How to Market Your App

January 29, 2024

ZOOM App Marketplace

Categories

Analytics
Broadcasting & Streaming
Business System Integrator
CRM
Carrier Provider Exchange
Collaboration
More

Featured

New
Essential Apps
AI Apps
Apps for Education
Apps built by Zoom
Apps for Zoom Rooms
More

Filters

App Types

Zoom Apps   246
Integrations   2233

Zoom Products

Discover apps

AI Apps
These voice assistants help you capture context and insight in your daily conversations.

New
New or recently updated Apps and Integrations

Yarnmill
By Yarnmill
Research platform for product teams conduct research as a team, captur...

Junctio
By Jun
Have n
with a
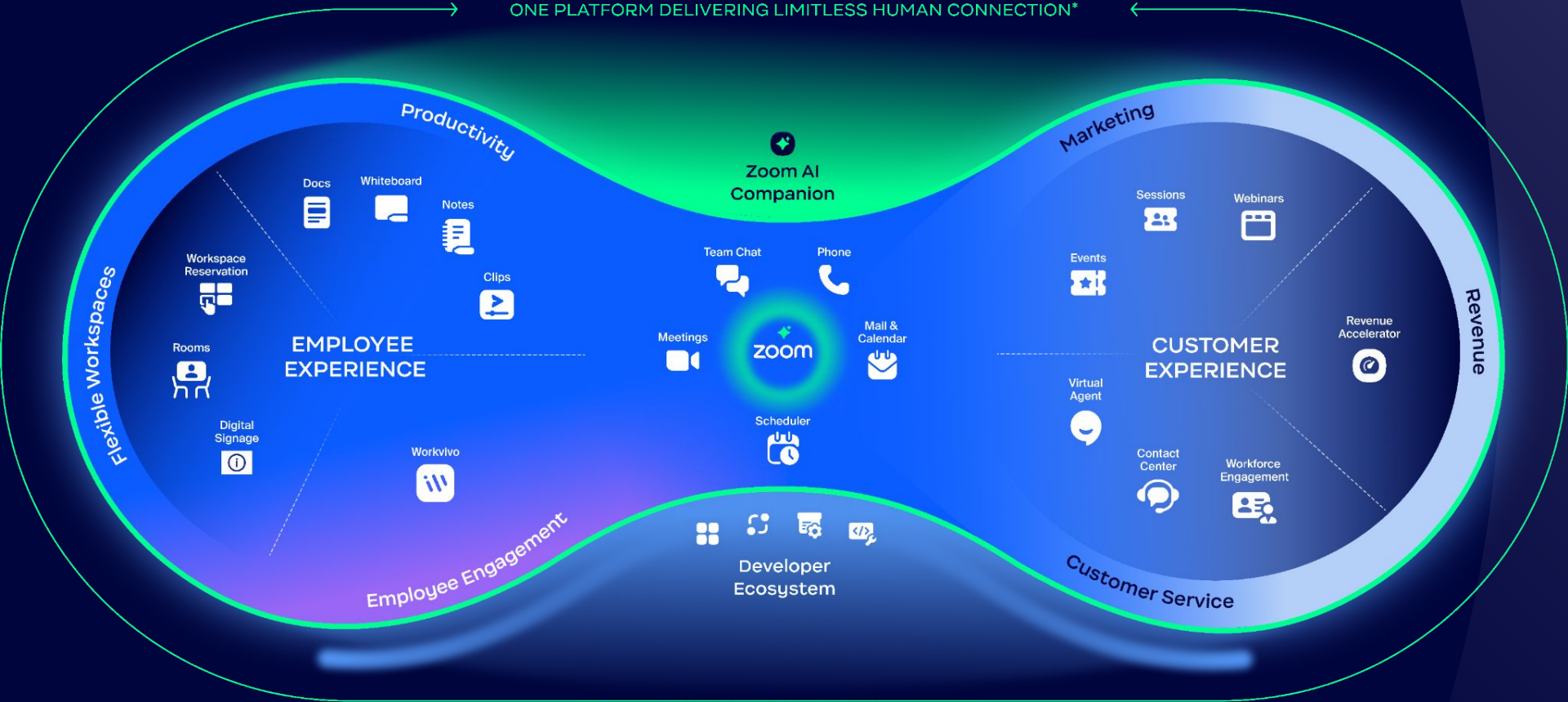
CarriersEdge
By CarriersEdge

Teami
By Tea

Agenda

- **Overview**

- **Best practices for your app listing**

- **Engage with the Zoom Community**

- **Get social & create winning content**

- **Leverage Zoom guidelines for press release & blogs**

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Overview

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The Zoom Platform
ONE PLATFORM DELIVERING LIMITLESS HUMAN CONNECTION*

