

Marketing is Also Important

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I've been doing a lot of evening reading about Marketing & Business when I'm tired of STARING at the computer screen. I used to think that Marketing was something sleazy and fake — or when people said I SHOULD be working on marketing, I didn't know what it actually meant to DO marketing.

Is this *your* field of dreams?

- If you [just] build it, they *won't* come
- Have you ever heard of any of these applications?



Nowadays there are hundreds, maybe thousands of Indie Mac developers. Plus even more iPhone developers! You can't just write a cool application and expect to suddenly make a living off of it.

(If your app is here, I apologize!)



Don't Leave Money on the Table

Don't confuse Marketing — which is helping people find what they want — with Sales, which is asking people to buy your stuff. Think of this this way: You're doing your customers a disservice if you aren't offering them what they need, and you're leaving money on the table while you're at it.

How are people finding you?

- General Googling
- Links from other websites & companies
- Word of Mouth

- Paid ads: Banners, Search Ads

At Karelia, WE get a lot of our visits through searches.
Plus links from blogs, news sites, directories, and other companies.
When somebody types in our URL, that's word of mouth in action.

Also you can do advertising as a shortcut — but you have to TEST if it's worth it.

Jumping Hurdles



Finding your listing on Google



Clicking through to your site



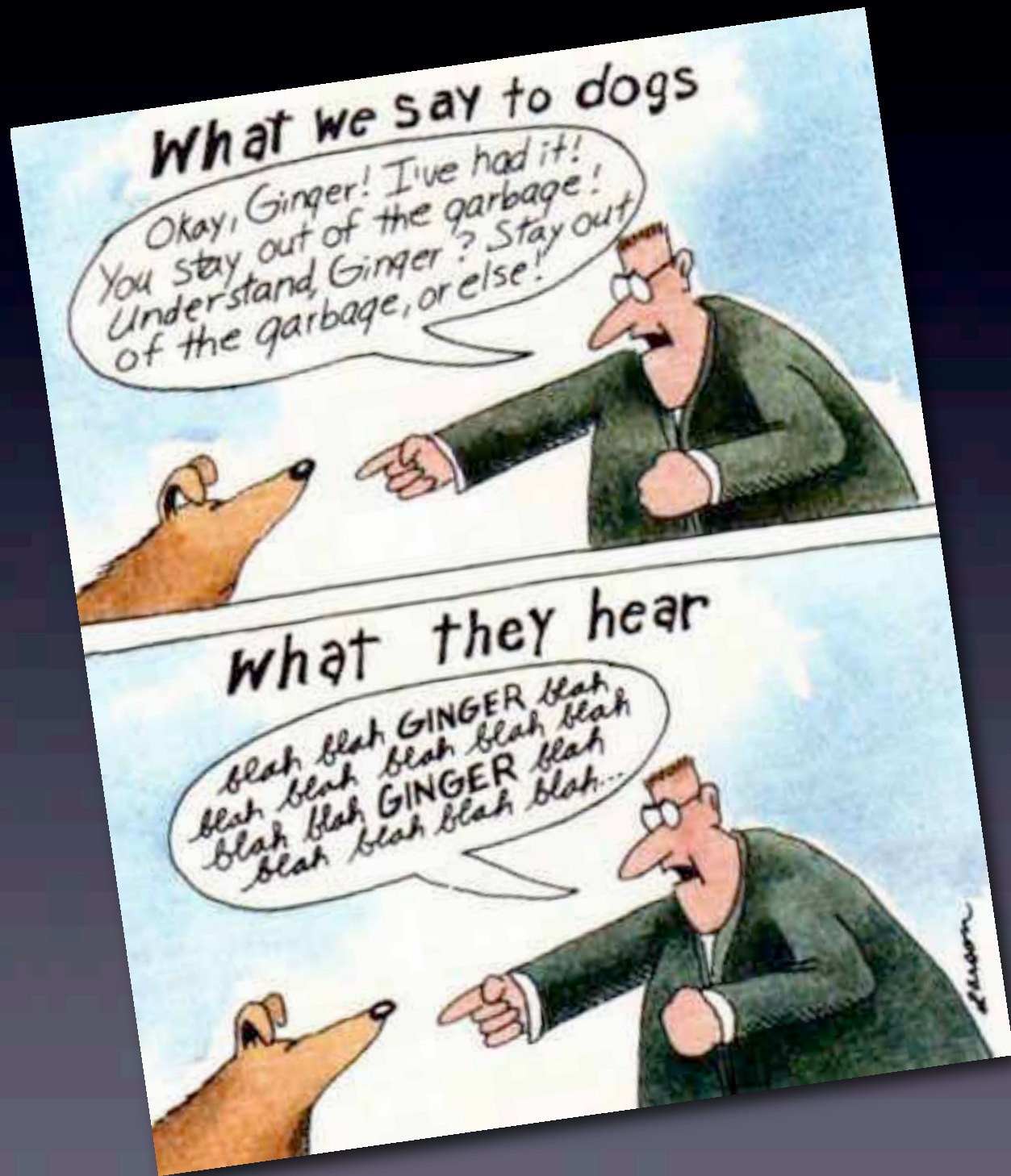
Converting to a customer

Let's talk about people Googling for a solution — which your application provides.

FIRST they have to FIND your listing. THEN they have to click on the link. And THEN on your website, they have to take action. Why not make each hurdle lower, to turn a SEARCHER into a CUSTOMER?



