

The Official AppCamp PR Handbook



Making Your App Heard



MOBILE APPS SHOWDOWN CES 2010

MobileAppsShowdown.com

PRODUCED BY:

NetShelter
Technology Media

LIVING IN DIGITAL TIMES
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International
CES

The 7 Golden Rules of Promotion

- Editors are lazy but want to be first
- Own your expertise
- Guerilla marketing
- Partnerships
- Embrace your inner media
- Wear your app
- Timing is everything



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Editors

- Know the competition, their schedules, their calendars
- Service journalism needs to pose problem and solution
- Don't worry about a roundup review – all press is good press
- Editors need to get psyched so they psych their readers – context is everything.



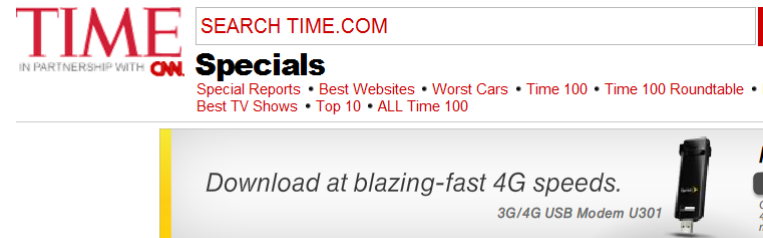


NYT

Real Simple



PC World



Seven iPhone Apps for New Moms

From games that keep toddlers busy while they wait, to sounds that capture a baby nursing trackers that help make feeding newborns a little easier, Time.com picks the download for a new mom this mother's days.

Story All Best and Worst Lists

BabyCam

By CATHERINE SHARICK Friday, May 08, 2009

NEXT

1 of 7 | View All



Getting your baby to smile for the camera long enough to take a perfect picture can be



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Overcoming App Reviews Hurdles

- Editors may not own equipment
- 99 cents doesn't warrant too much edit space
- Subscriptions
- iPhone Apps 4 Kids
- iPhone Life



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Tips and Tricks

All editors are narcissists:

“I heard your program/magazine/tv yesterday and thought...”



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What's Your Story?

- What inspired you to do this?
- 60 second elevator pitch



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Guerilla Marketing

Contests (Cooney Prize, Boomer, iStage, high/lo)

Mobile Apps Showdown

Social Networks

Op Eds

Local events

Goody Bags



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Editors Use Apps to Find Apps



- <http://www.appolicious.com/>
<http://www.iphone4kids.net/>



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What to Avoid

- Paid reviews
- When their voice is more important (gizmodo)
- Registration wall and unexpected (nag) fees
- Misunderstanding the reviewers age



The Blogosphere “tell-a-mom”



- “tell and educator”
- “your kids tell their kids”
- “tell the trade” (phone carriers and marketplaces)
- “vertical markets”
- “news responses”



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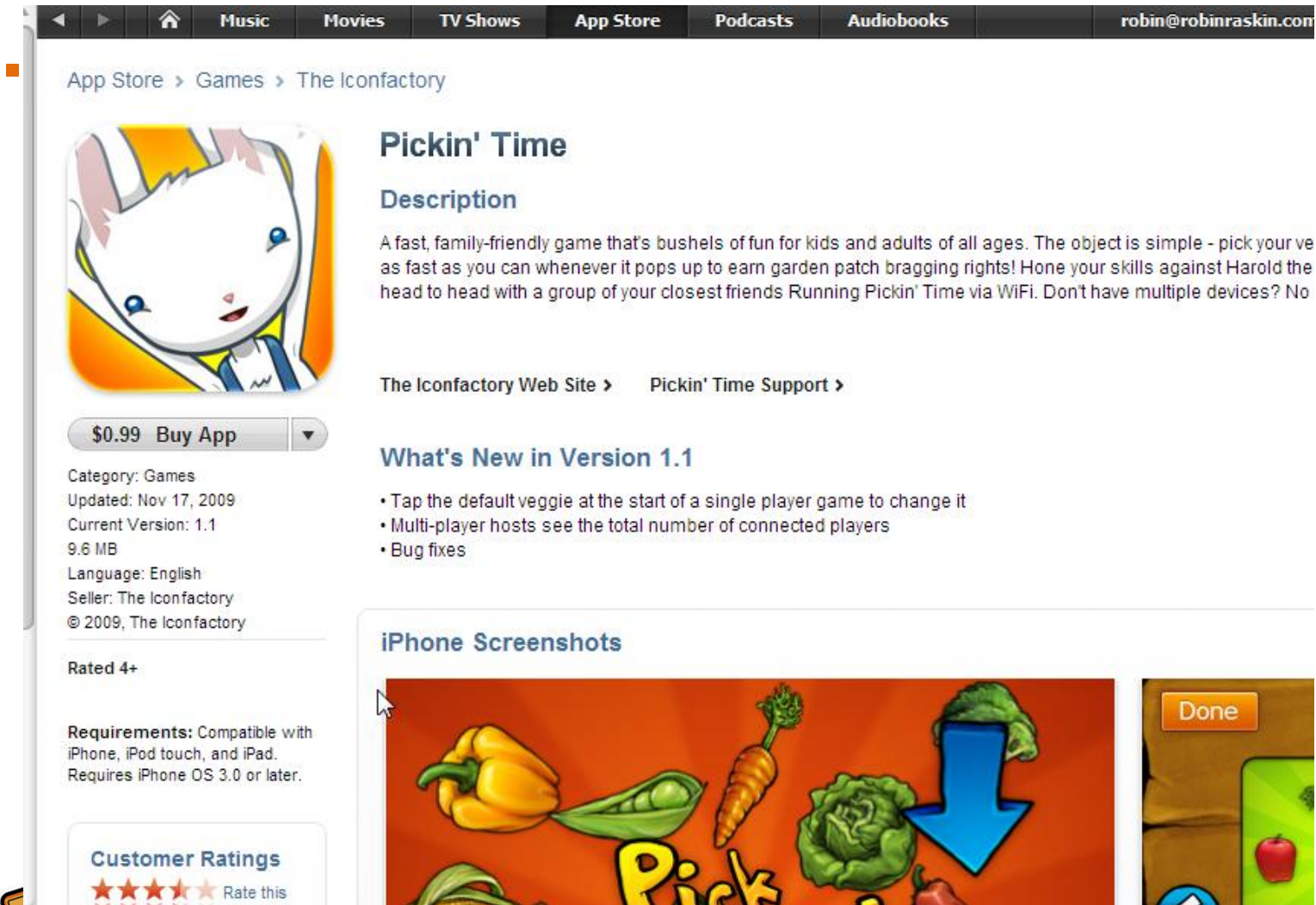
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The App Store Experience

