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W3i News



Feature Article Written by:
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A Problem for Apps to Solve: Turning (Social) Streams into a River

With the recent release of Google Buzz, we have yet another social stream of information to consume. As there are more and more streams feeding us, it will become more cumbersome to manage and review the data in these streams. It could be confusing for users to manage each service individually and that is a problem for apps to solve.

[Full Story](#)

Getting Information When and Where Consumers Need It-Who is Getting Integrated Application Marketing Right?

Marketers understand that users want information where and when they need it. Mass advertising has lost effectiveness because people tune-out when the message is not relevant to what they are doing at the moment. Integrated applications are a key to creating that envied relationship...

[Full Story](#)

Software Distribution Beyond App Stores-A Must Have for App Marketers

Software distribution is always a problem that publishers face. Unless you have a loyal audience that you can market to within your app to gain further distribution, it's becoming exceedingly difficult to get noticed across all platforms- desktop, browser, social and mobile. How does a publisher get distribution in a pool so massive?

[Full Story](#)

Creative Tactics for Software Distribution

Marketers are challenged with how to grab people's attention and how to keep it. Software marketers are no exception. Software distribution campaigns can become more creative than your typical "durable" product.

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Our Favorite Online Consumer Apps

Momento
A Unique Approach to Diary Writing.
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Your Radio Everywhere.
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Consumer Application Trends
ClickZ feature articles

What Successful Social Apps Have In Common
February 23, 2010

By: **Rob Weber, Co-Founder of W3i**

Different forms of media engage consumers in different ways. Social media apps can't engage the audience in the same way a Web site, mobile, or desktop application can. Marketers, stop trying to force the utility of your Web site into a social application. It won't work!

[Full Story](#)

If there are any specific topics you would like me to delve into, please drop me an e-mail [here](mailto:rob@w3i.com) or on Twitter at [@robertjweber](https://twitter.com/robertjweber).

W3i Tech Talk

Closing the Loop on Business Intelligence Development

The SCRUM methodology provides a superb framework for the development process, however, we started to encounter shortfalls with regard to widespread understanding of what information was available for consumption and, more importantly, how to leverage that information to derive business value.

[Full Story](#)

Looking for increased revenue or distribution for your consumer application?

Increase revenue or distribution for your consumer application by joining the W3i Application Network, which uses the demand for free/trial applications to promote additional value-added applications during installation, when the user is in the download mindset. The W3i Application Network is driven by InstallIQ™, a proprietary Windows installer manager, and the first installation system to be certified by the TRUSTe Trusted Download Program.
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