Googleable Content on your Page



What REDACTED Says:

(Website for an actual Mac application)



What Google Reads:



Everybody remember this “Far Side”? For the first hurdle, you HAVE to have page content that Google can actually parse!

Look at this actual website — it looks very nice — but it’s made up of IMAGES, with only these five bits of text that Google can read and index. This is the wrong way to do it!



Use the terms your searchers use



Are you finding that your **photos** are too **big** for sending over email to your friends? Kompressionator from Rogue Kitten Software is the best app for **Mac OS X** that you can use to optimize your images down to a reasonable size. Download our demo today and give it a try!

This image **reduction/compression software** works by analyzing your PNG and JPEG files and reducing them down to the minimum size possible, without a significant loss in quality.

"This is a great file **reducer**. I was looking for an **OSX App** to make my **pictures smaller**, and this **software** exceeded my expectations!" — Royce Walthrop, Victoria

- Google “Google Keyword Tool”

So be sure to put the kinds of WORDS that ordinary people are likely to be searching for into your website. It's pretty easy to work keywords into your content and still sound natural.

You can check out the Google Keyword Tool to help you brainstorm.



Get links back to your website

- Issue press releases (e.g. prmac.com)
- Give away review copies liberally
- Blog link-worthy content
- Write *off-site* content (linking back)

If you want people, and Google, to find your website, you need lots of good links BACK to it.

Press releases are really useful.

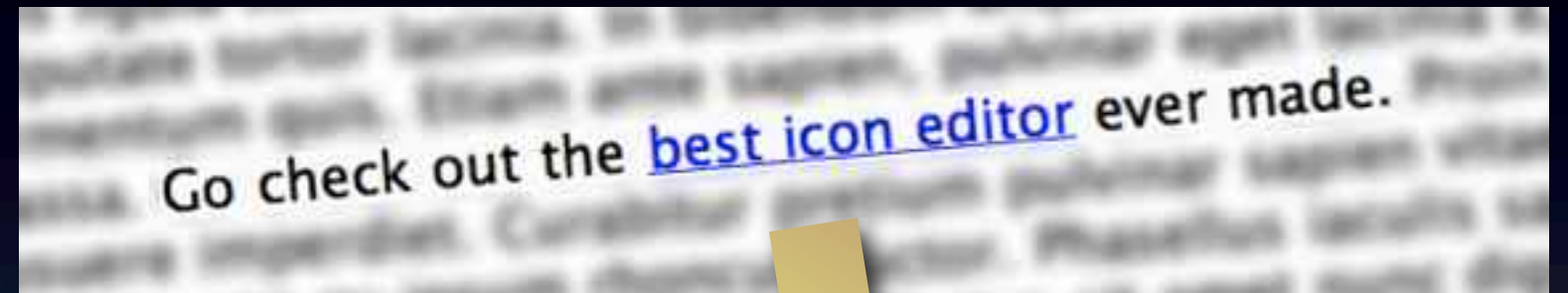
If somebody wants to review your application, give them a license!

