Outmaneuvering Your Competition: It's Cheaper Than You Think
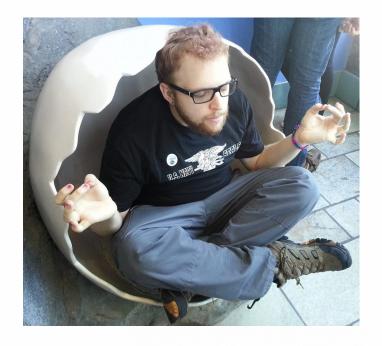
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GDC NEXT

Who am I?

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Can't clone to succeed

App Store Optimization

Presence

- How do they get there?
  - Rank
  - Recommendations
  - Search

- Don't focus on one, optimize all three

Hack intelligently

· What factors may determine rank?

- Downloads
- Active Installs
- Velocity
- Ratings (both quantity and quality)
- Usage

- Maximize for each vector

Encourage beneficial behavior

·Reduce file size

·Have an outlet for feedback

·Only ask the <u>right</u> users to rate.

Stand out from the rest

- Be on every platform
    - Monetize appropriately

- Show, don't tell.

What *is* worth your money?

- Your time

- <u>Effective</u> Marketing
  - Know your lingo
    - CLV, ROI, CPI, etc.
  - Cross Promote

What's *not* worth your money?

- Going blind
  - Get analytics first

- Paying for banner ads
  - ROI is terrible for indies

- Begging or paying for reviews
  - Make reviewers want you
  - Provide value, tell a story

Instant success myth

·Most businesses are not profitable within 3 years

·Building an audience takes time
- Rovio made 51 games
- Flappy Bird took 8+ months
- Antichamber took 7+ year
- Blast Monkeys took 6+ months

Apps are a service

- Don't give up too early

- Post release content
  - Build a community

Everything is a skill

Thank you!

- Twitter: @TobiahMarks
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Remember to fill out your survey!

Meet you in room 505!