

Building marketing channels

For apps



iPad Pro

Scan it. Fill it out. Send it. Move on.

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iPad Pro

+



Apple Pencil

+



Scanner Pro

+



PDF Expert



Top Paid Charts

Top Paid iPad Apps

Paid Free Top Grossing



1. Minecraft -
Pocket Edition
Games

\$6.99



2. Five Nights at
Freddy's
Games

\$2.99



3. Notability
Productivity

\$2.99



4. PDF Expert 5 -
Fill forms,...
Productivity

\$9.99



5. XtraMath
Education

\$4.99



6. Goat Simulator
Games

\$4.99



7. GoodReader
Productivity

\$2.99



8. Curious About
Me
Education

\$2.99



12. PAW Patrol
Rescue Run HD
Education

\$6.99



13. Scanner Pro
by Readdle
Business

\$2.99

In-App Purchases



14. Geometry
Dash
Games

\$1.99



15. Afterlight
Photo & Video

\$0.99

In-App Purchases



16. Buddyman:
Comix HD
Entertainment

\$0.99



17. Terraria
Games

\$4.99



18. Stack the
States™
Education

\$0.99



19. Galaxy
Trucker
Games

\$4.99



23. Plague Inc.
Games

\$0.99

In-App Purchases



24. Elmo Loves
ABCs for iPad
Games

\$4.99

In-App Purchases



25. Survivalcraft
Games

\$3.99



26. RGB Express -
Mini Truck Puzzle
Games

\$2.99

In-App Purchases



27. Starfall ABCs
Education

\$2.99



28. Web of Deceit:
Deadly Sands H...
Games

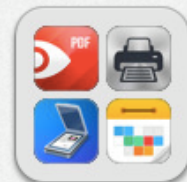
\$4.99



29. Heads Up!
Games

\$0.99

In-App Purchases



30. Ultimate
Productivity...
4 Apps

\$19.99

In-App Purchases

Readdle

- 8 products
- 45 million downloads
- Top charts on the App Store
- Paid business model
- 87 people in the Team

Marketing Channels

- Press
- Customer support
- Paid User Acquisition
- Apple Features
- Email
- In-app communication
- Social media + Videos
- Partner promotions

Press

- Provide pre-release versions
- Build relations
- Get feedback and improve the product
- Set up a launch date

“Pitch Perfect”

REVIEWS

BBC



Macworld

TNW

The Washington Times

GIZMODO

TUAW



THE WALL STREET JOURNAL



THE VERGE

O'REILLY

Bloomberg
Businessweek

GIGAOM

theguardian

WIRED



Customer Support

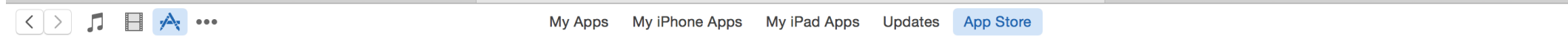
- Your marketing frontline
- Differentiator
- Ability to get feedback

Replied 130,000 emails in 2015

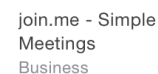
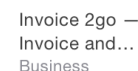
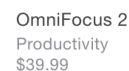
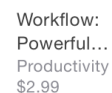
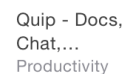
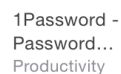
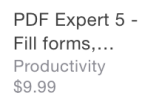
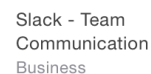
User Acquisition

Apple Features

- Great Product
- Novelty for the platform
- Timing
- Awareness



See All >



See All > **App Store** ▾

QUICK LINKS

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Game Collections

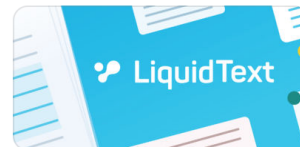
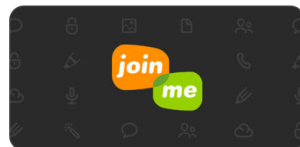
Apps Made by Apple

Business Volume Purchasing

Purchased

App Store on Facebook

App Store on Twitter



- Try highly targeted Facebook Ads (SF and Cupertino)
- Get in touch with local App Store Team
- Attend WWDC and meet people from Apple

Email Marketing

- Grow your e-mail base
- Localize
- Customize your message



Documents



iCloud



Network



Browser



Add-ons

4



Open...

Documents

Edit

Readdle



Welcome to

Documents

Curious how to edit text files,
store document from any cloud services
and do more on your iPad?