Write blog posts that are worth linking to.

Or make some links YOURSELF.



Links to you are part of the index



- Try to get your inbound links to be *descriptive*
- You can control your *own* site's links to other pages!



Google indexes the ANCHOR text of a link TO your site. So try to “make hay” from this! People are searching for you by what you do, not your name.

It's not easy to control how others link to you, but you certainly CAN control the anchor text you use on your OWN site, and this helps!






One Free Google “Ad” per page!

```
<title>Website Creator for Mac: Sandvox. Build a site that gets noticed.</title>
```

```
<meta name="description" content="Build beautiful websites with ease from your Macintosh and upload to any host with Sandvox. Winner of an Apple Design Award. Download our free demo here." />
```



[Website Creator for Mac: Sandvox. Build a site that gets noticed.](#)  
Build beautiful websites with ease from your Macintosh and upload to any host with Sandvox. Winner of an Apple Design Award. Download our free demo here.
www.karelia.com/sandvox/ - [Cached](#) - [Similar](#) - 

- *Don't forget the URL itself!*

Now for the second hurdle. If somebody has found you on Google, then you want them actually CLICK on that listing. Think of it as your free advertisement!

You should finely CRAFT your title tag and your meta description — and even your URL's path — to compel searchers to come visit your page! And you can ignore the “Meta Keywords.”



Tips for your “Aspect”

- Title: 65 Characters maximum

Website Creator for Mac: Sandvox. Build a site that gets noticed.

- Meta description: 156 Characters maximum

Build beautiful websites with ease from your Macintosh and upload to any host with Sandvox. Winner of an Apple Design Award. Download our free demo here.

- Write for keyword matching, and for taking action

I call this information the “aspect” of your website.

Don't get truncated — People are less likely to CLICK if the text gets truncated with ellipses.

Use some keywords, to help match your headline to what they were searching for.

And make sure to include some ACTION to take.



Diff'rent Clicks for Diff'rent...

- Offer an action for every level of interest

Interest Level	Action
<i>Ready to Buy</i>	Sell it!
<i>Evaluating</i>	Get Demo
<i>Window-shopping</i>	Join Email List
 <i>None</i>	

How about the third hurdle? People come to your website with different levels of interest. Maybe they need your app NOW, so let them buy it over the web. Maybe they will at least TRY out your demo. If somebody is just looking, you could entice them to get on your email list so they might consider you later.



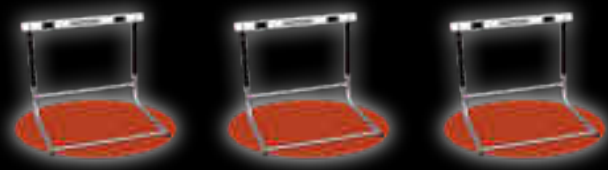
Improve your Conversion Rate!

**+45%
Subscriber
Conversion
Rate**

source: <http://is.gd/1xF3>

Conversion rate is the percentage of people who actually take some action, like buying or contacting you, once they've landed on your website. You need to increase this by improving your landing pages like these guys did.

So how can you improve your site to convert more visitors?



Google Website Optimizer

- Simple A/B testing or multivariate
- Easy to integrate and use
- Uses *real* statistics



