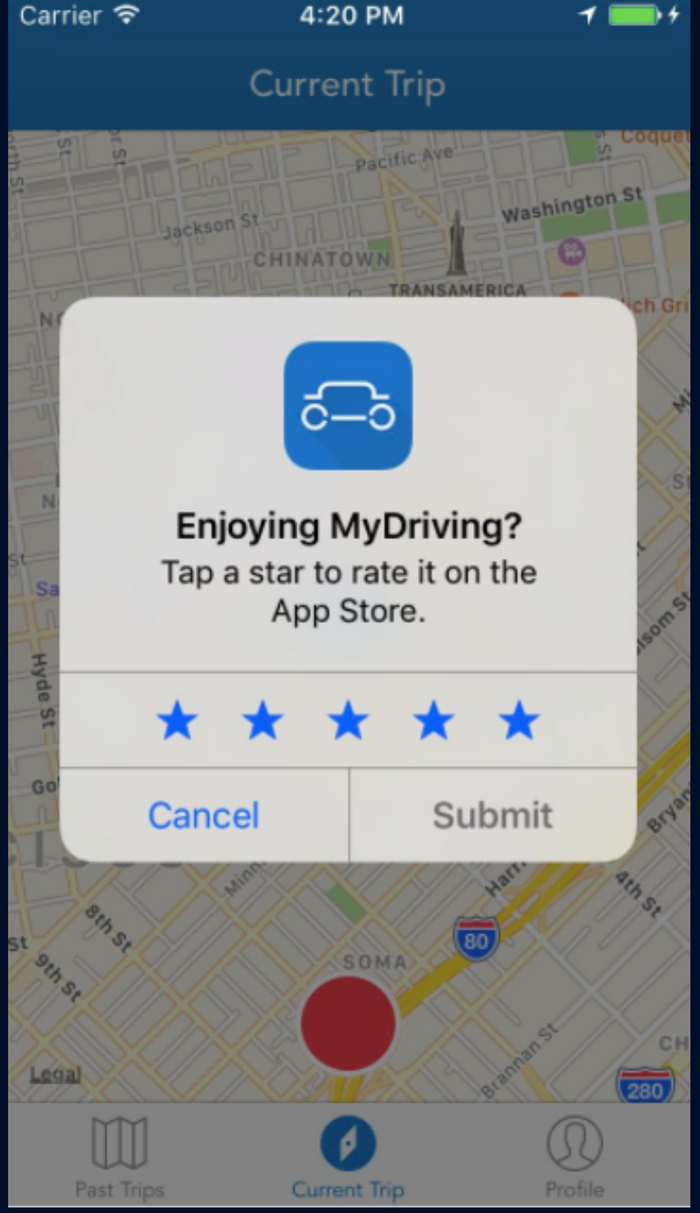
The good news is it's not going to take you much time, you should have all the stuff already. Here is what you need (be nice to them, create some folders !) :

- **App Icon**
  Put a high-quality icon of your app. Don't use the one you uploaded on the iTunes Store, be sure to create one that looks like what people see on the iTunes store (with round corners). You might want to offer some smaller sizes to, so they don't have to resize it. If you have slightly different icons for each OS, put them all.
- **Screenshots**
  Just put as many relevant screenshots as you can. Put the ones you used on your App Store page, and put some more. It should give them a pretty good idea of what's in your app. If your app is available on several OS, create separate folders for each one so that bloggers and journalists can go directly to what they need.
- **Press Releases**
  Put all your app press releases, so that they can know the "history" of your mobile app and see that you don't stop making improvements and updates. They'll know you and your app better, and will have your contact info

Ask for reviews in your app?

Be careful with the new guidelines.





https://www.theverge.com/2017/6/9/15768196/apple-ending-annoying-app-store-review-prompts

Post-Launch

Submit to **review sites**.