Vivid words and screens



The screenshot shows the App Store interface for the game 'Pickin' Time' by The Iconfactory. The top navigation bar includes 'Music', 'Movies', 'TV Shows', 'App Store', 'Podcasts', and 'Audiobooks'. The breadcrumb trail is 'App Store > Games > The Iconfactory'. The app's icon features a white rabbit character. The title 'Pickin' Time' is prominently displayed, followed by a 'Description' section. The price is listed as '\$0.99 Buy App'. The category is 'Games', updated on 'Nov 17, 2009', with version '1.1' and a size of '9.6 MB'. The seller is 'The Iconfactory'. The app is rated '4+'. Requirements state it is compatible with iPhone, iPod touch, and iPad, and requires iPhone OS 3.0 or later. A 'Customer Ratings' section shows five stars. Below the description, there are links for 'The Iconfactory Web Site' and 'Pickin' Time Support'. A 'What's New in Version 1.1' section lists updates: 'Tap the default veggie at the start of a single player game to change it', 'Multi-player hosts see the total number of connected players', and 'Bug fixes'. The 'iPhone Screenshots' section shows two images: one with various vegetables and a blue arrow pointing down, and another showing a 'Done' button and a red apple icon.

App Store > Games > The Iconfactory



Pickin' Time

Description

A fast, family-friendly game that's bushels of fun for kids and adults of all ages. The object is simple - pick your ve as fast as you can whenever it pops up to earn garden patch bragging rights! Hone your skills against Harold the head to head with a group of your closest friends Running Pickin' Time via WiFi. Don't have multiple devices? No

[The Iconfactory Web Site >](#) [Pickin' Time Support >](#)

\$0.99 Buy App

Category: Games
Updated: Nov 17, 2009
Current Version: 1.1
9.6 MB
Language: English
Seller: The Iconfactory
© 2009, The Iconfactory

Rated 4+



Requirements: Compatible with iPhone, iPod touch, and iPad.
Requires iPhone OS 3.0 or later.

Customer Ratings
★★★★★ Rate this

What's New in Version 1.1

- Tap the default veggie at the start of a single player game to change it
- Multi-player hosts see the total number of connected players
- Bug fixes

iPhone Screenshots



Your Online Life

Facebook and [Fan Page](#)

Linked In and Company Page

[Twitter](#) # @ retweets

Podcasts

[YouTube](#)



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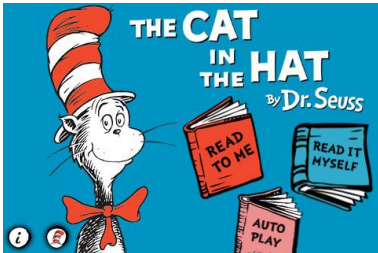
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Good Reviews

Be Truthful and clear “works as advertised”
Do the dirty work, pictures screenshots, video
Functionality is great but UI needs to be perfect
Work within conventions of the device
Set it in a context/know your competition



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Partnerships: Double Exposure

- Forbes
- Seventeen
- Mens Fitness
- Cosmo Girl
- Business 2.0
- The TPR Vocab Minute
- Wrigley Study Habits
- Entrepreneur



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Pitching Editors

Think Local/Think Global

Business story

Lifestyle story

Service

Seasonal

Roundup/Review



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