

Marketing Fundamentals

"Build it and they will come" is the most expensive lie in software. Distribution = product, basically.

8

FUNNEL STAGES

10+

CHANNELS

\$0-\$5K

BUDGET TIERS

90

DAYS TO COMPOUND

• The 8-stage funnel

1. Awareness

Someone hears it exists. SEO, social, ads, word-of-mouth.

2. Interest

They click through. Hook + headline + first screenshot.

3. Consideration

They read enough to evaluate. Reviews, social proof.

4. Conversion

They install. Listing optimization is everything here.

5. Activation

They actually use it. Onboarding matters most.

6. Monetization

They hit paywall and convert. Pricing + value moments.

7. Retention

They come back. Product quality + push.

UNDER-USED

8. Advocacy

They tell others. Free distribution.

• Channels: where indies should actually be

App Store Search (ASO)

Biggest acquisition channel for most indies. Free. Optimize ruthlessly.

High ROI

SEO + Content

Compound returns over months. Free traffic that pays back for years.

Compounds

Reddit + Communities

Where niche audiences live. Contributor first, marketer last.

High Stakes

TikTok / Shorts

Most viral potential per post. Algorithm rewards hook quality.

Volume

X / LinkedIn

Build-in-public. Compounds slowly. 6-12 months to meaningful growth.

Patient

Apple Search Ads

Top of App Store for paid keywords. Effective if CPI < LTV.

Paid

PRO TIP

Build a 100-email pre-launch list before writing any code. If you can't get 100 emails for the idea, distribution is your real problem.

TOP FAILURE MODE

Launching into silence. The launch is the START of marketing, not the end. Audience-build for months pre-launch.

FIRST 90 DAYS

1 Pre-launch (60 days out)

Landing page + email list. Aim for 100.

2 Launch week

Email blast + Reddit + Apple Featured pitch

3 Month 1

Apple Search Ads testing \$10-20/day

4 Months 2-3

Double down on winners; cut losers

BEYOND MONTH 3

1 Find creators

2-3 in your niche on YT/TikTok

2 Scale paid

On channels where CPI < LTV

3 Build email

Highest ROI long-term

4 Compound SEO

Cornerstone + cluster content

Read the full series: djenterprises.ai/blog/marketing/ → Fundamentals → Website → ASO → Social → Viral Video

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