

# 8 Tips For Marketing Your App on the Amazon Appstore

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8 Tips for Marketing  
Your App on the  
Amazon Appstore



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# 1

## Writing product features and descriptions

Coding your app is the hard part, but not the *last* part. You still need to sell your app, and a great product description will help you do that. Here's how to make sure your description puts your app in the best light.

### *The Basics:*

Make sure your description is clear, honest, and straightforward. Don't make grandiose promises about your app; customers see through inflated claims, and your description will lose credibility.

Use the following checklist to get the basics right:

#### Do:

- Always use proper punctuation and grammar, and then check twice more to make sure.
- Introduce your app clearly and succinctly.
- Describe your app's most notable features.
- Use a conversational tone.
- Explain why and how your app will benefit users.
- Show off, but don't inflate claims. Include the attributes that make your app stand out.
- Finish with a call to action.

#### Don't:

- Write your product description in the web form on the Mobile App Distribution Portal. Instead, write your product description in a word processor and paste the finished result back to the Distribution Portal.
- Refer to your app only as "this app" or "an app"—use your app's full name at least once in your product description.
- Make false, hyperbolic claims—this type of marketing rarely works and may hurt your app in the long run.
- Simply list your app's features. Instead, explain why these features are awesome and make your app worthy of being added to a customer's collection.
- Use atypical or inappropriate language that could mislead or confuse customers.

### Pro Tip:

Read your product description out loud. This is a great test for continuity and flow.

# 2

## Selecting good keywords

When you're building out your app marketing strategy, one of the most crucial steps is identifying the right app keywords. Until you're in the top rankings where there is a ton of visibility, nothing will matter more than good keywords and a good app name.

Keywords that work well are ones that are uniquely descriptive of your game. For example, 'Fun', 'Free' and 'Game' do not meet this bar, as they are hardly unique. Nor is it descriptive of your game if you put down 'Flappy Bird', 'Minecraft', and 'Clash of Clans'. Your game might be like one of those, but it's certainly not like all of those! So be accurate, don't fudge the truth in your keywords.

### *Handy hints:*

- Jot down things that are meaningful tie-ins to your app from your target audience's perspective.
- Read blogs and newsgroups where your target audience participates and look for frequent terms or descriptors.
- If a keyword is overused ('Fun', 'Free'), try and come up with other ways that people might say the word you want to use. It is better to be in the top 5 results for an average-searched keyword than in the top 100 for a highly-searched keyword.

**Keep tweaking and experimenting! Keyword efficacy is always changing, so make keyword research a regular exercise.**

# 3

## Linking to your product page

Regardless of whether or not you use free social media campaigns or paid advertising campaigns, you've got to make the action you want the customer to take ridiculously simple. If you want the customer to download your game from the Amazon Appstore, put a link to your product page in the campaign and use the [Amazon Appstore icon](#).

Developers who promote their app with the Amazon Appstore logo typically do better than those who don't.

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## Choosing the right screenshots

# 4

Screenshots demonstrate the action and the fun part of your game. They should show what makes your game different than every other game in its category. You want to have the right balance between splash screens and in-game action. Nicely designed splash screens with stylized art create a mood and get users' attention. However, many developers over-index on highly designed splash screens and not enough in-game action. Balance is important, but if you have to pick, in-game screen shots should always win out.

# 5

## Investing in video

Sometimes seeing is believing. Give your customers a way to see what it would be like to play the game by posting a game play video to the app detail page.

You can capture video directly from your device and create a video

### *What do you want to show in a video?*

- Show basic gameplay
- Show what makes your game unique
- Show the most stunningly beautiful, captivating, or dramatic part of your game  
(Now is not the time to be modest! Show off your best!)

In post processing, add a voice-over or text overlays to explain what is happening.

Now put your new video first in the order of screenshots.

# 6

## Responding to customer reviews

Customers take note when developers are actively engaged with responding to customer questions and comments. Showing that you care about the customer experience, influences whether a customer will choose your app and recommend it to others.

### *Responding to negative reviews:*

The best approach for negative reviews is to respond with what you've done to fix legitimate complaints, or with a short explanation. For example, if a customer writes to complain that they have to pay, say:

*"Thanks for your note. We looked at several different ways to make this game a financially sustainable project, and we decided to go with in app purchasing. We continue to explore new models as they are developed, and hope to thrill you with wonderful gameplay in the future."*

### *Responding to all reviews:*

Don't forget to respond to the positive reviews, even if just to say "thanks". This gesture goes a long way to demonstrate that you care about your customers.

# 7

## Getting featured in the Amazon Appstore

*Follow these easy steps:*

- Log into the [Amazon Developer Portal](#).
- Click on the [Contact Us link](#) at the bottom of the page:
- Select General Feedback from the dropdown list.
- In the message, describe why you think Amazon Customers will be thrilled with your app or game. If they love you on another store, reference your store ranking and reviews. If journalists have written about your app, provide links to the story. Your goal is to convince the merchandising team that your app will delight our customers more than any of the other apps we might be considering for a promotion slot.
- If you don't have any evidence that your app is fantastic (maybe because you will be releasing it soon), try to generate some influencers who will review and rank your game as soon as it is released.
- If your game has won any indie game competitions, mention those awards. If you haven't won any awards because you haven't entered any indie competitions, enter a competition now! If you don't win, you will probably learn a lot about what your app could use to improve.

Indie Prizes

[Indie Prize](#)

[Very Big Indie  
Pitch \[VBIP\]](#)



# 8

## Getting featured by media pros

Even better than getting your game featured by an appstore is getting featured by a games journalist, YouTuber, or Twitch Broadcaster (hereafter called media pros). The rule here is to help make the media pro a superstar with their audience. And make it insanely easy for them to do so.

Below are the four recommendations from media pros on how to convince them to review your game:

1. Lead with an image that shows off amazing action in your game.
2. Share how much players love your game, and give examples. i.e. "Won Audience Choice at Indie Prize award" or "Came in second in Very Big Indie Pitch."
3. Explain how your game is different than every other game in it's genre, and then prove it with a link to a video showing off your games unique qualities.
4. Give them a link to download your game, and make it easy for them to find the joy.
  - Send them to one URL where they can download the game for multiple platforms. You want them to be able to download and play from whatever device they have in front of them at the moment.
  - Put a special build with cheat codes there so they can jump straight to the parts of the game that are super-interesting. Media pros may not have the time to play their character to level 10 to get to that super-cool boss level.

Remember, if they write back to you for info, respond immediately! Even if it's only to tell them when you can get back to them with the answers they've asked for.



# Additional Resources

This video shows how easy it is to get started:

[Submit an app to the Amazon Appstore.](#)

More about In App Purchasing:

[Learn about the Amazon IAP API](#)

[Here is a good IAP video from Easel COO Bill Scott](#)

Also take a look at how Amazon helps you find new ways to monetize!

[Amazon Underground](#)

[Merch by Amazon](#)

Learn about [marketing tools](#)

You can always learn more about other topics by visiting our [developer portal](#).