Sign up to get valuable **Tips & Tricks**
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GUIDE

Documents Guide

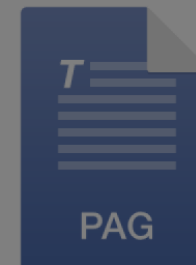
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ZIP

Hello World
Sources

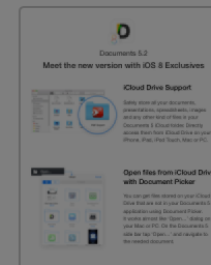
5/6/15



PAG

Welcome to
Documents

5/6/15

What's New in
Documents 5.3

16:48

In-app communication

- Build brand awareness
- Create cross-promotional channels
- Provide value and localize
- A/B test



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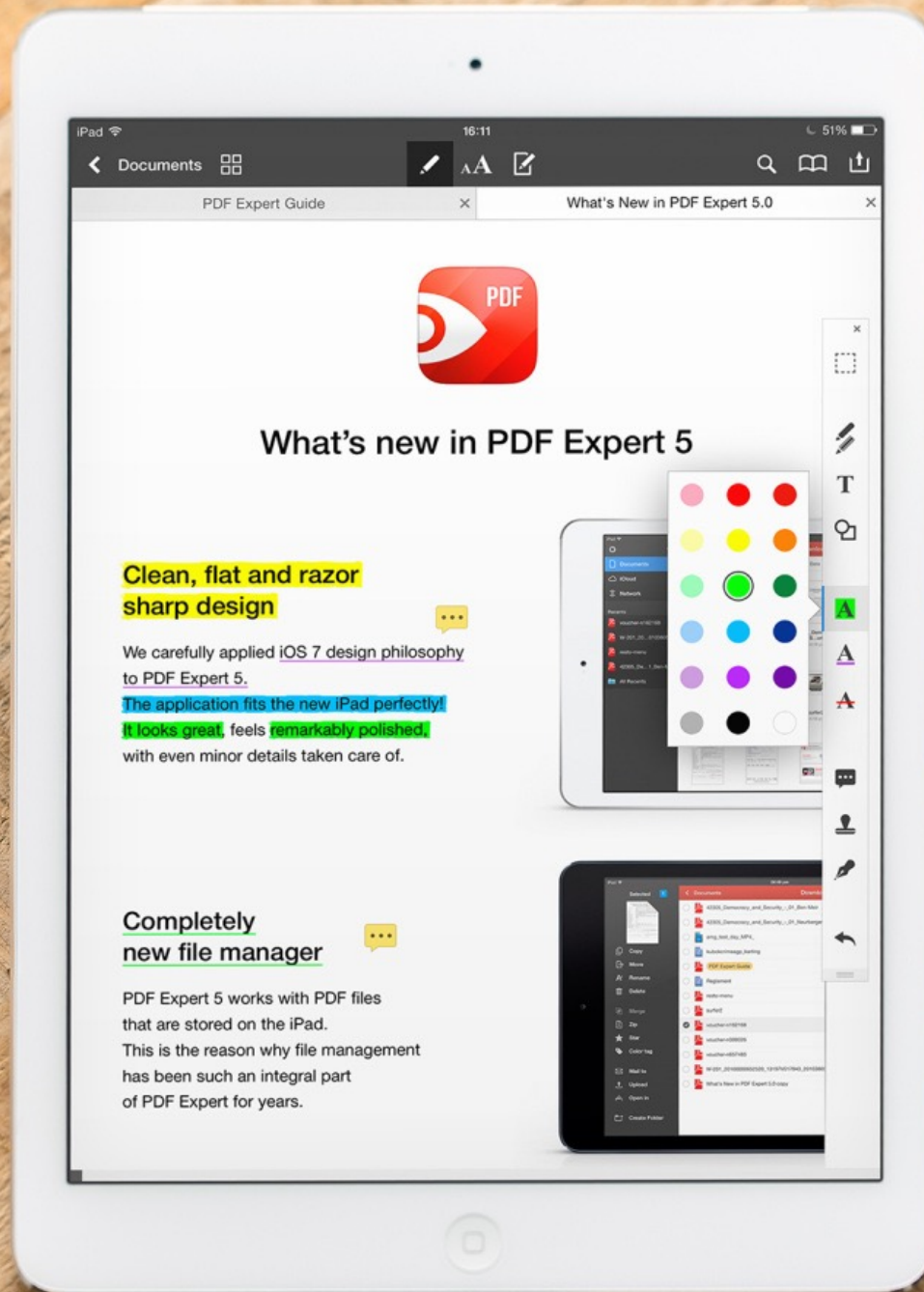