Get Updates By E-mail

Enter Your E-mail

Submit

Article Written By:
Johann Dowa

iOS App Review Sites – 170+ Sites That Review iPhone And Apps

Welcome to the updated listing of iPhone and iPad app review sites listing in iOS development that was first posted over six years ago and has been updated many times since. The list has grown since the last update and includes sites that post reviews for both iPhone and iPad apps. More foreign language sites have been added as many have grown considerably in traffic since the last update.

Updated January 26th 2017

This list is posted sorted by Alexa traffic rankings and have been checked to ensure each of the pages are working.

The best way to use this list is to look for sites that have reviewed apps similar to yours. As far as the traffic rankings go sites with an Alexa rating

Discover your next favorite thing...

Login

Home | Tech | Games | Podcasts | Books | Bots | Developer Tools | iMessage Apps | iPhone | Photography Tools

Popular this week

Tribe 2.0
Introducing Augmented Messaging™

▲ 1995 | 208 | ANDROID + 5

Workplace by Facebook
Connect everyone in your company and turn ideas into action

▲ 1185 | 85 | ANDROID + 3

Hero Patterns
A collection of repeatable SVG background patterns

▲ 960 | 24 | WEB + 3

SHOW MORE

Today

POPULAR | NEWEST

Product Hunt for Chrome

A lovely Chrome extension we think you'll love.

