

App Developer Playbook

Step-by-Step Marketing Guide

Step-by-Step Marketing Guide for Cloudflare App Developers

Table of Contents

02 Overview

- What's Cloudflare?
- What's a Cloudflare App?
- App Subscription Revenue

04 Optimizing Your App for Discoverability

- Title and Short Description
- Screenshots
- About Section
- Categories

06 Promotional Activities

- Building an App Preview Link
- Install Badge and Placement
- Email Announcement
- Blog Posting
- In Person Events and Meetups
- Social Media Announcements
- Cross Promotion Through Online Communities
 - Product Hunt
 - Reddit
 - Hacker News

12 Building Momentum Before Launch

- Test Your Messaging and Build a List

Overview

What's Cloudflare?

Cloudflare is on a mission to help build a better Internet. Cloudflare runs one of the world's largest networks that powers more than 10 trillion requests per month—nearly 10 percent of all HTTP Internet requests for more than 2.5 billion people worldwide.

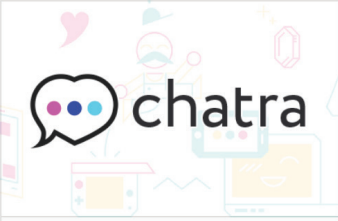



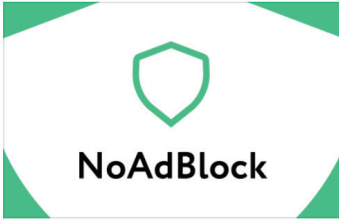
Cloudflare protects and accelerates any website, application, or API online without adding hardware, installing software, or changing a single line of code. Over 6 million Internet properties are powered by Cloudflare, and have their traffic routed through its intelligent global network, which gets smarter with each new site added. As a result, they see significant improvement in performance and a decrease in spam and other attacks.

What's a Cloudflare App?

Cloudflare offers the opportunity for app developers to tap into its global network of 6 million websites, application, and APIs, through its brand new Cloudflare app store. Cloudflare's app store helps you get discovered, earn revenue, and build a global business.

Cloudflare Apps prioritize ease of use and discoverability.

The most successful apps are easy to preview, and allow users to complete all actions in the app installer. Example apps on Cloudflare's app store can be found below; all of these projects are installable on over 6 million websites:

 <p>Chatra</p> <p>Live chat that helps to grow revenue and collect feedback.</p>	 <p>Drift</p> <p>Live chat for sales, powered by AI</p>	 <p>VigLink</p> <p>Generate new revenue by earning from links on your site.</p>
 <p>SatisMeter</p> <p>Collect user feedback, reduce churn and accelerate growth.</p>	 <p>NoAdBlock</p> <p>Increase your revenue by disallowing ad-blocking software.</p>	

App Subscription Revenue

Auto-renewable subscriptions give Cloudflare app users the ability to install your app on their website and continue to utilize it on an ongoing basis. At the end of the app subscription duration, it will automatically renew for app users until they choose to cancel it.

The revenue structure for auto-renewable Cloudflare app subscriptions are comparable to other online app stores: **developers receive 70% of the subscription price at each monthly billing cycle, minus applicable taxes and fees.**

Cloudflare apps also supports payment tiers, providing developers the ability to offer levels of access and functionalities to their customers, depending upon which tier they've subscribed.

ID
The ID is how you will identify this product in your hooks and on the client. It cannot be changed once the product has been saved.

Plan (admin-only)
This maps to a value in BillForward. Leave blank for free products.

Feature (admin-only)
This maps to a value in Entitlements. Leave blank for free products.

Title
This product's title will appear on the App Preview, and on the user's Cloudflare bill.

Short description
Should be less than 100 characters. Description will appear in the product's tile on the App Preview.

Full description
This is where you really sell why a user should purchase this app, and this version specifically. If you don't make a convincing case, users won't buy your app. Showdown-flavored Markdown is supported.

- 100 Contacts
- \$18 per additional seat
- Live Chat (Manual Online & Offline)
- Email Fallback
- iOS and Android Apps
- Individual Profiles & Scheduling
- Slack integration

Preview Drift

—

FREE

For individuals. The basic version of Drift for people wanting to chat with their website visitors.

