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# Foreword

The internet is bombarded daily with new apps (app is the short term for application) that are geared towards new technology, new software systems, new process systems and new marketing tools. They are all focused on winning market share with their new apps. This focus is driven by one main objective which is to make money or to make even more money.



## ***Apps Army***

The New Breed Of Super App Marketers

# Chapter 1:

## *The Attributes Of A Killer App*

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### Synopsis

The search for a killer app is an on-going process. A killer app is one that is accepted by most as the best in the market at that point of time.



## **List Of Attributes Of A Killer App**

Facebook, Twitter, Google, Skype are some of the killer apps that took off from the beginning they were launched. They all have hundreds of millions of registered users logged on daily. With this kind of captive audience, their websites become marketers dream domains. That is why their main income is from advertising space on their websites.

The following is a list of attributes that will benefit your app:

Most popular – widely accepted by everyone. Easy to use and configure. They are the chosen app by virtue of design, uniqueness and are usually free to encourage sign-ups.

No fees – sign-up or monthly. This is the only way to generate a user database for any new app. If there is any fee imposed, the failure rate of any new app is more than 99%. Most users can get free stuff on the internet so charging a fee would tantamount to suicide by accident. These apps do not sell any product on their website. Their objective is to accumulate as much registered users as they can. When they have a huge user base, they can then start selling advertising space on their website.

Use of minimum resources – the apps are usually simple and seldom use ‘real-time’ features except for video conferencing. This makes the apps easy to browse through.

# Chapter 2:

## *Analyze Your Competition*

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### Synopsis

In any business industry, it is one of the planning stones to study and analyze your competitor's products or business models. This analysis is important as it will dictate how you will position your own product or app against your competitor. It would be fool hardy to create an app that is similar to Skype and the app does not have a differential factor that is unique from Skype yet popular with users.



## **The Importance Of Analysis**

The analysis is important as it will give you an insight into what you are up against. You have to analyze the same things about your own product or app as you do with your competitor.

You have to know what the app can do and what it cannot do. This is a simple comparison of your competitor against other apps in the market. There should be a rating checklist on features, content, design, functionality, user friendliness etc. This comparison will also tell you what you are lacking and need to improve on. It will also tell you that you may need to add new features that are popular and unique to others.

You have to rate it against your own and those in the market. This rating will tell you where you are against your competitor and what you need to do further to succeed.

You have to see how many USPs (unique selling points) they have and compare with your own and others in the market.

You have to compare against them based on design, functionality, user friendliness, robustness and web content and features. It is in these areas that most of your attention should be focused on as there may be a lot of re-modeling and designing to do to stand out from the crowd of competitors. It is time consuming but necessary.



# Chapter 3:

## *Know Your Targeted Customers*

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### Synopsis

For any business to succeed, all marketing efforts must be geared towards the right target audience. That is to say that if you wanted to sell toys, then your marketing campaign is aimed at children and not adults. It is the children that will create the demand when they see what they want and ask their parents for it. This can be further segmented to their age group.



## **Know Your Market**

The previous example can also be applied to further examples. If you plan to sell an electric train set, then the target age group would probably be from 6 to 12 years old. And if you were planning to sell remote controlled airplanes then your target age group would be from 8 to 21 years old depending on the airplane models.

Even beauty magazines have their segmented target groups. There are some magazines that are targeted to female teenagers, while others are targeted to women 21 years and above. The contents of the magazine for teenagers will differ greatly from others as they are more in tune with what teenagers want, what they like doing, what's new for their age group and anything else that would interest a teenager. Magazines that target the older age group would be more towards maintaining health and well-being as well as anything that will help in their youthful image and personality.

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