

Android Market

Mark Rollins

Android Apps Marketing Jeffrey Hughes, 2010-09-20 The Easy, Complete, Step-by-Step Guide to Marketing Your Android Apps! There are huge profits to be made in selling Android apps! But with more than 70,000 apps now available, posting your app to the Android Market is no longer enough. You need to market your app effectively. Don't know much about marketing? Don't worry: This book gives you all the step-by-step help you'll need. Top app marketing consultant Jeffrey Hughes walks you through building a winning marketing plan, crafting highly competitive apps, choosing your message, building buzz, and connecting with people who'll actually buy your app. Packed with examples, this book makes Android apps marketing easy! You'll learn how to Identify your app's unique value, target audience, and total message Understand the Android Market's dynamics Cut through clutter and get your app into the top selling categories Set the right price for your app and effectively sell its value Get reviewers to recommend your apps Write effective press releases Time your marketing and publicity for maximum effectiveness Blog about your app and get the attention of influential bloggers Use Facebook, Twitter, YouTube, and other social media to generate buzz Use promotions and cross-marketing just like professional marketers do Measure and improve your results with Android Analytics Generate a loyal audience that will buy your next app, too Earn steady revenue, build a brand, and make a real business out of app development

The Business of Android Apps Development Mark Rollins, 2012-02-01 The growing but still evolving success of the Android platform has ushered in a second mobile technology "gold rush" for apps developers, but with well over 100,000 apps and counting in the Google Android Market and now the Amazon Android Appstore, it has become increasingly difficult for new applications to stand out in the crowd. Achieving consumer awareness and sales longevity for your Android app requires a lot of organization and some strategic planning. Written for today's Android apps developer or apps development shop, The Business of Android Apps Development shows how to incorporate marketing and business savvy into every aspect of the design and development process, giving your application the best possible chance of succeeding in the the various Android app stores and markets. This book takes you step-by-step through cost-effective marketing, public relations and sales techniques that have proven successful for professional Android app creators and indie shops—perfect for independent developers on shoestring budgets. No prior business knowledge is required. This is the book you wish you had read before you launched your first app!

App Marketing, This is Real Android Marketing Jin Kim, 2014-06-20 - Length : 260 pages (PDF book pages) "It is a step-by-step guide book for marketing which comprises market research for boosting profitability, marketing strategy, pricing strategy, and measuring performance after launching." 1. Based on global cases, it contains all kinds of practical methods to launch apps globally and to boost profitability of mobile apps 2. It presents the analysis of app data, operation, application guidelines, the inflow of users based on concrete numbers like KPIs and practical methods of how to analyze it. 3. It suggests strategic frameworks covering App Indexing, ASO(App Store Optimization), SEO(Search Engine Optimization), mobile webs, blog marketing, SNS marketing, PR, and even design, realization and operation of mobile app marketing. "App marketing, how can we start and operate?" The key for success in mobile app business is to completely integrate these three components: product strategy, content strategy and marketing strategy [Table of Contents] 1 STARTING ANDROID MARKETING - The Android Market, It is nothing to sneeze at 2 UNDERSTANDING THE ECOSYSTEM OF ANDROID - Understand the Ecosystem Structure 3 FINDING IDEAS - Good Ideas are Always Around You Imitate Actively - Create a Mashup App - Use Open Source codes - Apply the Newest Technology 4 CONDUCTING MARKET RESEARCH - Market Research is Really Important! - Are You Confident of Success? 5 PLANNING AN ANDROID APP - Set a Target Version - How to Make Apps that Sell Well? - Never Do These 6 APP DESIGN AND DEVELOPMENT - Guides for Development and Design, Know This - App Development, Quality is the First Priority 7 DEVISING A MARKETING STRATEGY - Understand the Flow of the Strategy Road Map for App Marketing - Promote Your App through Marketing before Launching - Strive to Succeed Within 30 Days - What to Do after 30 Days 8 ESTABLISHING PRICING STRATEGY - Understand the Monetization Measures for Individual App Business Model - Setting the Price, Think Cautiously! - How Much to Charge? - Try to Maximize Profit in a Paid App 9 APPLYING REVENUE REALIZATION MEASURE - Make Money with Free Apps 10 STABILIZING THE PRODUCT - Strengthen the Essential Value 11 LAUNCHING AN ANDROID APP AND AN OPERATING SERVICE - Establishing Operation Strategies is the Key - Finally, You Launch an App! - Set the App Coverage - Understand the Knowledge that is Helpful for a Service Operation 12 HOW TO GET SPOTTED IN THE MARKET - Aim for Top 50 in Free and Paid Sections 13 EXECUTE MARKETING PROGRAMS - Is it a Product Worthy of Marketing? - The Key is Exposure and PR - Secure Word-of-Mouth Marketing Channels 14 ADVERTISING - Enjoy Maximum Effect with Minimum Investment 15 MAINTENANCE - Keep the Tension 16 MEASURING THE PERFORMANCE AFTER LAUNCHING - Business without Measuring is Dangerous - Design an App Service Operation Process that Enables Comprehensive Management - Understand Major Indexes that are Quantifiable - Apply the Models Appropriate for App Service Analysis - Set Service KPI centered on OMTM (One Metric That Matters) - Acquire Significant Analysis Data by Applying Professional Analysis Tools - Understand the Types of the Collected Statistics Data - Using Data Analysis that Increases the Actual Revenue [Book Review by Publisher] Now that app business is creating a new paradigm, This is the Real Android Marketing is a must-read book for everyone who is interested in or related to android app business— student, app marketer, app designer, app developer, and app businessman— regardless of the fields. The author has accumulated experiences and insights by mastering diverse businesses in web and app as a former developer and businessman who majored in management and put them into this book in ways for readers to understand easily with his own wit. The android market is already overflowing with so many excellent apps just for you to jump in only with business plan and app development ability. The author emphasizes that the key for success in this unstable reality is the business that organically combines product strategy, contents strategy, and marketing strategy. With the know-how's of this author who has both theory and actual experience, lead your app plan, development, marketing, and business to success.

