



## iKids Comics - iPad App Marketing Case Study

### Overview

Blue Dream Studios created iKids Comics, an app for iPad featuring a growing library of award-winning comic books. The books available for download include popular and award winning comics of all types: from pirates to robots, dinosaurs to secret agents. All comic books are safe for young readers without the language and violence in other comics.

After downloading the free app (available in the iTunes App Store at this link: <http://itunes.apple.com/app/id413889668>), readers have instant access to 300 pages of critically acclaimed comic books at no charge. iKids Comics features the award-winning works of Blue Dream Studios and other popular graphic artists.

Readers can preview the first 25 pages of any comic for free, and purchase the full comic book for \$1.99 each. "The Dreamland Chronicles" books, drawn from the popular webcomic with over 10 million readers worldwide, are \$3.99 each.

### Goals

Blue Dream Studios wanted to increase the visibility and downloads for iKids Comics, so more parents and their children can access its growing collection of comic books.

## Marketing Campaign

To help achieve these goals, Marketing Your App worked closely with Blue Dream Studios and launched a comprehensive marketing campaign for the iKids Comics app, including:

- Optimized app description and keywords to attract more App Store shoppers
- Wrote and sent a press release announcing the updated app to over 600 media agencies, receiving over 9,000 views
- Created a new website for the app, <http://www.ikidscomics.com>, to attract comic book lovers and encourage them to download the app
- Contacted popular app review websites, focusing on parent and family-oriented websites
- Conducted social media marketing, including posting links to Marketing Your App's 4,000+ Twitter followers
- Created email newsletter list to engage comic book fans and added sign-up box to website

## Results

The ongoing campaign has met with early success for iKids Comics, including:

- Increased visibility and downloads
- Being featured as "New & Noteworthy" and "What's Hot" in App Store for Books in US and Canada
- Being featured in special Comic Books section of App Store in many countries
- Articles and reviews published on app review websites and blogs, including websites focused on apps for families:
  - Apps4Kids called the app "extremely well produced"
  - ShinyShiny named the app "12 Great iPad Apps for Kids"
  - Daily App Show created video review
  - The iPhone Mom said "my children all enjoy the graphic novel format"

## About Blue Dream Studios

Founded in 2000 by Scott Christian Sava, Blue Dream Studios has brought to life some of the most beloved and popular characters of our time, such as Casper the Friendly Ghost, Spider-Man, Aliens vs. Predator, X-Files, and Star Trek. Formerly an animation studio, Blue Dream Studios now creates some of the most original and charming characters and stories such as The Dreamland Chronicles, Ed's Terrestrials, Pet Robots, and Hyperactive. <http://www.bluedreamstudios.com>

## About Marketing Your App

Marketing Your App is a mobile marketing agency helping iPhone, iPad, and Android developers successfully sell their applications. Their marketing solutions help apps get more exposure, new customers, and increased sales in the iTunes App Store or Android Market. <http://www.marketingyourapp.com>