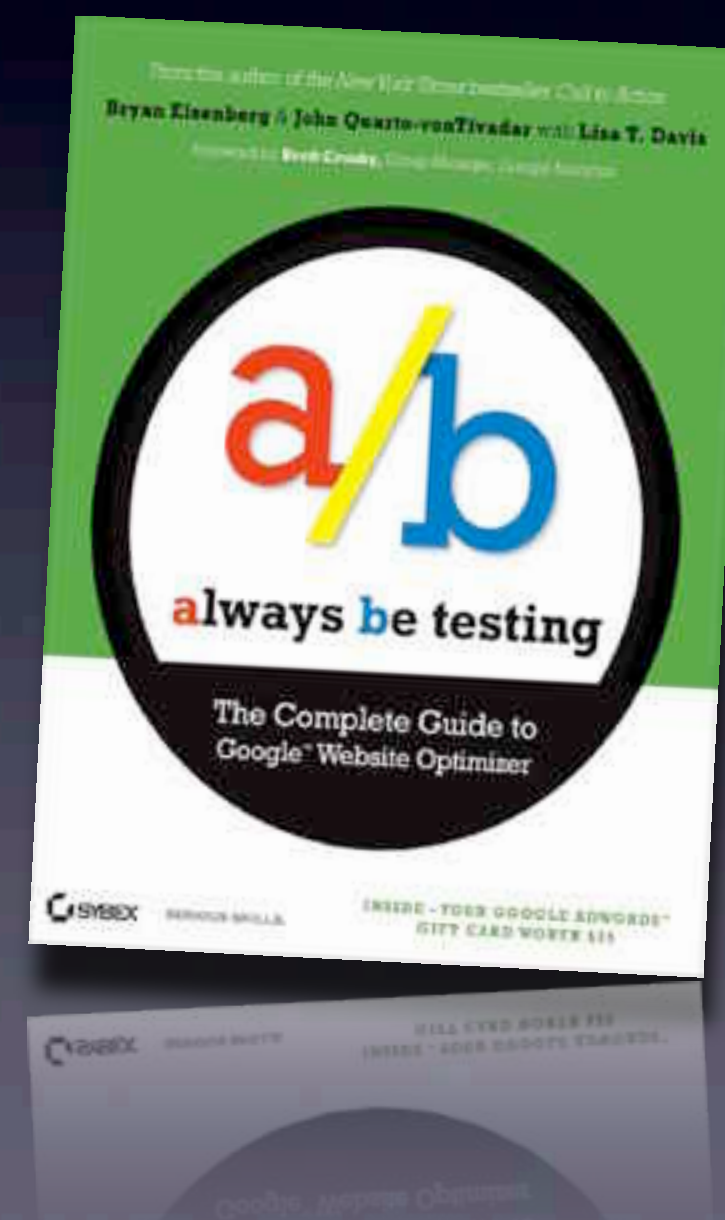
The solution — not the only one, but it's easy and free — is Google Website Optimizer. This is a killer app from Google that few people know about. You can try out variations in your landing page, simple or complex, and let the REAL WORLD be your laboratory.



Always Be Testing...

- **Headline**
- **Body Text**
- **Button Sizes & Colors**
- **White Space**
- **Calls to Action**
- **Images & Placement**

An awesome book:



Every time you want to make an improvement to your landing page, test it. I should note that you WILL need to get hundreds, or thousands, of page views to collect enough data, so this won't be for you if you're JUST getting started.

In any case, this book "Always Be Testing" is invaluable — I highly recommend it.

Circle(s) of Friends

- Build an email list!
- Easier to sell to people who already know you
- Offer an incentive



I mentioned email lists about 49 seconds ago. You SHOULD have an email list for your current AND prospective customers.

You could entice people to opt-in with an incentive like a free app or a PDF booklet. Then send out useful mailings every so often.

Integration Marketing

- Offer your other products, or somebody else's
- Your customers are already in the buying mood
- Other companies could offer *your* products.



“Integration Marketing” is giving your customers the opportunity to solve their problems with something ELSE you suggest. Maybe your other products, or products from other companies that you recommend.

There are a number of points of interaction with your customers where you can do this.

