

Lecture 31: Social Sharing From Inside Your Own App

When your customers are using your app, there will always be some things that they can do with friends or people they know and want to share a good thing. For instance, challenging a friend to a game, etc. Social sharing is very, very important for increasing ones downloads. To Sweeten the deal here, why not give out in game currency or bonuses for sharing with friends via email, Facebook or Twitter.

At least get them to share using Facebook and Twitter. Give out rewards for each. All of this sharing will Increase your downloads down the road. Also, Give them a reward for simply liking you on your Facebook page! It costs you nothing and it pays you back in dividends. And I'll see you in the next lecture.