The Business of Android Apps Development Mark Rollins, Roy Sandberg, 2013-07-22 The growing but still evolving success of the Android platform has ushered in a second mobile technology "gold rush" for app developers. Google Play and Amazon Appstore for Android apps has become the second go-to apps eco for today's app developers. While not yet as large in terms of number of apps as iTunes, Google Play and Amazon Appstore have so many apps that it has become increasingly difficult for new apps to stand out in the crowd. Achieving consumer awareness and sales longevity for your Android app requires a lot of organization and some strategic planning. Written for today's Android apps developer or apps development shop, this new and improved book from Apress, The Business of Android Apps Development, Second Edition, tells you today's story on how to make money on Android apps. This book shows you how to take your app from idea to design to development to distribution and marketing your app on Google Play or Amazon Appstore. This book takes you step-by-step through cost-effective marketing, public relations and sales

techniques that have proven successful for professional Android app creators and indie shops—perfect for independent developers on shoestring budgets. It even shows you how to get interest from venture capitalists and how they view a successful app vs. the majority of so-so to unsuccessful apps in Android. No prior business knowledge is required. This is the book you wish you had read before you launched your first app! What you'll learn How to take your app from idea to design to development to distributing and marketing your app on Google Play or Amazon Appstore How do Venture Capitalists validate new App Ideas, and use their techniques. How to monetize your app: Freemium, ads, in-app purchasing and more What are the programming tips and tricks that help you sell your app How to optimize your app for the marketplace How to marketing your app How to listen to your customer base, and grow your way to greater revenue Who this book is for This book is for those who have an idea for an app, but otherwise may know relatively little about entrepreneurship, app development, or even business in general. You should be able to pick up this book and feel like someone is holding your hand as they go through the process of evaluating your idea, learning to code, placing your app in the marketplace, marketing your app, and finally, improving your app to meet the needs of your customer base. Table of Contents1. The Android Market: A Background 2. Making Sure Your App Will Succeed 3. Legal Issues: Better Safe Than Sorry 4. A Brief Introduction to Android Development 5. Develop Apps Like a Pro 6. Making Money with Ads on Your Application 7. In-App Billing: Putting A Store in Your Application 8. Making App Marketplaces Work for You 9. Getting The Word Out 10. After You Have A User Base

How to Make Money Marketing Your Android Apps Jeffrey Hughes,2011-02-17 A complete plan for selling your Android apps – including little-known techniques based on Google's unique "open selling model". Unlike Apple, Google allows developers to market their Apps from any site, including your own, not just Android Market. Google's open sales model, while still maturing, can provide advantages over Apple's closed model – if you take advantage of the options Google gives you. This paper identifies key marketing activities that can help you succeed.

