

Lecture 23: Expert App Pricing Strategies

Here choosing the right business model plays a big part in your app success journey. There are several models – Paid, completely free, free with ads, and lastly freemium. The last (free with in-app purchases) is said to be the most profitable. If you choose to go the paid route. You can always start out free to build up ratings and reviews and then test the waters and say 50% off this week only for our launch or a particular Holiday or Black Friday here in The USA.

For those who choose the Paid model.

There are a few circumstances when you can go down this route and they are if you have an extremely unique one of a kind app, a huge following such as on Youtube, Facebook, Twitter or any other social media outlet or when you just don't have an in app purchase strategy viable for your app. The going rate is \$0.99, \$1.99 and \$2.99 for Paid apps for both Apple and Android. Anything higher will be a problem unless it's a super dynamically unique app that doesn't have any free or non free competition. Obviously, games that have hundreds working on it that took a year to build can ask for \$9.99 and it's from a well established company.

- Even if you choose to go Paid, Always start out the first week Free to get the much needed downloads and reviews to boost your rankings and success.
- Schedule any price changes to coordinate with your own promotion activities or Holidays or special dates
- Always Consider temporary price cuts to boost downloads which helps increase your downloads in the hopes to increase your ranking and reviews.
- You Must Do market research on apps in your category to discover the best pricing practices.
- Always offer your users a good deal in that keep it on the low side because asking for that extra dollar may cost you a few negative reviews that will do more harm than good.

Okay, I'll see you in the next lecture.