ONE-CLICK INSTALL

UPCOMING LIVE CHATS

SEE MORE

Tweets liked by @ProductHuntLOVE

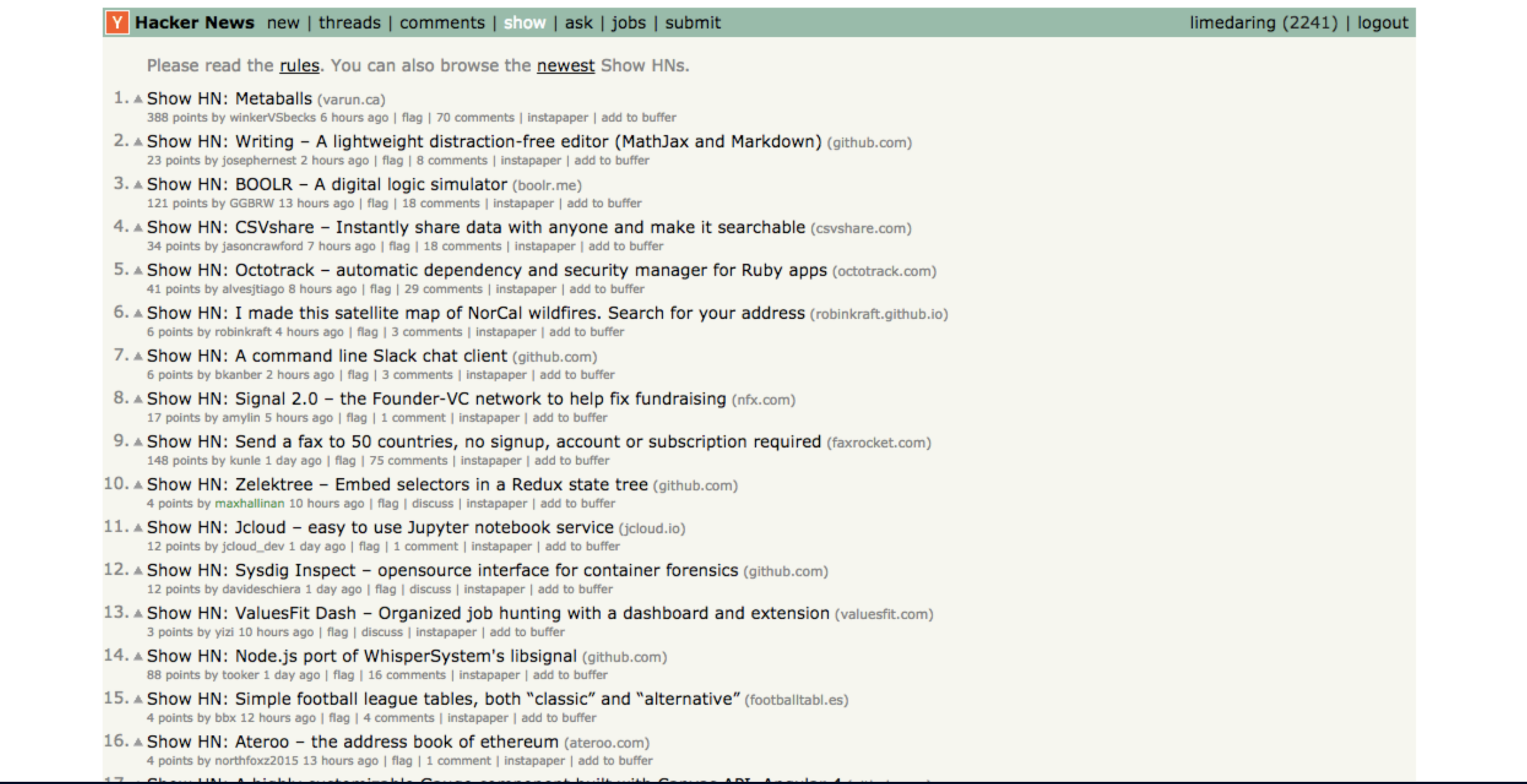
Chris Messina
@chrismessina

My thoughts on HYPEBEAST Bot on @ProductHunt
producthunt.com/tech/hypebeast...

Y **Hacker News** new | threads | comments | show | ask | jobs | submit limedaring (2241) | logout

Please read the rules. You can also browse the newest Show HNs.

1. ▲ Show HN: Metaballs (varun.ca)
388 points by winkerVSbecks 6 hours ago | flag | 70 comments | instapaper | add to buffer
2. ▲ Show HN: Writing – A lightweight distraction-free editor (MathJax and Markdown) (github.com)
23 points by josephernest 2 hours ago | flag | 8 comments | instapaper | add to buffer
3. ▲ Show HN: BOOLR – A digital logic simulator (boolr.me)
121 points by GGBRW 13 hours ago | flag | 18 comments | instapaper | add to buffer
4. ▲ Show HN: CSVshare – Instantly share data with anyone and make it searchable (csvshare.com)
34 points by jasoncrawford 7 hours ago | flag | 18 comments | instapaper | add to buffer
5. ▲ Show HN: Octotrack – automatic dependency and security manager for Ruby apps (octotrack.com)
41 points by alvesjtiago 8 hours ago | flag | 29 comments | instapaper | add to buffer
6. ▲ Show HN: I made this satellite map of NorCal wildfires. Search for your address (robinkraft.github.io)
6 points by robinkraft 4 hours ago | flag | 3 comments | instapaper | add to buffer
7. ▲ Show HN: A command line Slack chat client (github.com)
6 points by bkanber 2 hours ago | flag | 3 comments | instapaper | add to buffer
8. ▲ Show HN: Signal 2.0 – the Founder-VC network to help fix fundraising (nfx.com)
17 points by amylin 5 hours ago | flag | 1 comment | instapaper | add to buffer
9. ▲ Show HN: Send a fax to 50 countries, no signup, account or subscription required (faxrocket.com)
148 points by kunle 1 day ago | flag | 75 comments | instapaper | add to buffer
10. ▲ Show HN: Zelektree – Embed selectors in a Redux state tree (github.com)
4 points by maxhallinan 10 hours ago | flag | discuss | instapaper | add to buffer
11. ▲ Show HN: Jcloud – easy to use Jupyter notebook service (jcloud.io)
12 points by jcloud_dev 1 day ago | flag | 1 comment | instapaper | add to buffer
12. ▲ Show HN: Sysdig Inspect – opensource interface for container forensics (github.com)
12 points by davideschiera 1 day ago | flag | discuss | instapaper | add to buffer
13. ▲ Show HN: ValuesFit Dash – Organized job hunting with a dashboard and extension (valuesfit.com)
3 points by yizi 10 hours ago | flag | discuss | instapaper | add to buffer
14. ▲ Show HN: Node.js port of WhisperSystem's libsignal (github.com)
88 points by tooker 1 day ago | flag | 16 comments | instapaper | add to buffer
15. ▲ Show HN: Simple football league tables, both "classic" and "alternative" (footballtabl.es)
4 points by bbx 12 hours ago | flag | 4 comments | instapaper | add to buffer
16. ▲ Show HN: Ateroo – the address book of ethereum (ateroo.com)
4 points by northfoxz2015 13 hours ago | flag | 1 comment | instapaper | add to buffer