Genius Android Marketing Jay Van Buiten,Jason Van Buiten,2011-10-16 LEARN HOW TO...* Developer successful app ideas* Design marketable apps* Find the optimal price point for your app* Monetize free apps* Get the word out about your app* Maintain your app successfullyLearn from someone who has learned from experience and been successful himself! Jay Van Buiten...* Has had 4 different app hits the top 10 in their category* Has had over 250,000 downloads of a free app* Currently makes a living selling Android apps

Best Android Apps Mike Hendrickson,Brian Sawyer,2010-04-27 You can choose from thousands of apps to make your Android device do just about anything you can think of -- and probably a few things you'd never imagine. There are so many Android apps available, in fact, that it's been difficult to find the best of the bunch -- until now. Best Android Apps leads you beyond the titles in Android Market's Top Paid and Top Free bins to showcase apps that will truly delight, empower, and entertain you. The authors have tested and handpicked more than 200 apps and games, each listed with a description and details highlighting the app's valuable tips and special features. Flip through the book to browse their suggestions, or head directly to the category of your choice to find the best apps to use at work, on the town, at play, at home, or on the road. Discover great Android apps to help you: Juggle tasks Connect with friends Play games Organize documents Explore what's nearby Get in shape Travel the world Find new music Dine out Manage your money ...and much more!

Android Application Development All-in-One For Dummies Barry Burd,2011-12-13 Whether you're a beginner programmer eager to create mobile applications or you're Android-savvy and looking to submit your apps to the Android Market, this volume takes you through the ins and outs of programming for Android phones.

Amazing Android Apps For Dummies Daniel A. Begun,2011-02-02 Find the Android apps that are right for you so you can have fun and get more done! The popularity of Android apps is exploding and this handy guide helps you sort through the thousands of available applications so you can find the ones that are ideal for you. You'll explore a variety of apps in the areas of entertainment, finance, health, food, music, news, weather, photography, reference, dining out, social networking, sports, travel, and more. Author Daniel Begun helps you navigate through this enormous—and potentially overwhelming—array of Android apps. Holds your hand through the oftentimes overwhelming app selection and shares helpful advice for sorting through the tens of thousands of apps to find the ones that are right for you Helps you uncover which apps are worth the price and what's fabulous for free Provides advice on what apps work best for all your favorite hobbies – from movies to music, sports to social networking, fitness to fun games, and everything in between Amazing Android Apps For Dummies walks you through the process of finding, purchasing, and installing the most appealing apps for your needs.

The Complete Idiot's Guide to Android App Development Christopher Froehlich,2011-07-05 An operating manual for the hottest mobile operating system. The Complete Idiot's Guide® to Android App Development gets novice developers up and running quickly on creating their very own mobile applications, with step-by-step instruction on everything they need to design, develop, test, and publish their fully-featured apps. The Android operating system is now the largest mobile platform in the U.S., and there are now more than 90,000 apps available. Android is completely open and free to all developers. Topics covered include: • Designing effective and easy-to-navigate user interfaces for apps • Adding audio and video support to apps • Making the most of Android's hardware, including GPS, social media, built-in camera, and voice integration • Publishing application to the Android market

Android Application Development For Dummies Donn Felker,2010-11-17 The fun and friendly guide to creating applications on the Android platform The popularity of the Android market is soaring with no sign of slowing down. The open nature of the Android OS offers programmers the freedom to access the platform's capabilities and this straightforward guide walks you through the steps for creating amazing Android applications. Android programming expert Donn Felker explains how to download the SDK, get Eclipse up and running, code Android applications, and submit your finished products to the Android Market. Featuring two sample programs, this introductory book explores everything from the simple basics to more advanced aspects of the Android platform. Takes you soup through nuts of developing applications for the Android platform Begins with downloading the SDK, then explains how to code Android applications and submit projects to the Android Market Written by Android guru Donn Felker, who breaks every aspect of developing applications for the Android platform into easily digestible pieces No matter your level of programming experience, Android Application Development For Dummies is an ideal guide for getting started with developing applications for the Android platform.

The Best Book On Marketing Your Android App Eddie Kim,2012-03-10 Bestselling Android Dev Eddie Kim Teaches You How To Market Your Android Apps! You've designed the perfect app, and you're wondering why no one is buying it. Our experienced Android developer, Eddie Kim, has been in your shoes, and he knows how stiff the competition can be. Eddie introduces you to the people with the power, your customers, as he walks you through the marketing steps

you need to take to make your app stand out from the a sea of similar apps. You're an innovative developer, but when it comes to advertising your app, you don't know how to rally an audience like Billy Mays. However, you've found that other books offer redundant, outdated, or useless advice, and you're looking for a book that gives you specific, straight-forward strategies to dominate the market now. Eddie is here to show you his own tricks (which earned him over \$180,000 a year in Android apps), which will increase your sales and teach you how to dream up bestselling Android apps for your money-making arsenal. JUST A FEW OF THE THINGS YOU'LL LEARN: * A step-by-step development guide for identifying unfilled app needs, avoiding piracy with Eddie's coding strategies, and guarding against * 3 major development mistakes * Android vs. iPhone: An analysis of the pros and cons of Android and iPhone programming * The inside scoop on increasing customer ratings, making the most of blogs and social media, and avoiding the 70-30 price split MEET EDDIE KIM Eddie is an independent Android developer, responsible for hit applications like Car Locator, Smarter Alarm, Copy Paste It, and Screenshot It. His applications have won numerous accolades and over \$100,000 in prize money. He has been featured in numerous publications, including Wired Magazine, Techcrunch, and Capital. Today he sells over \$180,000/year in Android apps. Eddie graduated from Stanford University in 2005.