CLOUDFLARE PROMO

\$20 /mn

Special Plan for Cloudflare customers - Get more contacts than our normal free plan.

SMALL BUSINESS

\$50 /mn

For small businesses that are ready to take a step up from the free plan and send targeted messages to their website visitors.

✓ 100 Contacts

✓ \$18 per additional seat

✓ Live Chat (Manual Online & Offline)

✓ Email Fallback

✓ iOS and Android Apps

✓ Individual Profiles & Scheduling

✓ Slack integration

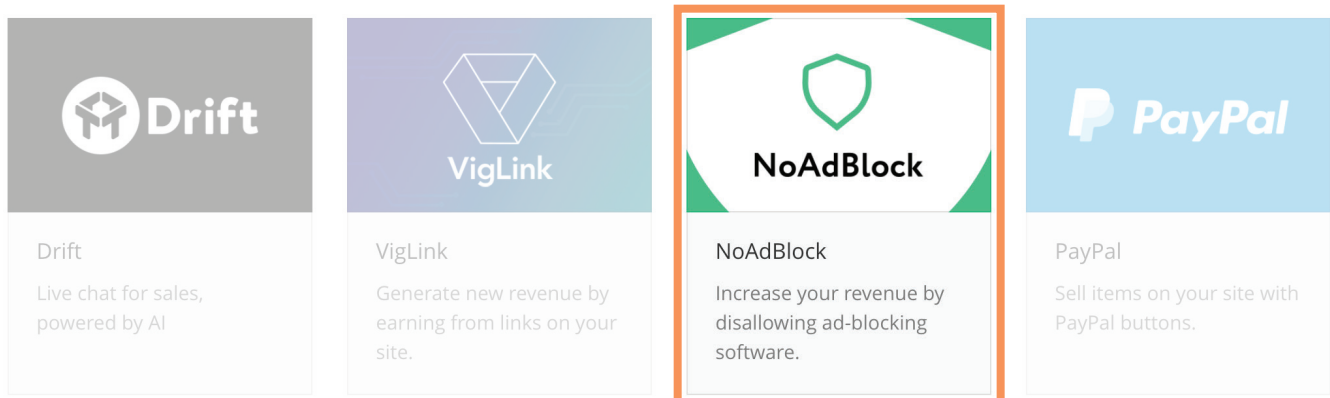
Optimizing Your App for Discoverability

One of the most important activities which you'll partake in during the Cloudflare app deployment process is ensuring that both Cloudflare app store visitors, as well as anyone doing a search on the web, can quickly and easily find your app. By optimizing your Cloudflare app for discoverability, you'll receive a greater number of views, installations, and revenue. Let's review the various components of properly optimizing your app for discovery:

Title and Short Description

Your app's title and short description are the first thing millions of website owners are going to see when coming across your Cloudflare app, whether it's through the app store or on a search engine. It's good to think of your title and short description as a hook, used to lure website owners into reviewing, previewing, and installing your app.

It's important that an app's title is unique, descriptive, and identifiable. NoAdBlock is a great example; the app's title is uniquely identifiable, while describing exactly what it does on a user's website: notifying visitors using ad blocking software to either turn off their adblock software or whitelist their website.



Your app's short description is shown directly below the app's title and icon, providing additional information about what your app does. NoAdBlock's short description states *"Increase your revenue by disallowing ad-blocking software."* Good short descriptions help users understand what your app will do for them in the most succinct way.

In sticking with our NoAdBlock example, you'll find a Google search result below, which comes up when searching "blocking ad blockers cloudflare app"; the title of the app 'NoAdBlock' appears as the search result title, and the short description of your app follows. The goal of optimizing for search engine visibility is to use relevant keywords, which potential app installers will be searching.