Pitch to blogs, press, potential users.
Share your press kit. Personalize your emails.

Google

invite to join from:me

Mail

More

201–250 of many

COMPOSE

Inbox
Sent Mail
All Mail
HubSpot Sales
DNR Customer Emai…
More

me, boenga (4)	»	Invitation to join WeddingFlowerLove.com, a new wedding florist directory - Re: Invitation to join WeddingFlowerLove.com, a	4/24/13
me, Inquiry (4)	»	Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ >> >> I hope you join! We also run inte	4/24/13
me, Tessfresh (4)	»	Invitation to join WeddingFlowerLove.com, a new free wedding florist directory - com/join/ >> >> I hope you join! We also run	4/23/13
me, Marisa (4)	»	Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ — once finished, I'll get a notification to	4/23/13
me, info (4)	›	Invitation to join WeddingFlowerLove.com, a new wedding florist directory - having you join! :) On Tue, Apr 23, 2013 at 11:59	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13
me (2)		Invitation to join WeddingFlowerLove.com, a new wedding florist directory - com/join/ I hope you join! We also run interviews	4/23/13

Revert to the old chat

Some guidelines:

Some guidelines:

- Keep your messages short.

Some guidelines:

- Keep your messages short.
- **Make it personal. Sound like a human.**

Some guidelines:

- Keep your messages short.
- Make it personal. Sound like a human.
- **Give someone an obvious benefit.**

Some guidelines:

- Keep your messages short.
- Make it personal. Sound like a human.
- Give someone an obvious benefit.
- **Better to do it mostly manually rather than automated.**

Some guidelines:

- Keep your messages short.
- Make it personal. Sound like a human.
- Give someone an obvious benefit.
- Better to do it mostly manually rather than automated.
- **Use something like Boomerang for Gmail so you remember to follow up if they don't respond.**

Run **giveaways** to increase promotion?

ypchoudary Follow
Mobile Apps and eCommerce Product Guy
Apr 12, 2014 · 4 min read

Can You Use Giveaways to Promote Your Mobile App

The Good, The Bad and The Ugly of Using Giveaways

Recently there was a very interesting discussion on the App Entrepreneurs Group, where one of the members wanted to find out if he could use Giveaways to market his app. Although the question was not very clear in terms of the actual giveaway strategy wanting to be employed, the comments from other users created a lot of confusion.

In this post I am trying to clear the misconceptions around using giveaways to promote your app. But first let's see why should we even consider giveaways.

medium.com/@ypchoudary/can-you-use-giveaways-to-promote-your-mobile-app-7c7fee52522c

Use **affiliate links** for
additional revenue and tracking.

The Affiliate Program.

It pays to participate.

Collaborate with other businesses

Partners and collaborators

Be careful and
do your due diligence.

Look into paid app marketing channels and advertising.

(Be cautious. May cost $$$)

Google AdWords

Already a Google AdWords customer? Sign in

Overview Benefits How it works Costs Testimonials Get started

Get your ad on Google today

Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call.

Start now

Expert support when you invest £6 a day or more: **0800 026 1713** *

Google fresh coffee near victoria station

Freshly Brewed Coffee

Ad cafe.example-business.com

Always perfectly brewed coffee. The perfect way to start your day.