Android Tablet Application Development For Dummies Donn Felker,2011-11-11 Get up to speed on the hottest opportunity in the application development arena App development for tablets is a booming business. Android tablets, including the popular Motorola Xoom, are gaining market share at breakneck speed, and this book can have even novice programmers creating great Android apps specifically for tablets quickly and easily. A little Java knowledge is helpful but not essential to get started creating apps. Android expert Donn Felker helps you get the Android environment up and running, use XML to create application menus, create an icon for your app, and submit your app to the Android Market. You'll also learn to create an SQLite database to run behind your app and how to allow users to tailor your app to their needs. Tablet application development is booming, and Android tablets, including the Samsung Galaxy Tab and Motorola Xoom, are rapidly gaining market share This easy-to-follow guide helps new and veteran programmers set up the Android tablet environment, work with Google's notification system, and design apps that take advantage of larger tablet screens Covers using XML to create application menus, creating an icon for your app, and submitting your app to the Android Market Demonstrates notifications, how to create an SQLite database to run behind an application, and how to set up your app so users can choose options that tailor the app to their individual needs If you want to break into the growing Android tablet application development market, look no further than Android Tablet Application Development For Dummies!

Android Apps with App Inventor Jörg H. Kloss,2012-02-22 Wi>Android Apps with App Inventor provides hands-on walkthroughs that cover every area of App Inventor development, including the Google and MIT versions of App Inventor. Kloss begins with the absolute basics of program structure, syntax, flow, and function, and then demonstrates simple ways to solve today's most common mobile development problems. Along the way, you'll build a dozen real Android apps, from games and geotrackers to navigation systems and news tickers. By the time you're done, you'll be comfortable implementing advanced apps and mashups integrating realtime multimedia data from all kinds of Web services with the communication and sensor-based features of your smartphone. Topics covered include Installing and configuring App Inventor Building modern, attractive mobile user interfaces Controlling Android media hardware, including the camera Saving data locally with TinyDB, or in the cloud with TinyWebDB Streamlining and automating phone, text, and email communications Tracking orientation, acceleration, and geoposition Integrating text-to-speech and speech-to-text in your apps Controlling other apps and Web services with ActivityStarter Building mobile mashups by exchanging data with Web APIs Testing your apps for diverse hardware with the Android Emulator Example apps, including multimedia center, online vocabulary trainer, finger painting, squash game, compass, geocacher, navigator, stock market ticker, and many more This book will empower you to explore, experiment, build your skills and confidence, and start writing professional-quality Android apps—for yourself, and for everyone else! Companion files for this title can be found at informit.com/title/9780321812704

Android? Apps Marketing Jeffrey Hughes,1900 The Easy, Complete, Step-by-Step Guide to Marketing Your Android Apps! There are huge profits to be made in selling Android apps! But with more than 70,000 apps now available, posting your app to the Android Market is no longer enough. You need to market your app effectively. Don't know much about marketing? Don't worry: This book gives you all the step-by-step help you'll need. Top app marketing consultant Jeffrey Hughes walks you through building a winning marketing plan, crafting highly competitive apps, choosing your message, building buzz, and connecting with people who'll actually buy y.

Best Android Apps Mike Hendrickson,Brian Sawyer,2010-05-26 You can choose from thousands of apps to make your Android device do just about anything you can think of -- and probably a few things you'd never imagine. There are so many Android apps available, in fact, that it's been difficult to find the best of the bunch -- until now. Best Android Apps leads you beyond the titles in Android Market's Top Paid and Top Free bins to showcase apps that will truly delight, empower, and entertain you. The authors have tested and handpicked more than 200 apps and games, each listed with a description and details highlighting the app's valuable tips and special features. Flip through the book to browse their suggestions, or head directly to the category of your choice to find the best apps to use at work, on the town, at play, at home, or on the road. Discover great Android apps to help you: Juggle tasks Connect with friends Play games Organize documents Explore what's nearby Get in shape Travel the world Find new music Dine out Manage your money ...and much more!