NoAdBlock - Cloudflare Apps

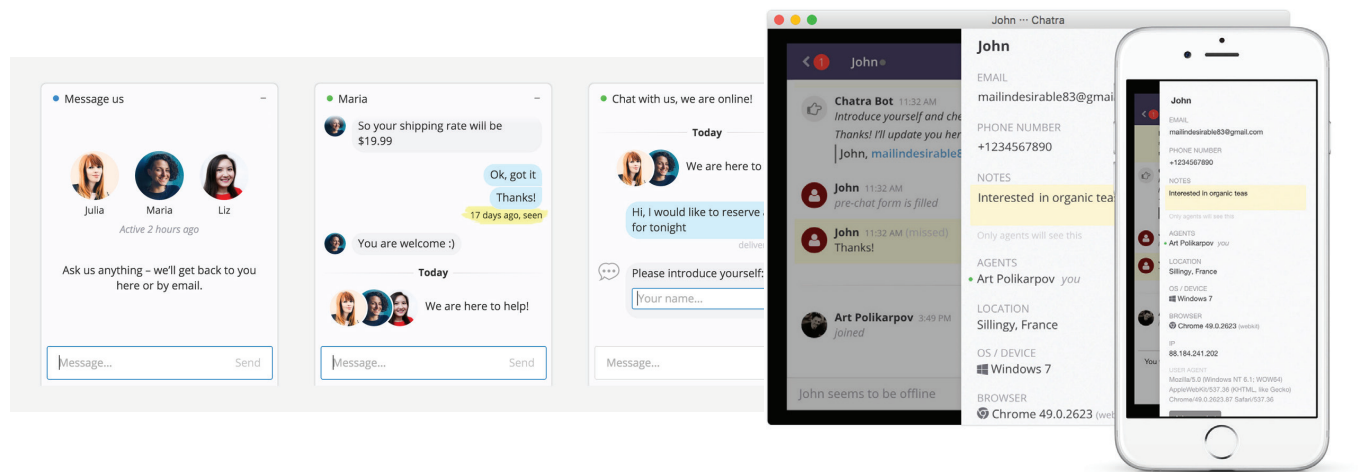
<https://www.cloudflare.com/apps/noadblock> ▼

NoAdBlock allows you to increase the revenue of your website by converting **ad-block** users to normal users. The **app** will automatically detect users with ad ...

Screenshots

Showcasing how your app looks on a user's website brings additional confidence to users thinking about previewing and installing. Found below is a great example of how the app 'Chatra' has showcased their screenshots; you'll notice there are a variety of screenshots, showing multiple ways in which the software can be configured on a user's website.

Some screenshots also include a mobile visitor view. This is a small but important aspect of showcasing your app; most websites today are designed responsively—meaning their design adapts to both desktop and mobile views and expect any apps installed on them to function in a similar fashion.



About Section

The 'About' section of your Cloudflare app store listing is a more detailed description of the features and benefits your app provides. Found below is a standard template which can be used for your app's 'About' section:

About

Use this initial top section to clearly describe what your app does for users in 3 - 5 sentences; this should expand upon the short description you've created above.

Benefit #1

Use this section to establish top-level benefits of your app as headings, and then describe the features of which makeup the listed benefit. You can use bullet points to outline these features, describe these features in a paragraph format, or use both of those techniques in combination.

Benefit #2

Section will mirror the format of Benefit #1.

Distinctive Features

Bullet point list of features that make this app stand out from similar choices.

Final call to action

Use this section to leave users with a final statement or call to action, asking them to preview and install your app on their website. A good call to action clearly tells users what you want them to do next.

Categories

By tagging your app with specific categories, Cloudflare app store browsers will be able find your app easier. Cloudflare apps allows you select specific categories in which your app is applicable to website owners. These categories include: Add-ons, marketing, eCommerce, design and polish, social media, analytics, communication, for developers, security, humor.

By tagging your app with specific categories, Cloudflare app store browsers will be able find your app easier.

Promotional Activities

Once your app has launched in Cloudflare's app store, it's important to build momentum and make noise around its release. This noise and momentum will help drive views, previews, and installations. Participating in the promotional activities listed below are a great way to do just that.

Building an App Preview Link

Preview links allow you to generate a link to the install page for your app, which includes customized options specified for users. Preview links always start as a link to your app's install page, and contain further instructions within the URL.

