

**Prebilskiy S.  
L. Radkevich, research supervisor  
Donetsk National University of Economic and Trade  
names after M. Tugan-Baranovskiy**

## **MARKETING OF MOBILE AND DESKTOP APPLICATIONS**

Today the market of mobile and desktop applications is growing rapidly with the development of modern technologies, so enterprises must constantly adapt methods of promotion to the new requirements.

If we take the market sharing by income level for a basis, both mobile and desktop applications can be divided into basic groups:

- games and other entertaining apps;
- business and office applications;

Both groups need very specific set of promotional tools, which depends on their functions, magnitude and target audience, but differs significantly on each platform.

Mobile applications require much less investments and time to develop than desktop applications, but this market is overwhelmed with competitors, so it's difficult for developers to offer the consumer something completely new.

Basically, mobile apps are promoted through two main services- Google Play and App Store, so bringing application to the top downloaded applications becomes primary task. This can be achieved by the following methods:

- Create a website with links for download and complete information for both visitors and press;
- SEO;
- Promotion in social networks;
- Review in associated press;
- Analysis of users feedback;
- Work with popular independent reviewers.

Development of desktop application can take several years and millions of dollars so it's necessary to predict, what will be the consumer's needs in the future. Thus, such tools as marketing analysis and planning become an essential part of company's marketing strategy.

Before the application is released it's important to attract as much consumers as it possible.

Unlike the business and office applications, most of the promotion of desktop games is made long time before release.

There are several of most effective methods of desktop games promotion in pre-release period:

- Run the beta-test;
- Make a limited edition with additional features only for those users, who pre-ordered the game;
- Participating in game conferences;
- Previews in associated press.

Release date is also important, because many developers and publishers failed the sales by releasing their game at the same time with bigger and presumably better projects.

After the game is released, publishers use downloadable content to maintain the interest of those, who already bought the game, as well as order articles in specialized magazines to attract more customers.

As for promotion of business and office applications, it often represented by standard set of tools, such as:

- TV advertising;
- Direct marketing;
- Outdoor advertising etc.

Thus we can conclude that evolution of mobile and desktop applications is only determined by accessibility and power of hardware, which are expanding every day. So, companies must keep up the pace with technical progress to remain strong in this tricky and constantly changing market.