Pro Android 2 Sayed Hashimi,Satya Komatineni,Dave MacLean,2010-08-04 Pro Android 2 shows how to build real-world and fun mobile applications using Google's latest Android software development kit. This new edition is updated for Android 2, covering everything from the fundamentals of building applications for embedded devices to advanced concepts such as custom 3D components, OpenGL, and touchscreens including gestures. While other Android development guides simply discuss topics, Pro Android 2 offers the combination of expert insight and real sample applications that work. Discover the design and architecture of the Android SDK through practical examples, and how to build mobile applications using the Android SDK. Explore and use the Android APIs, including those for media and Wi-Fi. Learn about Android 2's integrated local and web search, handwriting gesture UI, Google Translate, and text-to-speech features. Pro Android 2 dives deep, providing you with all the knowledge and techniques you need to build mobile applications ranging from games to Google apps, including add-ons to Google Docs. You'll be able to extend and run the new Google Chrome APIs on the G1, the G2, and other next-generation Google phones and Android-enabled devices.

Android 3 SDK Programming For Dummies Rajiv Ramnath,2011-09-23 Get quickly up to speed with the latest Android SDK Aimed at object oriented programmers, this straightforward-but-fun book serves as the most efficient way to

understand Android, update an existing Android application, port a mobile application from another environment, or simply learn the ins and outs of the latest Android SDK. Packed with all the code and modules featured throughout, this guide also includes tutorials, tests, and project ideas. The authors forego the unnecessary repetition of material you already know and instead cut straight to the essentials such as interacting with hardware, getting familiar with the operating system, and networking. You'll walk through the process of designing, building, running, and debugging the application while you also learn Android best practices. Demonstrates a wide variety of Android features, including user interface design, application management, data and content management, and incorporating external services Organizes the many packages of the Android SDK by functionality and details which standards and features are appropriate for each level of the Android SDK Explains the new features of the latest Android SDK with examples and snippets that demonstrate how to effectively incorporate the features into new or existing applications Features all programming examples, including the sample application, on the companion web site Android 3 SDK Programming For Dummies is written in clear, plain English to help you quickly understand and program the latest Android SDK.

Android Phones For Dummies Dan Gookin,2012-04-03 Introduces the features of Android smartphones, covering such topics as setting up and configuring the phone, using the touchscreen, communication options, browsing the Internet, social networking, and downloading and using applications.

The Android Developer's Collection (Collection) James Steele,Nelson To,Shane Conder,2011-12-09 The Android Developer's Collection includes two highly successful Android application development eBooks: The Android Developer's Cookbook: Building Applications with the Android SDK Android Wireless Application Development, Second Edition This collection is an indispensable resource for every member of the Android development team: software developers with all levels of mobile experience, team leaders and project managers, testers and QA specialists, software architects, and even marketers. Completely up-to-date to reflect the newest and most widely used Android SDKs, The Android Developer's Cookbook is the essential resource for developers building apps for any Android device, from phones to tablets. Proven, modular recipes take you from the absolute basics to advanced location-based services, security techniques, and performance optimization. You'll learn how to write apps from scratch, ensure interoperability, choose the best solutions for common problems, and avoid development pitfalls. Android Wireless Application Development, Second Edition, delivers all the up-to-date information, tested code, and best practices you need to create and market successful mobile apps with the latest versions of Android. Drawing on their extensive experience with mobile and wireless development, Lauren Darcey and Shane Conder cover every step: concept, design, coding, testing, packaging, and delivery. Every chapter of this edition has been updated for the newest Android SDKs, tools, utilities, and hardware. All sample code has been overhauled and tested on leading devices from multiple companies, including HTC, Motorola, and ARCHOS. Many new examples have been added, including complete new applications. In this collection, coverage includes Implementing threads, services, receivers, and other background tasks Providing user alerts Organizing user interface layouts and views Managing user-initiated events such as touches and gestures Recording and playing audio and video Using hardware APIs available on Android devices Interacting with other devices via SMS, Web browsing, and social networking Storing data efficiently with SQLite and its alternatives Accessing location data via GPS Using location-related services such as the Google Maps API Building faster applications with native code Providing backup and restore with the Android Backup Manager Testing and debugging apps throughout the development cycle Using Web APIs, using the Android NDK, extending application reach, managing users, synchronizing data, managing backups, and handling advanced user input Editing Android manifest files, registering content providers, and designing and testing apps Working with Bluetooth, voice recognition, App Widgets, live folders, live wallpapers, and global search Programming 3D graphics with OpenGL ES 2.0

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