Integration Points

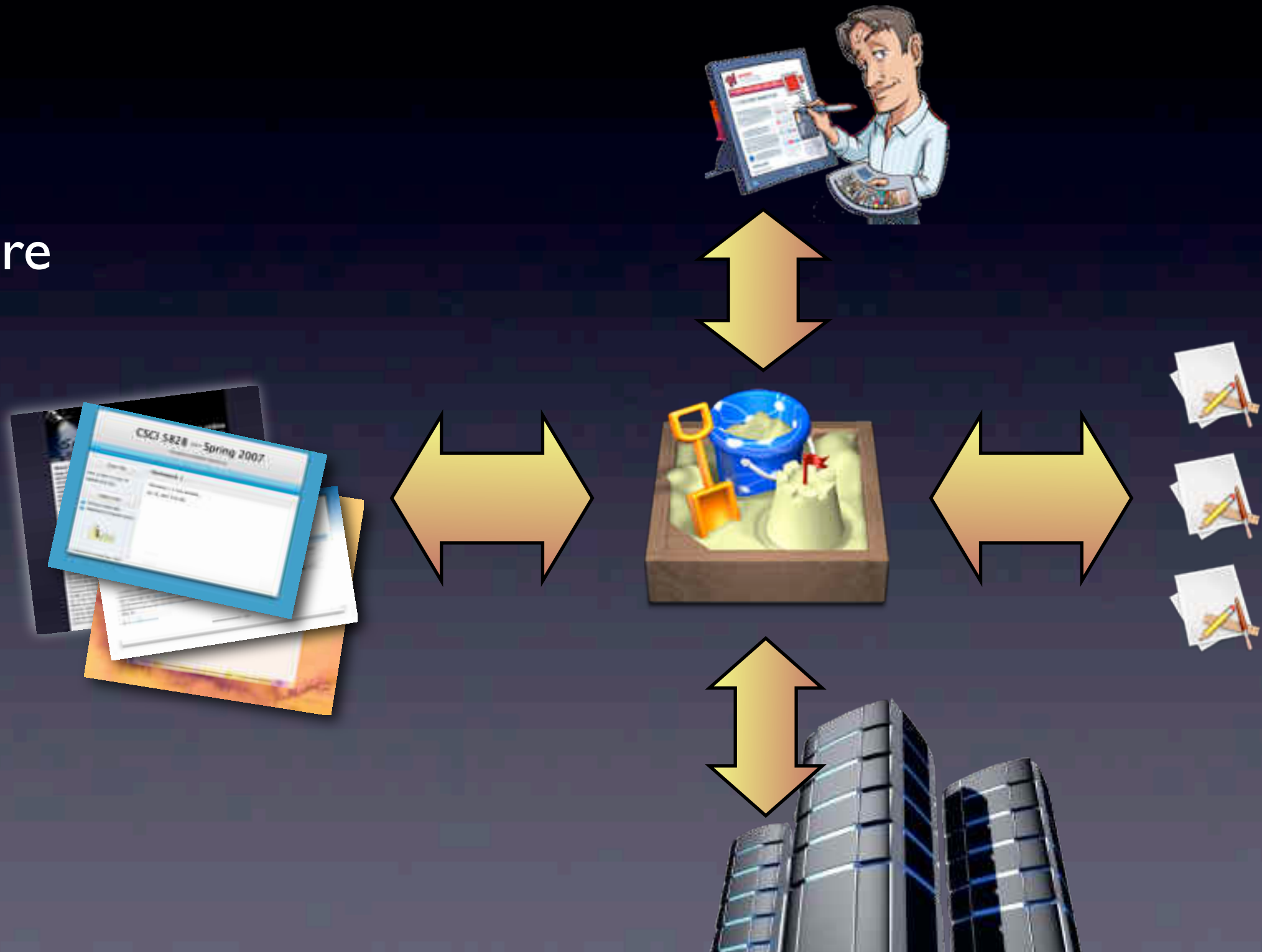
- “Thanks for ordering” page
- Signup confirmation email
- Newsletter emails
- Your Application itself?



If you map out what can happen when people get to your site and take action, you'll see several points to try. How about your “thanks for ordering” web page — somebody just bought from you, so they like you and trust you. Is there anything else you can offer them RIGHT THEN that will help them, AND help you?

Integration Partners

- Complementary Software
- Services
- Media
- Your customers



Do some brainstorming for some possible partners and make a win-win agreements with them. For instance with Sandvox we have partner hosts↓, we promote third-party designers↑, we can link with the websites our customers make⇒, and we've done promotions with other Mac applications⇐. (Maybe there's somebody here we could work with.)

Marketing can be Rewarding

- Even a little goes a long way
- It gets your software into the hands of more people
- It means more money for you

Let's Talk: dwood@karelia.com

Links &
Recommended
Reading:

[karelia.com/
marketing](http://karelia.com/marketing)

So take a break from the code, and go spend some evenings working on marketing. Or find somebody to help you do it. Check out the links and books at this URL.

Come talk to me more about this if you have any questions or if maybe we can even do some marketing together.