

FAM

Marketing Your iOS Apps



Why is iOS the easiest to market?

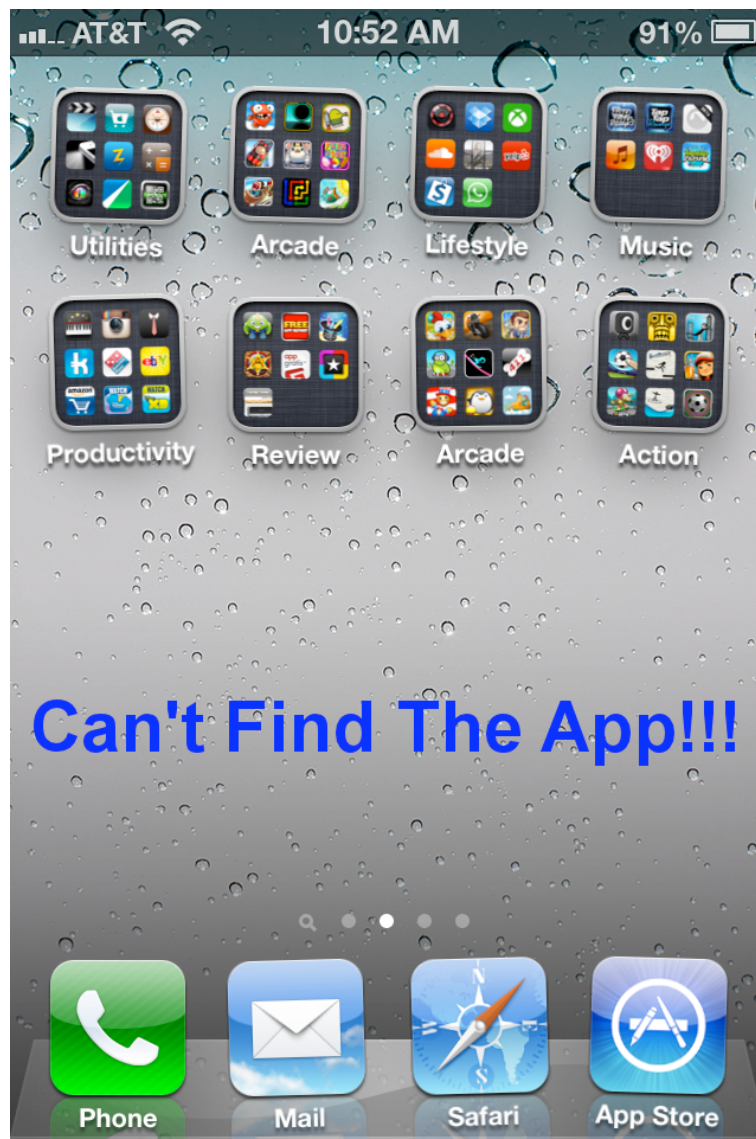
iOS apps are very easy to market, since you have iTunes Connect, meaning, you can change the price of an application for a time period and then when you're ready to switch the price back, you can, unlike Apple's way, In Google Play (Market) you ONLY make your app free, then you can't switch back over to paid, Lite and Free Versions of apps are good, but when your trying to top the leaderboards, you won't be able to as easy as a full version, since Lite apps usually have ads, giving the user a bad experience, however, FREEMIUM apps are also a good way to go: example: Having the app FREE forever, but allowing users to purchase iAP (in app purchases) from the app itself.

Tips to engage users to come back to your app:

- 1) Polished Graphics
- 2) Interactive User Interface
- 3) Stunning icon/Splash Screen
(Welcome the user to your app with a rich background)
- 4) Listen to customers/users ideas for an upcoming update

Continued below...

- 5) Frequently send Push Notifications, because sometimes, users forget about their apps. Example:



Resources

[The Objective-C Programming Language](#)

[iPad Human Interface Guidelines](#)

[iPhone Human Interface Guidelines](#)

[Apple's iPhone Dev Center](#)

Continued Below...

Other Programming Articles

[In Application Emailing](#)

[How To Integrate Google Analytics
Tracking Into Your Apps In 7 Minutes](#)

[Fonts for iPad & iPhone](#)

[Objective-C Beginner's Guide](#)

Everyday, Free App Monster strives to find the latest and hottest apps that will generally appeal to the users, and now we have opened the doors to let developers submit their apps and start topping the leaderboards. To submit your app for getting featured, visit

www.freeappmonster.com/submit-your-app

Quick Links

Free App Monster iPhone App

<http://itunes.apple.com/us/app/free-app-monster/id496718334?mt=8>

FreeAppMonster Website

<http://freeappmonster.com>

Free App Monster Facebook Page:

