

Lecture 48: Ways To Getting Free Press Coverage Strategy

Let's be brutally honest here. Bloggers will probably not want to write a review for your app since that's all they do and if your game or app isn't unique. You have a better shot at winning the lottery, so here's a way around all this. Just come right out and ask if it would be ok to guest post instead. Therefore, you would write a guest article with your link to your website or app store url. This way your getting free traffic and downloads this way. Now, please make sure this blog is involving your app's niche.

Obviously you want the content of your guest article to be similar or relevant to the blog in question. You should keep posting on several of these High Ranking or High Page Ranking blogs once a month should be fine. This will help with your SEO as well. Stay away from the low traffic or low page ranked blogs as they will wind up hurting your Page Rank.

This one isn't for everybody but thought I would throw it in anyway. You can receive free press coverage by speaking at events. Many do this but I know many don't like speaking in front of strangers.

Next strategy tip would be to contact just medium sized bloggers and app review sites and stay away from the Big ones as they will not be as hungry as the medium sized ones. Now, once you get a medium sized publication or blogger or app reviewer site to do a piece on you. Then contact the Smaller app review sites and bloggers as they will be more eager to do a piece on you as you refer them to your medium sized posted review article.

Lastly, You want to come up with at least 4 or 5 email subject lines and test them out on your friends and family first before you start to split test them to see which one gets the higher open rate. Also see Lecture 196 on which 2 words you Must use in your Email's Subject Line to help Increase your Open rates!

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