

Intro to iPhone App Marketing Course Syllabus

A. COURSE DESCRIPTION

This course is designed for iPhone app developers who do not have a strong background in marketing and want to learn the best methods to market and attract a following for their iPhone apps when posted on Apple's AppStore.

B. METHOD OF INSTRUCTION

The primary form of instruction will be through WebEx webinars for approximately one hour given on Mondays and Wednesday of each week. See course schedule to find an appropriate date for you. The course material will be made available prior to each call. Each module can be read before or after the webinar is given.

C. COURSE OBJECTIVES

Objective 1: Teach students the basics of how to create a message for their iPhone App that resonates with their audience

Objective 2: Teach students how to deliver their message via traditional and new forms of marketing including social media (blogs, Facebook, Twitter, others.)

Objective 3: Teach students how to price their iPhone App for maximum sales

Objective 4: Teach students how to create a marketing plan that can be implemented prior to the launch of their iPhone app to help them achieve maximum marketing success.

D. TEXTBOOK(S) AND REQUIRED TOOLS OR SUPPLIES

Textbook (not required): We will use the course handouts (4 total, 12-25 pages each), available for download after course purchase.

E. COURSE OUTLINE

The two-week course is broken into four class sections, two classes per week. Each one-hour class is outlined below:

Class 1 – Your Marketing Message

- ❖ Why marketing matters for iPhone Apps
- ❖ Understanding how messaging works, differences and similarities between other products and iPhone apps
- ❖ Identifying your app's unique value (key selling points, strengths, weaknesses, competitive points)
- ❖ Learn how to build your app's unique marketing message
- ❖ Identifying your target audience for maximum results

- ❖ Building a total marketing message through effective app naming, solid graphics, crisp websites, powerful references, compelling reviews and descriptive selling phases

Class 2 – Delivering Your Message

- ❖ Understanding the different methods to deliver your message
- ❖ Learn the pros and cons of using email, websites, direct mail, advertising
- ❖ Create a following using social media including Facebook, Twitter, blogs, YouTube, etc.
- ❖ Timing your message for maximum impact
- ❖ Delivering your message to your target audience

Class 3 – Pricing Your App

- ❖ Pricing considerations for iPhone apps and software in general
- ❖ \$.99 vs. \$9.99 apps
- ❖ Getting your app into the top 100 on the AppStore
- ❖ Offering a free “limited” app to spur sales
- ❖ Raising and lowering your price on the AppStore
- ❖ Using promotions to sell your app
- ❖ How to conduct a pricing analysis for your app
- ❖ How to measure results with analytics

Class 4 – Building a Marketing Plan

- ❖ Why have a marketing plan?
- ❖ Components of an iPhone app marketing plan
- ❖ Creating an iPhone app marketing plan: What parts do I need?
- ❖ Implementing your iPhone app marketing plan
- ❖ Building a marketing calendar for your iPhone app