<http://www.facebook.com/FreeAppMonster>

Free App Monster Twitter Profile:

<https://twitter.com/FreeAppMonster>

Other Marketing Websites(some may charge for an app review, review guidelines on the website before approaching):

Website	Price	Platform	Notes
Yappler	Free	Apple	
TUAW - The Unofficial Apple Weblog	Free	Apple	
Touch My Apps	Free	Apple	
TouchGen	Free	Apple	Games only
There's an APP 4 That	Free	Apple	
The iPhone Mom	Free	Apple	Kids apps only
The iPhone Guru	Free	Apple	
TekGoblin	Free	Apple & Android	Technology news and reviews
Slide To Play	Free	Apple	Games only
RazorianFly	Free	Apple	
PCWorld AppGuide	Free	Apple & Android	
PadGadget	Free	iPad only	
Macworld	Free	Apple	Very popular Apple news, commentary, and review site
Life of Android		Android	
I Use This App	Free	Apple & Android	No new reviews since Jan 2011; looking for guest writers
iPhone Nuts	Free	Apple	
iPhoneFreak	Free	Apple	
iPhone FootPrint	Free/Paid	Apple	Paid option available to guarantee review

iPhone apps review online	Free/Paid	Apple	Paid option available to guarantee review
iPhone App Reviewer	Free	Apple	
iPhoneAlley	Free	Apple	
Apps4Kids	Free	Apple & Android	Targets apps for kids ages 1-6
iPad N Gravy	Free/Paid	iPad only	Paid option available to guarantee review
iPad Apps Review Online	Free/Paid	iPad only	Free and paid review options
iMedicalApps	Free	Apple & Android	Medical apps only
iKidApps	Free	Apple & Android	Kids apps only; must create a youtube video demonstration to submit app for review
iFanzine	Free	Apple	
Gizmodo	Free	Apple & Android	Popular gadget news, review, and forums site
GiggleApps	Free	Apple	Educational apps and games for kids
Gadgets to Use	Free/Paid	Apple	Gadgets reviews, news, and more; paid option available to guarantee review
Fun Educational Apps	Free	Apple	Educational apps for kids
Droid Life	Free	Android	A droid community blog
CrazyMikesApps	Free	Apple & Android	
Best Kids Apps	Free	Apple & Android	Kids apps only
Best Android Apps Review	Free	Android	
appVersity	Free/Paid	Apple	Paid option available to guarantee review
AppStoreHQ	Free	Apple & Android	
AppSpy	Free	Apple	Games only
App Smile	Free	Apple	
AppScout	Free	Apple & Android	
app Rater	Free	Apple	

appolicious	Free	Apple & Android	Editors determine which apps are listed; anyone can review listed apps
AppChatter	Free	Apple	
AppAlbum	Free/Paid	Apple	Paid option available to guarantee review
Android Tapp	Free	Android	
Android Rundown	Free	Android	
AndroidPit	Paid	Android	Set-up is free; AndroidPit receives a revenue share on paid apps
What's On iPhone	Free	Apple	
Touch Reviews	Free	Apple	
TouchArcade	Free	Apple	Games only
The iPhone App Review	Free/Paid	Apple	Paid option available to guarantee review
The APPera	Free	Apple	Games only
TapCritic	Free	Apple	
Smokin Apps	Free	Apple & Android	
SlapApp	Free	Apple	
PocketFullOfApps	Free	Apple	
Planet-iPhones	Free	Apple	
No DPad	Free	Apple	Games only
Mobile Casino Blog	Free	Apple	Mobile casino games only
Mplayit	Paid	Apple & Android	Must pay to have your app listed; anyone can review listed apps for free
krapps	Free	Apple	Makes fun of "bad" apps
iSource	Free	Apple	
iPhone Application List	Free	Apple	
iPhoneAppCafe	Free	Apple	
Fresh Apps	Free	Apple	
The Daily App Show	Paid	Apple & Android	Creates app video demonstrations and reviews
ars technica	Free	Apple	No new reviews since Jan 2011

AppStruck	Free	Apple	Special review categories for kids, teens, and moms
AppStoreApps.com	Free	Apple	
AppSafari	Free	Apple	
Apple iPhone School	Free	Apple	
AppGamer.net	Free	Apple	Games only
AppDictions	Paid	Apple	
AppCraver	Free	Apple	
AppAdvice	Free	Apple	
Androinica	Free	Android	
All iPhone Apps Review	Free/Paid	Apple	Free and paid review options
148apps	Free	Apple	

www.FreeAppMonster.com

What is F.A.M.?

F.A.M. is a iOS app marketing and promoting website.

What platform do we support:

Currently, we are only supporting iOS apps, but in the future, we will expand to other major platforms like Android, Nook, and Blackberry.