

Can you really make money using Mobile Apps?

As more and more people are using smart phones, creating new mobile apps has turned into a very lucrative business for companies all over the world. In fact, there are hundreds of thousands of mobile apps for sale and new ones are being created every day.

So, as to the answer to if you can really make money with mobile apps, the answer is a resounding YES. However, monetization of mobile apps isn't always as simple as it sounds. Some of the obvious methods of making money with your mobile apps include:

Charging for the Download

Once you launch your mobile app you can charge a fee to download and use that app. Whether or not you decide to charge \$1 or more is up to you and how useful you believe your app to be to your targeted audience.

Run Ads Within the App

Many companies allow users to download their app for free, but make their money from ads running within the app. Or, they start off this way and then offer to the user to download an ad-free version of the app for a fee.

In App Purchases

Then, there are the apps that also make it possible for the user to purchase things within the app to make their experience better, i.e. buying items to use in the app like additional weapons or something to help play the app game..

Other methods

Plus, here are some of the other ways to ensure that you make money with your mobile apps:

Be sure to internationalize your app

Smart phones are owned and used by people all over the world, so mobile app developers shouldn't just think about selling their new apps in their local markets. Plus, depending on the country you are selling it in, the growth of the popularity and availability is important. For instance, studies show that some of the fastest

growing markets for mobile apps are in places such as Japan, China, Russia, Brazil, Thailand, Mexico, Korea and Taiwan. So, don't forget about offering your apps worldwide, as this can earn you much more profits than sticking with one location.

Consider licensing and merchandising

While not all mobile apps can succeed with licensing and merchandising monetizing strategies, it can be a great way to make money with a mobile app when it succeeds. If your app becomes extremely popular, such as the hit mobile app Angry Birds, then you too could be making money through items like toys, t-shirts, foods, and all sorts of products. In their case, about a third of their money is made from this part of their marketing strategies thanks to their mobile app being so popular.

Make Ads Fun for Customers

Another method of making money from a mobile app is by making your advertising within it more of a fun thing than just some annoying banner ad to be clicked onto. For instance, the makers of the app Talking Tomcat were asked by DreamWorks to somehow fit ads to the movie Madagascar into their app. Instead of using an everyday banner ad, they put in some interactive applets that lasted nine seconds each. If the user beat out the Talking Tomcat five times, it activated a Madagascar scenario, so the ad became part of the game experience. The concept worked and the company made nine percent more money than they usually would from a normal kind of ad.

Avoid These Mistakes

And of course there are things to avoid in order to make money with mobile apps such as not giving up on your app too early, as it can take up to a year for an app to start making it big; as well as not to forget about marketing your app so people will notice it since there are thousands of apps coming out every day. Because if no one knows about your mobile app, then there aren't going to be anyone downloading or buying it either!

The bottom line is to employ more than one money making strategy with each of the mobile apps you create. The more the merrier in giving yourself possible ways to succeed and make a profit in today's very competitive world of the mobile app.