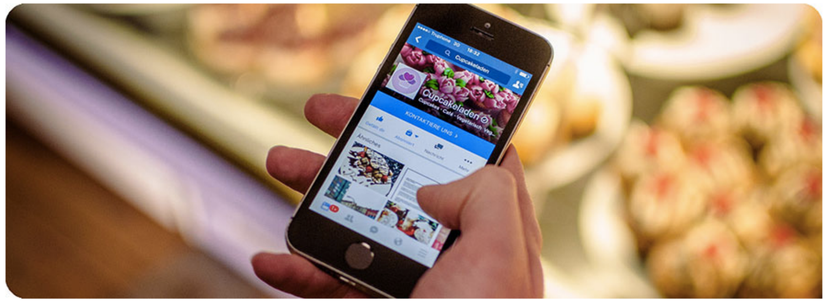
facebook business

CREATE PAGE CREATE AD ADS HELP SUPPORT

Marketing on Facebook Pages Ads Success Stories Learn How News Insights Search

Facebook Ads

Easy and effective Facebook Ads



With Facebook Ads, you can create targeted ads to reach different audiences and meet your business goals.

Create an Ad

All the right people

overview | getting started | audience | best practices | help center | manage ads

promote on reddit and reach more than 234 million engaged and passionate users through a flexible programmatic platform.

create an ad

budget larger than $30k?
contact our sales team

wow, ads. such platform!

genuine engagement

reddit users cast more than 21 million votes a day.

passionate communities

reddit users participate in more than 10,000 active, user-created

flexible platform

find your audience by interest, location, and communities.

Are you an avid Open Source Contributor? Join Honeypot - a Developer Job-Platform where EU companies apply to you, get multiple offers! (honeypot.io)
promoted by Honeypotio
comment share save hide report buffer
promoted post what's this?

18 **Community Survy** (self.opensource)
submitted 5 months ago * (last edited 5 months ago) by Onlythefinestwilldo - announcement
9 comments share save hide report buffer

1 80 Talos Secure Workstation crowdfunding begins! (crowdsupply.com)
submitted 20 hours ago by pizzalolo_
14 comments share save hide report [l+c] buffer

2 0 free/open source inventory management software (self.opensource)
submitted 6 hours ago by NeoFromMatrix
2 comments share save hide report buffer

3 4 Google releases Open Source Report Card -- does the company deserve an A+? (betanews.com)
submitted 17 hours ago by LinusTimbo
comment share save hide report [l+c] buffer

4 44 Quickly audit and adjust SSH server configurations with SSH-audit (helpnetsecurity.com)
submitted 1 day ago by tekz
comment share save hide report [l+c] buffer

5 7 How to Find Funding for an Open Source Project (linux.com)
submitted 1 day ago by mcfc_as
comment share save hide report [l+c] buffer

6 2 Looking for a web based data analysis/visualization tool (self.opensource)
submitted 1 day ago by motoGmotoG
5 comments share save hide report buffer

7 6 Great Open Source Projects on the Web (darcob.com)
submitted 1 day ago by AghaMurtaza
1 comment share save hide report [l+c] buffer

8 5 InnerSource: Reaping the Benefits of Open Source, Behind Your Firewall - Panel talk at GitHub Universe - [48:11] (youtube.com)
submitted 1 day ago by Xiaomizi
comment share save hide report [l+c] buffer

Your first C contribution to an Open Source Project (self.opensource)

Submit a new link

Submit a new text post

opensource

Use subreddit style

subscribe +shortcut +dashboard

40,208 readers
~15 users here now

Show my flair on this subreddit. It looks like:
limedaring

A subreddit for everything open source related.

Looking to contribute? Try OpenHatch.

Guidelines

- Please post minor software announcements to /r/software.

Use updates to **re-market** your app.

