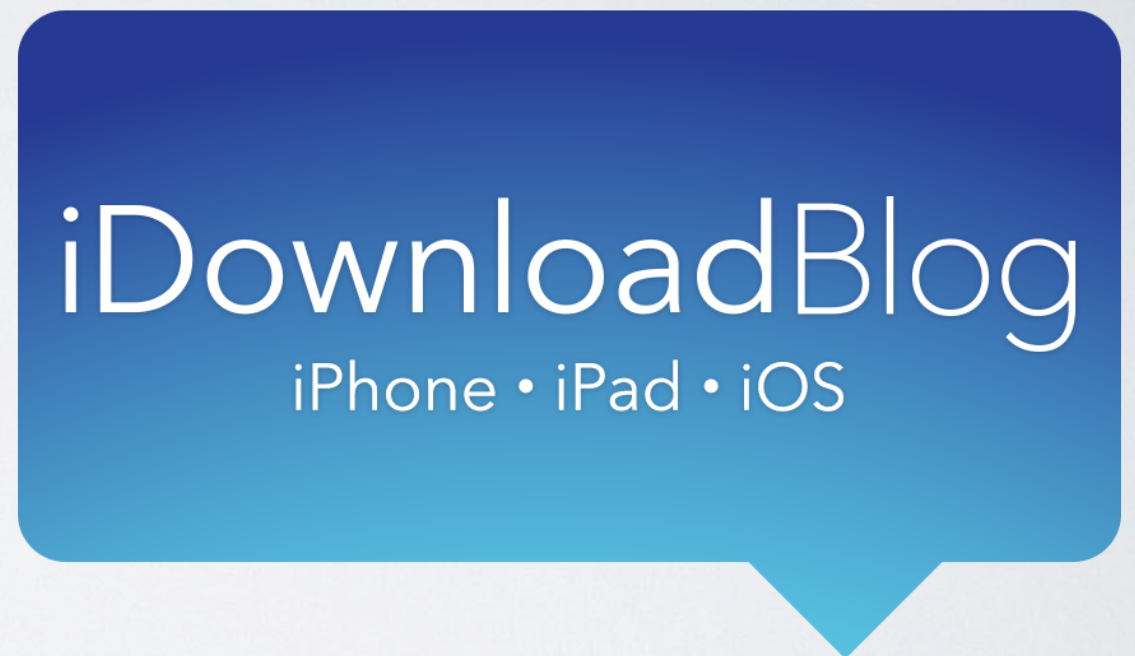


MARKETING 101 FOR TWEAK DEVELOPERS

Simple tips to make your tweak stand out from the rest

Who's this guy speaking funny?

- Sébastien Page
- Founder of iDownloadBlog.com
- I have been covering tweaks for 6 years



YOUR TWEAK NAME

Two ways to name a tweak

- **Descriptive name:** MailUnlimitedPhotos
=> these work best for simple tweaks
- **Brandable name:** Zephyr
=> these work best for big tweaks that are here to stay

When naming a tweak...

- Make sure the tweak name is easy to spell so people can find it when searching Cydia
- Make sure a similarly named tweak doesn't exist yet

THE CYDIA

SHORT DESCRIPTION

Refresh

Changes

New at Apr 9, 2014, 10:21:01



pushNotify

from BigBoss (Tweaks)

Forward iOS notifications to Mac.



StaticLock

from BigBoss (Tweaks)

prevent lockscreen from moving at all.

New at Apr 9, 2014, 9:50:21



Air Keyboard Pack

from ZodTTD & MacCiti (Themes)

All new design for keyboard.



Air Keyboard Pack iOS 6

from ZodTTD & MacCiti (Themes)

iOS 6 Air Keyboard Pack is the sequel t...

The short description

- Make a good impression in 39 characters or less
- Accurately and simply describe the tweak
- Use important keywords because these words are used in Cydia's Search feature
- Be clear and concise
- Don't overhype your tweak

The do's and don'ts



DisableCoverFlow7

from BigBoss (Tweaks)

Disables CoverFlow on iOS 7 Music.app



TimeForAlarm 2

from ModMyi (Tweaks)

TimeForAlarm 2 does what TimeForAlar...

THE CYDIA TWEAK LISTING

The basics of a tweak listing

- Give accurate and clear description of the tweak
- Explain what the tweak does
- Explain why people might need it
- Explain how to use it

The basics of a great listing

- Confirm device compatibility
- Add screenshots
- Add a YouTube video if possible
- Add a changelog
- Update the changelog

Examples: Auxo 2 & Pluck 2

Compatible with iOS 7.0.x
Not compatible with iPad

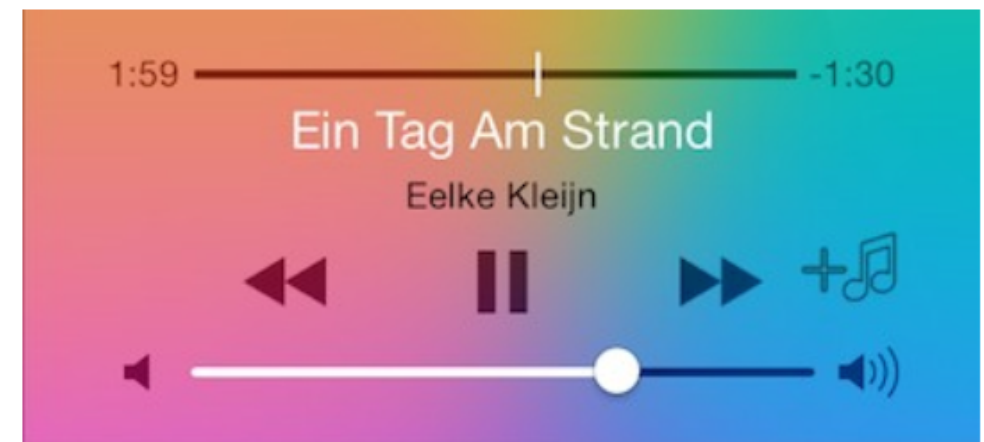
Not compatible with CCControls or Vertex; it's advised that you uninstall those items. If you have CCToggles, please update to the latest version.

Auxo 2 brings the essence of its predecessor to iOS 7 by re-imagining the task switching experience to become so much more.

Conceptualized & Designed by Sentry

Coded & Developed by Bang Lee

At its core, Auxo 2 is comprised of three powerful features: Multi-Center, Quick Switcher, and Hot Corners. By intuitively utilizing the bottom edge of the screen, all three functions perform synergistically with one another as well as completely stand-alone, depending on your configuration.



PRICING YOUR TWEAK

The pricing

- Cydia is flexible when it comes to pricing
- Use discounts as a marketing tool
- If you bought my previous tweak, get my new one at a discount
- Auxo 2 is again a great example

GET THE WORD OUT

Reaching out to blogs

- Make a list of jailbreak bloggers and learn about their tweak preferences
- Connect with them and explain why you think they will like your tweak
- Send pre-release versions of the tweak so bloggers can have a look at it first

An ongoing effort

- Gift the tweak to blogger via Cydia if it's not free
- If your tweak is published, monitor the comment section to collect feedback and answer questions
- If the reviewer liked your tweak, keep him posted about future updates

How not to reach out to blogs

- Don't be a stalker
- Don't send 47 emails or tweets
- Be open to criticism
- Don't be sour if a blog doesn't cover your tweak

Update your tweak regularly

- People love when their tweaks are updated
- It shows the developer is still involved
- It can lead to additional coverage on blogs

QUESTIONS?