3 Simple Ways to Step Up Your Mobile App Revenue

Worried about the lack of returns on your app?

- Ask yourself: Have you utilized the available resources to your app?
- If the answer is yes, then question yourself whether you have used them judiciously
- The answer is NO!
- Here are some ways you can overturn the deficit without spending anymore money:

1. Optimize Revenue Hotspots

Photo by IGN

So, what are Hotspots?

- Hotspots are the instances during the usage of an app when the excitement level of a user is at its peak
- So, how is it even going to help me generate revenue, leave aside making profit?
- At Hotspots, users are most vulnerable to going in the direction in which they are pointed
- That means you can influence their decisions!

But, How Can I Make Hotspots To Work For Me?

- This is the critical part
- Have your Hotspots at the end of a stage or between critical moments in a game app
- Insert in-app purchases around those spots
- Give users a choice: If they fail to cross a hurdle, allow them to proceed further by making a payment

Alas, I don’t have a Game App. I Can’t Take Benefit of Hotpots.

- In that case, don’t worry!
- You can do things similar to Hotspots in any damn app!
- For example, take a Book Reader app
- Allow the user access to Introduction, and some pages of a novel
- When the momentum starts to pick up somewhere around 15th page, insert an in-app purchase which provide access to the rest of the pages

2. Gamify Your App

Photo by BigDoor

Remove The Dullness, And Add Virtual Value To Your App

- Even if an app is excellent, users get bored when they have nothing to look forward to
- Don’t let that happen!
- Offer the users something in return for everything they do on the app
- Purpose is to make them feel that their accomplishments are valued!

So, How Do I Do The Gamification?

- Reward the users with badges, coins, jars, diamonds, gold bars, medals, bracelets, pendants or even cold hard cash
- Allow the users to redeem these rewards for some inbuilt feature in the app
- For example, a Registry Cleaner app might offer standard cleaning option
- The rewards received from using that service might help a user unlock custom cleaning option

Great, I can tweak these ideas to fit my app and generate decent revenue from it. But, ***these ideas work if only my app has already been downloaded!***

What If My App Has Not Been Downloaded Yet? How Do I Market An Unknown App Without Spending Anymore On It?

3. Publish Your App Guide Online

Photo by Hawaii.edu

How Can A User Guide For My App Be Of Any Help in Marketing?

- A user guide/online support itself acts as an app's marketing vehicle
- It helps you reach out to new users who might have not seen the app
- A mention on a app discovery site is bound to catch eyes of users and pique curiosity in them
- This way, you are getting a chance of putting out your app in front of new users

However, Remember An Important Thing Here

- With hundreds and thousands of user guides online, you have to differentiate yourself
- Include offers like ‘Free Demo of Paid App on Download of User Guide’ or ‘Free ___ Feature Within The App On Download Of User Guide’
- Along with having such offers, make your app user guide free for public access
- This will lead to better publicity than any other free advertisement

Conclusion

- It doesn’t take a world-class app to make it a money-making machine
- Simple apps like Flappy Bird have done it in the past
- A tweak here and there and you’re good to go
- Your sole goal should be to make your app addictive and irresistible for the app
- That’s what users look for in an app!

Thank You!

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