Upgrade

Medium

25

Freddie Harrison Follow

Senior Writer at Sideshow. Co-host of Episode Party podcast. www.freddiewrit.es

Apr 15, 2016 · 6 min read

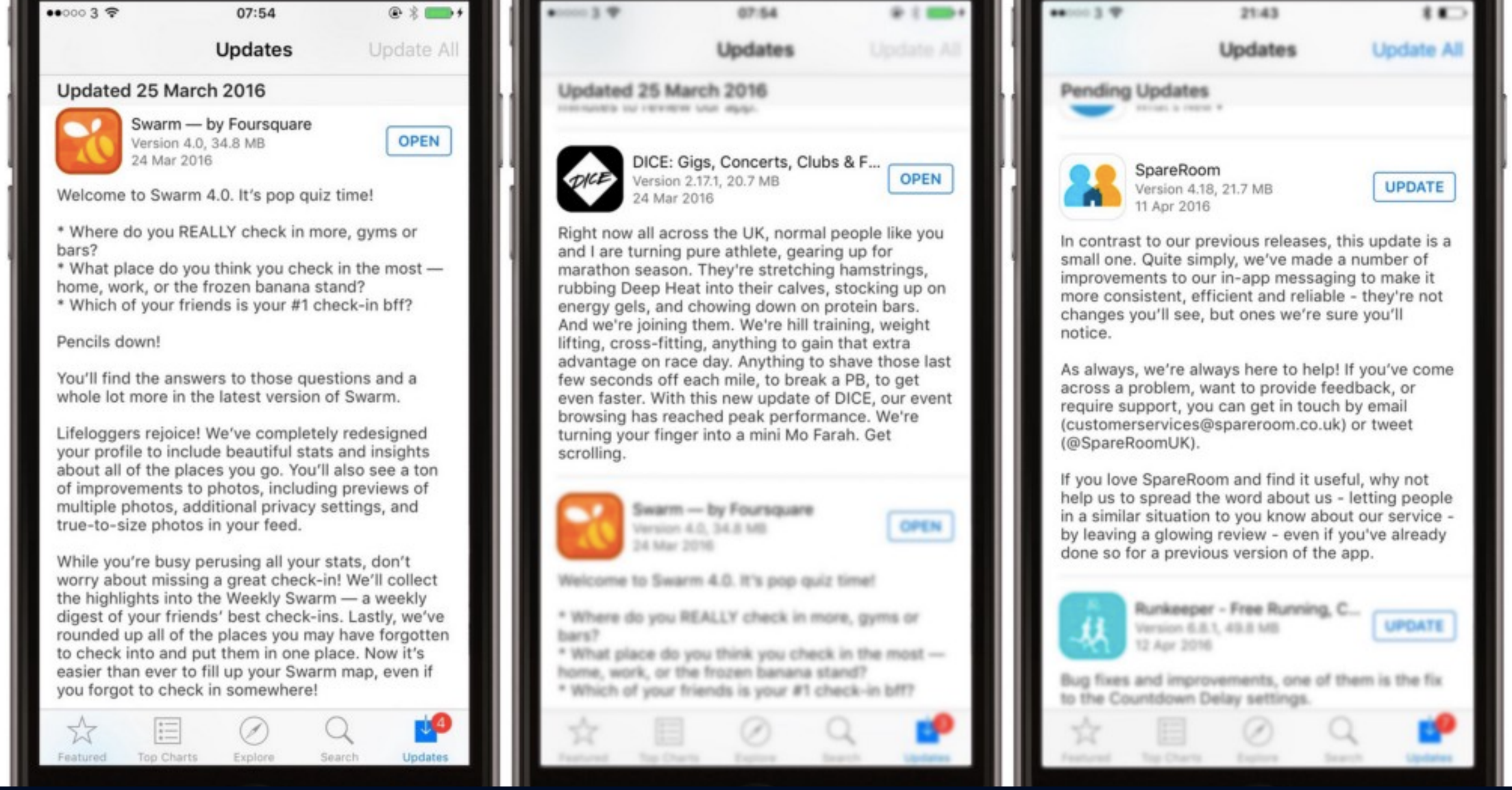
Writing great App Store release notes

Learning from the good, the average and the ugly

I've written before about how great copy should live everywhere. If you're an indie developer trying to make your mark on the App Store, ensuring that the copy inside and around your app is written to win over users can only be a good thing. Not convinced? Here are a few reasons why:

1. **It doesn't have to be hard.** If you've ever stood in front of a stranger and explained how your app works to the point where they're smiling, you've pretty much nailed it already. Write whatever you said down and you've got a solid starting point.

medium.com/@freddiewrites/writing-great-app-store-release-notes-3f4cf291e9aa



medium.com/@freddiewrites/writing-great-app-store-release-notes-3f4cf291e9aa

Perhaps: **Translate** your app for other markets.

