



There are tremendous amounts of ways to monetize your apps and networks.

Tricks of the Trade

- Go Premium— Premium can start anywhere from \$0.99 to \$1.99. Test to see whether a price increase affects your download rate.
- Freemium— Businesses are transitioning away from traditional advertising and into digital. They are reallocating funds into users that you already have in your specialized app, and this profit source will allow you to offer free apps. You can also monetize with in-app purchases. Freemium also enables ad networks and affiliates who pay you either by flat fee or a percentage of the business that you kick their way. The trick with freemium is to retain users, because apps are an impetuous-moment download and are sporadic and rife with attrition.
- Background Functions— Develop and exchange excellent background functions for data within your app network.
- Skinning— Skinning is not simply grabbing an app and code and flooding the store with replicas; this method is not intended to multiply the original app's draw; however, with strategy, you can create both profit and data. Make sure to:
 - Use the same infrastructure for the same demographic, but shift the theme.
 - Make sure your app works.
 - Understand your users to get it profitable.
 - Tweak it to where you are happy with your product.
 - Stand out in the crowd. Keep it polished so that Apple does not nail you.
 - Set it up as another profit center to scale out your app empire.
 - Use it as a tweak test center.



- Use it as a data source.
- Have your developer produce 2 or 3 skins from one infrastructure. It's a 3-for-1 deal.
- Licensing— One of the biggest opportunities in the app business. Make a direct deal with a specific business, celebrity, website, etc. For example, create an app for a physical therapist who wants to track his clients' progress and interact with them after they've left his office. Retain full license for the app so that you can replicate it for additional businesses.
- Physical Products— For the first time ever, physical products are converting inside of digital. They are becoming another profit center for companies like Amazon and Alibaba. Make a direct deal with a distributor who needs an app. Or use it to sell your own physical products.
- Exposure— Go to an influencer who has a large following and offer to brand your specialty app as theirs. In exchange, they will promote a different app that you have. Exclusive, free traffic!

To get started, choose a method that feels right to you, and then eventually, choose other methods on this list one by one as you grow more accustomed to app marketing.