

# Lecture 7: App Marketing 101: Right Timing And Momentum

We all want to learn the best ways to monetize our own apps to make back our ROI (Return On Investment). The best ways tend to be publishing ads from some of the top mobile ad platforms that have sprung up in the last several of years. Then of course in-app purchases which include consumable and non consumable purchases and subscriptions.

Apps can make money in many different ways such as showing in app videos, incentivized ways whereby you give in game currency to the player that just filled out a survey, performed a service or watched a video ad inside your app, etc. I will explain all this in much greater detail bit later.

The launch of an app is an event designed to get maximum exposure and start the big push to get the ball rolling. Okay, I'll see you in the next lecture.