Watch your stats.

apple.com

iTunes Connect App Analytics

Jay Appleseed
jappleseed@example.com

iOS Apps

Ocean Tides

Overview | Metrics | Sources | Retention

About Analytics Data

All Time

2,459,926	129,728	$315,268	841,650
App Store Views	App Units	Sales	Sessions (Opt-in Only)

Last 30 Days

595,409
App Store Views ▲ 69%

23,925
App Units ▲ 40%

19,916
In-App Purchases

$73,294
Sales ▲ 42%

183,568
Sessions (Opt-in Only) ▲ 16%

48,752
Active Devices (Opt-in Only) ▲ 27%

Resources for more

Recent Podcast Episodes

#231: Pike's Peak, or Wherever

Podcast: Play in new window | Download

Subscribe: Android | RSS

In today's episode we discuss some of the recent security problems that have come to light with High Sierra and it's interaction with the new APFS filesystem. We talk about the bug itself, but also why Charles hasn't upgraded to High Sierra yet, and the unique needs of businesses with regards to stability and risk tolerance. Continue reading →

GET ON THE MAILING LIST

* indicates required

Email Address

First Name

Last Name

Subscribe

YOUR HOSTS

Build Your Business, One Win at a Time

All articles

- BAD Billboards ➔ GREAT Headlines NEW
- Beware entreporn NEW
- The Heavy Metal Launch Curve
- "The F-word behind my $6 million in revenue"

Get better at marketing

Learn the skills you need to build & launch a profitable product

Enroll now

or start for free

"If you want to grok marketing, check this out."

– *Sean Fioritto, Sketching with CSS*

Your path to product success:

Featured

How I Went From Indie Lurker to Indie Hacker

Lynne Tye: "Today I'll talk about the six major barriers that I had to break through in order to go from indie lurker to indie hacker."

23 3 comments

How I got to 200 productive hours a month

Ivan Mir: "Nowadays I do around 200 productive hours/month… over six hou…

10 Startups in 24 Hours

Ben Tossell: "I'm aiming to launch 10 mini-startups with ~2 hrs build time per proje…

Top Discussions

I've made a website where you can learn about the struggles of successful founders.

3 10 arjunmenon1899

How I Built a Markdown Editor Earning $1300/mo Profit—Inkdrop

4 1 zodman

You guys inspired me to start this thing. Thank you! What can I improve? What's not perfect yet?

4 7 DariusMora

Copycat or useful? My first side gig

3 1 doublejay

Pricing: monthly recurring or one-time fee for small apps

2 2 dc

MY SUBREDDITS - DASHBOARD - HOME - POPULAR - ALL - RANDOM - USERS - FRIENDS - SAVED - EDIT | add shortcuts from the my subreddits menu at left or click the button by the subreddit name, drag and drop to sort

reddit iOSProgramming hot new rising controversial top gilded wiki advertising show images (2)

limedaring (858 · 1,062) | preferences | logout

search

3 TIL: Triplebyte algorithmically matches software engineers to hundreds of exciting companies, background blind, starting with their own in-house coding quiz. (triplebyte.com)
promoted by Triplebyte_official
promoted save hide report buffer

3 Weekly Job ads' thread for week 40 2017 (self.iOSProgramming)
submitted 14 days ago by AutoModerator [+3] [M] - announcement
4 comments source share save hide report crosspost buffer