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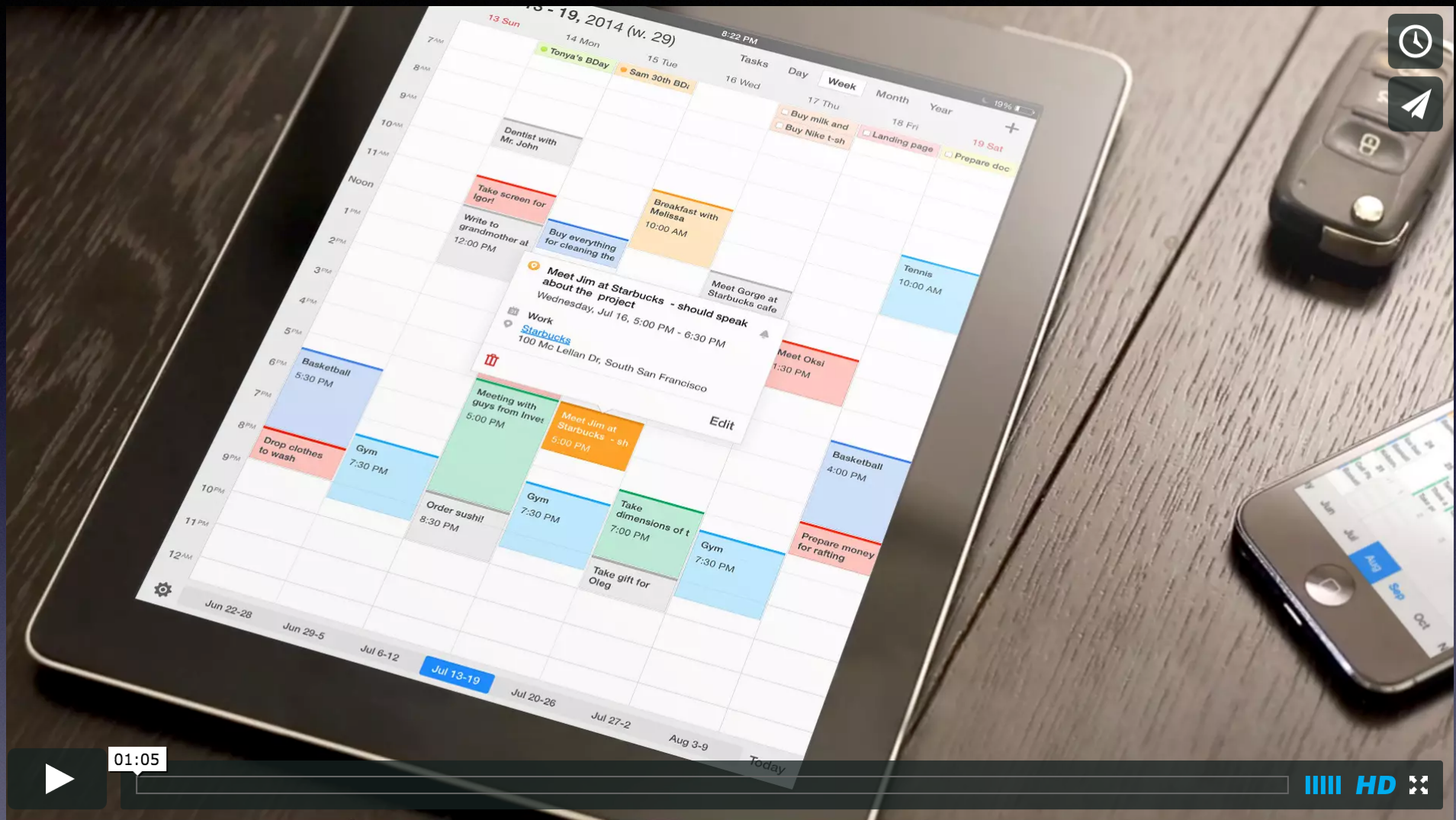
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Social Media+Video

- Be personal and vocal
- Create conversations
- Use analytical tools



Other people may view this video via the Video Review Page: <https://vimeo.com/readdle/review/73843798/eafba60644> (Change Settings)

Partner Promotions

- Don't compete - partner
- Create additional value
- Consider various paid channels: ads, e-mail newsletters, etc.

Nothing ventured - nothing gained

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[@denzhadanov](#)