



4 Steps to be Followed to Make Money from a Free App:



Even by having a free app, you can increase your revenue. If your app is successful and reach a thousand of downloads in a week, you may fix certain charges for downloading an app, but it might slowly reduce your app downloads as days go on. Interestingly, some publishers successfully make money with their app, obviously question will raise how they succeed by making money with a free app?

It's quite difficult to make money from the free apps. To be a successful person by making money from a free app, you need to make double your app downloads. To achieve this, you need to do a lot of things like advertising, Marketing, Promoting and Social media. **Let me explain in 4 steps how user's can make money from a free app:**

In – Application Purchase: This feature offers users to make a purchase on some extra activities like upgrading to the new version, purchasing coins and some additional features which are available in the free app. Adding extra features in your free app, you can easily make money by charging for additional features within your free app.

Though, making money with free app is not an easy task. It's quite difficult in technically due to several reasons such as you need to maintain a proper payment system and you need to create an additional feature that should be available with one-time payment. Make sure that

your app is attractive and people love to use it, then only users can purchase additional features.

If your app is attractive and people like to use, then it would be easier to encourage users to pay for additional features available within the app.

Advertising: Advertising is the most simple and easy way to make money from the free app. By properly advertising your free app, you can easily get good traffic. To gain desired traffic, you have to spend a certain amount and make a proper strategy. To advertise your app on the ad network, you can use Google or Apple, because they are the two biggest ad networks. Even you can use mobile networks for advertising purpose. Use a mobile ad networks like AdMob and InMobi which make easy for your app advertising. Google also provides its own ad services. By using this type of ad networks for the free app promotion, you can gain good revenue from your app.

Sponsorship: To make money from your free app, it requires a sponsor. Sponsorship has obtained a similar level in the technology field like in the sales process. Suppose if you have a specific app that attracted a lakh of people, then there is a high possibility that a partner might want to sponsor for your already developed app. If they get interested, they might reach you for sponsoring.

You can make deals with your sponsor in different ways. Suppose, if your app already got popularized, you can make a deal with sponsor in such a way that his service had been taken for graphical purposes of the app development. So, it can be greatly useful for sponsor if he agrees. So, you can charge your sponsor better.

App upgrades: Offering Pro version or upgrade of your free application helps to increase your revenue. Compare to advertising and sponsorship, it is the easiest method, where you can make money from your free app.

Technically, app upgrade is the simple and easy task to accomplish, for that you need to have two versions of your app, one is a free version and another is the premium version. The free version of your app should be attractive and it should interest users, while the premium version of your app should provide more options for users. But, you have to choose a right app developer to build your desired app.

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