6 Weekly Job ads' thread for week 42 2017 (self.iOSProgramming)
submitted 8 hours ago by AutoModerator [+3] [M] - announcement
comment source share save hide report crosspost buffer

1 27 U.S. teens: 82% want an iPhone, Snapchat is favorite social network (phonearena.com)
submitted 6 hours ago by KarlJay001
11 comments share save hide report crosspost [l+c] buffer

2 19 UITableViewRows have different sizes on the same device type throughout iOS. How is this possible? (i.redd.it)
submitted 10 hours ago by young_cheese Objective-C / Swift
15 comments share save hide report crosspost [l+c] buffer

3 Question How do you manage the plethora of Xcode iterations and beta releases with your development workflow? (self.iOSProgramming)
submitted 48 minutes ago by akwilliamson
1 comment source share save hide report crosspost buffer

4 FYI Xcode 9.0.1 is out. (self.iOSProgramming)
submitted 51 minutes ago * (last edited 41 minutes ago) by InterstellarPyrosome
comment source share save hide report crosspost buffer

5 3 Question View Controller changes its height to the height of a Scroll View (self.iOSProgramming)
submitted 4 hours ago * (last edited 4 hours ago) by 1johnnytheboy_
3 comments source share save hide report crosspost buffer

6 2

What Stats and Surveys are saying about Swift in 2017 (medium.com)
submitted 5 hours ago by guydaher
comment share save hide report crosspost [l+c] buffer

7 Formatting App Preview Videos (self.iOSProgramming)
submitted 8 minutes ago by CupcakeBeee

GEICO.
Saving money brightens your day :)
Begin a Quote

Submit a new link
Submit a new text post

iOSProgramming

Use subreddit style
subscribe +shortcut +dashboard
33,301 readers
279 users here now
Show my flair on this subreddit. It looks like: limedaring (edit)

READ THE FAQ FIRST!

FAQ

Join us on #subreddit channel at iOS-Developers.io on Slack!

search

"how i"

limit my search to r/iOSProgramming

include NSFW results

refine

posts sorted by: top links from: all time

How I feel whenever I'm using Layout Constraints

149 points • 57 comments submitted 2 years ago by carson_ to r/iOSProgramming

http://i.imgur.com/83IVe2Z.png

Discussion idea: roast my code

149 points • 20 comments submitted 2 months ago by denmarkf to r/iOSProgramming

a daily thread to post your latest function on for people to "roast" it or more likely give feedback and advice on how to fix certain weaknesses you might have not detected yet.

Article How I lean startup'd my way to $240k+ on the saturated App Store

119 points • 17 comments submitted 7 months ago by quellish to r/iOSProgramming

http://robcaraway.com/blog/index.php/2017/02/12/how-i-overcame-crippling-perfectionism-and-made-200k-on-the-saturated-app-store

How I hacked App Store ratings for a consistently perfect 5 stars

103 points • 35 comments submitted 2 years ago by speedyapocalypse to r/iOSProgramming

https://medium.com/@awojnowski/how-i-hacked-app-store-ratings-for-a-consistently-perfect-5-stars-3de17d40ca1f

When this post is 7 hours old I will stream iOS Instagram client development from

Submit a new link

Submit a new text post

iOSProgramming

Use subreddit style

subscribe +shortcut +dashboard

33,301 readers

283 users here now

Show my flair on this subreddit. It looks like: limedaring (edit)

READ THE FAQ FIRST!

FAQ

Join us on #subreddit channel at iOS-Developers.io on Slack!

About

A subreddit to share articles, code samples, open source projects and anything relating to iOS.

There is an **extensive FAQ for beginners**. Please browse it first before asking questions that are answered there.

If you are looking to get started (iOS programming in general or some specific area), here are more relevant links for you:

- Swift or Objective-C? if you don't know which language to choose. (New posts asking this will be removed)

Related Subreddits

- /r/macosprogramming
- /r/swift

In conclusion…

Thank you!

Psst: **hellowebdesignbook.com**