Using the YouTube app as an example, here is a link to the install page:

<https://www.cloudflare.com/apps/youtube/install/>

For a full walkthrough of how to customize your app preview link using Javascript, please visit the Cloudflare apps developer documentation:

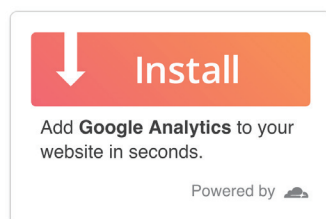
<https://www.cloudflare.com/apps/developer/docs/promoting-your-app/preview-links>

Install Badge and Placement

The Cloudflare Install Button is an interactive badge which can be added to any online assets, including websites and emails.

To use the full Cloudflare App install badge, paste the following code onto your website or marketing page. Remember to replace [**appTitle**] and [**appId or appAlias**] with the appropriate details for your app. These details can be found on the "Configure" page of your app.

Here's the iFrame button for the "Google Analytics" app and the HTML embed code to produce your app's unique iFrame button:




```
<iframe
  src="//install.cloudflareapps.com/cta/?appTitle=[ appTitle ]&appId=[ appId or appAlias ]"
  allowTransparency="true"
  scroll="no"
  frameBorder="0"
  style="width: 292px; height: 194px">
</iframe>
```

We also have made available a smaller button for situations where the full call to action may not be appropriate:



```
<iframe
  src="//install.cloudflareapps.com?appld=[ appld ]"
  allowTransparency="true"
  scroll="no"
  frameBorder="0"
  style="height: 48px; width: 180px">
</iframe>
```


Found below is a great example of how No AdBlock has used the Install button on their website:



HelpContact


Stop ad blocking on your website now

An easy-to-use Cloudflare app for recapturing lost revenue from your website or blog




✓ Designed to work with Cloudflare

FEATURES




Safe to use

No false-positives. No annoyance for regular users.



Multiple designs available

Fully customizable to fit any site and style.



Detection code

Updated weekly to break all newest forms of ad blocking techniques.

7

Email Announcement

A quick and easy way to announce your apps availability is to notify your user base (see below for how to grow your userbase before the launch) that your app is now available for them to preview and install through Cloudflare's app store. You'll want to prepare your "app preview" link using the instructional section above, attach it to an email, and send it to your users.

When the user opens your email on their laptop, desktop, or mobile device, and clicks on the customized link, the Cloudflare app store automatically recognizes this unique link and takes them to your app. From there, users can preview your app by clicking or tapping on the "Preview" button and install by clicking or tapping the "Install" button.

Here's an example email announcement which can be used as a template:

Hi **[First Name]**,

We're excited to announce that [App Name] is now available for installation on your website, from the Cloudflare app store!

With **[App Name]**, you can:

Benefit #1

XXXX

Benefit #2

XXXX

Distinctive Features

XXXX

To see how **[app name]** appears on on your website, head over to the **[Cloudflare apps store | [https://www.cloudflare.com/apps/\[insert app\]/install/](https://www.cloudflare.com/apps/[insert app]/install/)]** and click "Preview"; once you've previewed **[app name]**, you can install it in one click.

[INSERT INSTALL BUTTON | Hyperlink to Custom Preview Link]

For questions or support, feel free to reach out to us directly at **[email@provider.com]**.

Blog Posting

Another way to promote the release of your app is by writing a blog posting on your app's website, delving into the features and benefits that your app brings to customers. You can submit the posting to Cloudflare for an opportunity to be syndicated on the Cloudflare blog for even more exposure.

