Pitch Perfect: The Art of Promoting Your App on the Web

Erica Sadun, Steve Sande

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Pitch Perfect: The Art of Promoting Your App on the Web Erica Sadun, Steve Sande
The Must-Have Promotion Guide for Every App and Hardware Developer!

Developing your product took lots of hard work over months, nights, and weekends filled with blood, sweat, and tears. Don't abandon it now. Shower your app with the quality promotion it deserves!

Erica Sadun and Steve Sande help you earn strong app reviews that can transform sales from lackluster to blockbuster. As leading tech bloggers, they know exactly what reviewers are looking for.

Now, they deliver simple step-by-step advice to position your product, build key relationships, and sell your story. Packed with real case studies from their overflowing inboxes, they reveal where developers can go wrong and when they've gotten it right.

Great tech promotion doesn't need to cost a lot. You can do it yourself, even if you've never marketed anything before. It just takes a little time, thought, and the skills you learn in this book.

• Peek behind the curtain to learn how web review sites really work
• Get your product into shape and ready for your marketing push
• Craft great pitches that sell your excitement and explain your product's key features and appeal
• Lead reviewers "by the hand" with simple, succinct language
• Avoid common mistakes that kill your chances for a review
• Create the essential PR support material your product needs
• Respond productively to both good and negative coverage
• Keep bloggers in the loop about what you'll be doing next

Includes exclusive worksheets and checklists for:
• Profiling potential customers
• Evaluating competitors
• Estimating market size
• Writing and checking your pitch
• Tracking and targeting bloggers

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From reader reviews:

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