An example blog posting created by the app developer Admiral can be found here:

<https://blog.getadmiral.com/admiral-launches-adblock-solution-for-cloudflare-publishers/>

In Person Events and Meetups

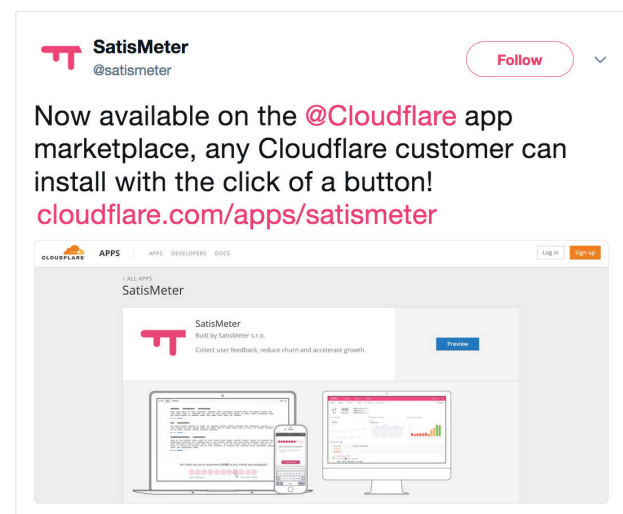
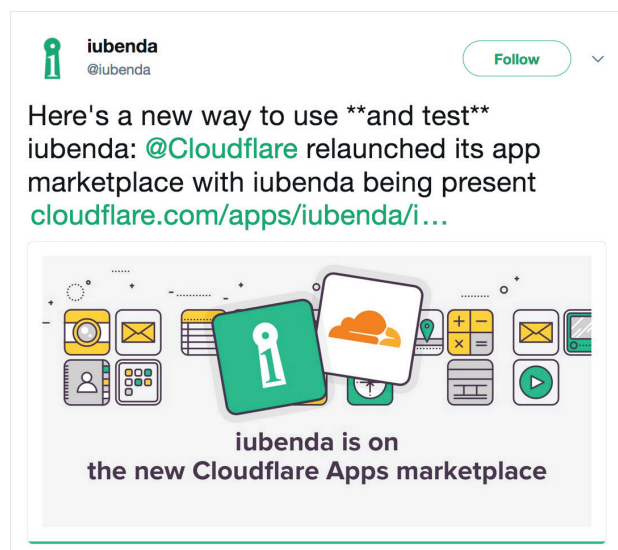
Presenting your app at a conference or meetup event can help raise awareness of your apps availability, while also receiving real-time feedback from potential users. A great way to find meetups is by browsing <https://www.meetup.com> for app and/or developer related meetups in your city.

Social Media Announcements


Targeting users across multiple channels is a great way to ensure that website owners know your app is now available for installation through Cloudflare's app store. Be sure to tag @Cloudflare so that teams at Cloudflare will have an opportunity to retweet or reshare your post.

Found below are some example social media announcements that can be used to promote your app:

Twitter



Facebook

**iubenda**
July 12 at 1:17am · 🌐

Here's a great new way to use and test iubenda: Cloudflare has relaunched their app integration marketplace and iubenda is part of a select group of apps that are included from day one to celebrate the launch!


→ Check us out on the Apps Platform <https://www.cloudflare.com/apps/iubenda/install>

What is it about?


The Cloudflare Apps Platform enables the installation of third party software to any website running through Cloudflare itself. Any users that don't have a iubenda account yet, can create an account and a privacy policy/cookie policy via CloudFlare. The app installer window even lets you preview your site with a cookie banner and privacy policy attached.

This is mainly useful for users who haven't set up their iubenda account yet and find iubenda via the Cloudflare app market. The ease of use is fantastic and we hope to see users making good use of the integration going forward.

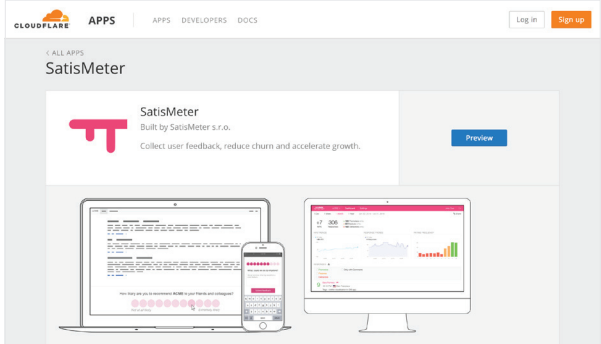
→ Check us out on the Apps Platform <https://www.cloudflare.com/apps/iubenda/install>



**iubenda is on
the new Cloudflare Apps marketplace**

**SatisMeter**
June 29 · 🌐

Cloudflare customers can now install and set up SatisMeter directly through the new apps platform. Check it out and watch this space for exclusive pricing plans. <https://www.cloudflare.com/apps/satismeter>



Cloudflare Apps
Improve your website for free with plugins you can install in seconds.
CLOUDFLARE.COM

Cross Promotion Through Online Communities

Your app's potential audience likely reads community-aggregated news sites such as: HackerNews, Product Hunt, or Reddit. Sharing your app across these websites is another great way to gain exposure and help those who need a solution to the problem your app solves.

Product Hunt

Product Hunt surfaces the best new products, every day. It's a place for product-loving enthusiasts to share and geek out about the latest mobile apps, websites, hardware projects, and tech creations.

Product Hunt has released a blog posting which outlines how to properly submit your app or product to their community: <https://blog.producthunt.com/how-to-launch-on-product-hunt-7c1843e06399>; we recommend reviewing this posting in entirety prior to submitting your Cloudflare app.



Reddit bridges communities and individuals with ideas, the latest digital trends, and breaking news. Their mission is to help people discover places where they can be their true selves, and empower the community to flourish.

To submit your app to Reddit, you'll first need to create an account on their website at <https://www.reddit.com/>. Once you've created an account, click on the "Submit a new link" button on the right side of the page.

On the next screen, you'll submit a link to your app, screenshots/videos, a descriptive title for your posting, and then you'll need to select a "subreddit" to post into. For the title of your posting, you'll want to use something descriptive about your app; for example you could say "I just built an app that does X"; X being the short description that you created for the Cloudflare app store.

For the subreddit in which you'll be posting, it has to be relevant to the app you've created, or it's likely your posting will be removed by moderators. Here are two subreddits to get your started, which should work well: <https://www.reddit.com/r/apps/>
<https://www.reddit.com/r/Cloudflare/>



The best way to understand the Hacker News community is to read their [welcome page](#) and review their [official guidelines](#).

To submit your app to Hacker News, you'll first need to create an account on their website at <https://news.ycombinator.com/> by clicking the "Login" button on the top right; you'll be taken to a page which you can create an account.

Once you've created an account and logged in, click the "Submit" button to the right of the main top navigation. You'll see three fields: title, url, text. You'll need to start your title with the words 'Show HN:' (this indicates that you'll be sharing something interesting that you've built with the community) and then subsequently explain your app within the same field. Next, you'll have the option of either submitting the URL of your app, or explaining a little bit about yourself, the app, and paste a link to the app itself. We recommend the latter, as it helps build good rapport with the community.

Building Momentum Before Launch

The most successful apps and crowd-funded campaigns have an audience in mind, test their messaging on that audience, and build a list of contacts, all prior to the launch.

Test Your Messaging and Build a List

Before you've launched your Cloudflare app, there is an advanced pre-launch marketing technique which can be used to:

1. Test out your apps messaging to figure out what resonates most with your prospective install base.
2. Collect contact information prior to the official release of your app.

Testing out messaging prior to an app going live is an important aspect of learning how to position your app to yield the greatest number of installations and garner interest. One way to test your messaging is by using Twitter or Facebook advertising campaigns to test out different messages (wording/phrasing, screenshots, etc.), while comparing engagement rates to determine what messages resonate best.

Because your app isn't yet available for download, it's suggested that your main "call to action" for these advertisements is to take users to a simple landing page on your website, which describes your app and collects their information—typically just an email address. In describing your app, you can include your apps title, mockup screenshots, and high-level benefits. In return for users providing their contact information, you can guarantee you'll follow up with them once your app is live or provide periodical updates.

As you continue to collect email addresses from users through your social media messaging tests and your landing page, you'll begin to build an extensive list of users who are likely to preview, install, and pay for your app once it becomes available in Cloudflare's app store.



1 888 99 FLARE | www.cloudflare.com/apps

© 2017 Cloudflare Inc. All rights reserved.

The Cloudflare logo is a trademark of Cloudflare. All other company and product names may be trademarks of the respective companies with which they are associated.