Productivity

Marketing

Zoom AI Companion

Docs   Whiteboard
Notes

Workspace Reservation
Clips

Team Chat   Phone

Sessions   Webinars

Events

Revenue Accelerator

EMPLOYEE EXPERIENCE

Meetings   zoom   Mail & Calendar

CUSTOMER EXPERIENCE

Rooms

Virtual Agent

Digital Signage

Scheduler

Contact Center   Workforce Engagement

Workvivo

Flexible Workspaces

Revenue

Employee Engagement

Developer Ecosystem

Customer Service

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4

*this diagram does not include all of Zoom's features

Search a published app

Develop

Categories

Analytics

Broadcasting & Streaming

Business System Integrator

CRM

Carrier Provider Exchange

Collaboration

⊕ More

Featured

New
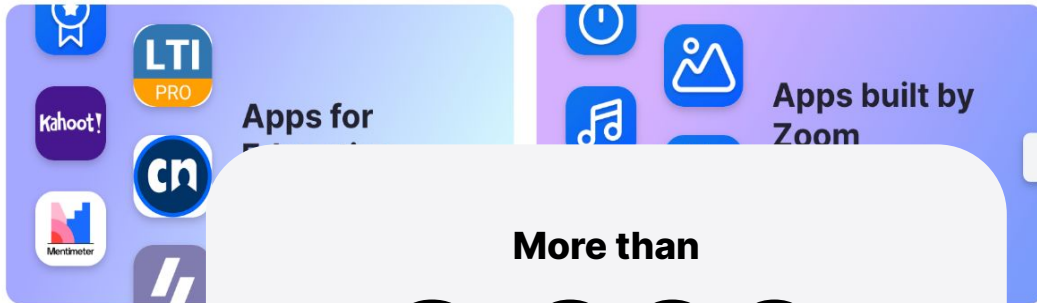
Essential Apps

Apps for Education

Apps built by Zoom

Conversational AI

Apps for Zoom Events

⊕ More

Filters

∨ App Types

○ Zoom Apps   244

○ Integrations   2180

∨ Zoom Products

☐ Zoom Meetings   2130

☐ Zoom Webinars   324

☐ Zoom Rooms   47

Discover apps

Explore 2,425 apps in Zoom App Marketplace.

Apps for

Apps built by Zoom

More than

2,000

Apps

Essential Apps

Access premium features wi...   ow All

Just click to highlight, A...

AI Notetaker by Fathom ✨
By Fathom Video Inc.
FREE - Never take meeting notes on a Zoom

Kahoot! ✨
By Kahoot!
Energize meetings, training, and

Coda ✨
By Coda Project, Inc.
Coda - Brings all your meeting notes, project

Best practices for your app marketplace listing

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The Checklist

Your app marketplace listing is the most important asset on the Zoom App Marketplace.

❑ **Complete the basic app information**

    ❑ **App Icon Logo**

        ❑ JPEG/PNG format, not to exceed 1 MB. Minimum width and height is 160px, not to exceed 400px

    ❑ **App Name**

        ❑ Consider a name that is unique, simple, and explanatory, that highlights your app functionality, or alternatively, utilize your company brand name

        ❑ 50 character limit

    ❑ **Short Description**

        ❑ Explain the value the app offers to the decision maker and end user of your app

        ❑ 150 character limit

❑ **Long Description**

    ❑ Reinforce the value of your app

    ❑ Highlight key benefits and any use cases for your app

    ❑ Be concise with a description and short list of benefits and features

    ❑ No character limit (less is more!)

❑ **Images & Video**

    ❑ Include up to 5 images and 1 video to showcase how the app is used

    ❑ Showcase the function and user interface of the app

    ❑ Image resolution is 1200 X 780 pixels

    ❑ Video is 40 MB and MP4 format only

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Naming Your App

✅ Make your app name simple and relevant

✅ Consider associating your app name listing to the relevant product it works with, such as Acme app for Zoom Meetings (as this app only works with Zoom Meetings)

✅ More examples could be:
Acme app
Acme app for Zoom
Acme for Zoom
Acme app for Zoom Meetings

❌ Do not use Zoom mark in your app listing name. For example, the following is not permitted:
Acme Zoom Phone
AcmeZoom
HealthSolutions4Zoom
Zoom-Reseller

❌ Avoid using only a descriptive name so only Zoom stands out as that's not clear on what the app does or whom it's for (for example, do not use "Conference" for Zoom)

Example: Badges for Zoom Meetings

1. **Naming & App Icon**
   a. Descriptive or Fanciful

2. **Category selection**
   a. Targeted; education, learning and development

3. **Description includes target customers:**
   a. Instructor & Learners

4. **Clear value proposition and benefits**
   a. Improve learner engagement
   b. Several benefit supporting points

5. **Relevant & clear visuals** *(next page)*
   a. Instructor and learner flow

6. **How to Use**
   a. [Support article on "how to"](#)

Badges
By Zoom
Works In: Zoom Meetings

Sign in to Add

Overview
Requirements
Permissions
Scopes
Developer resources
More from Zoom
You may also like

Overview: what is Badges ⓘ

Education   Learning & Development

Badges for Zoom Meetings, built by Zoom, is for instructors to improve learner engagement, from the classroom to corporate training.

🏆 **Recognize learner achievement**
Reward and track learner participation using virtual badges. Keep learners engaged by displaying badges on their video tiles. Export to a CSV to tally results or upload to your learning management system.

⭐ **Distribute badges easily**
Reward learners for their participation with a click of a button using virtual badges. View all learners in attendance and easily distribute badges from the app's side panel.

🏅 **Keep learners engaged**
Keep learners engaged by choosing to make badges visible on everyone's video tile. Assigned badges will appear instantly in the learner's foreground.

✅ **Showcase results on a leaderboard**
Export the list of assigned badges in CSV file format. Use the CSV as a leaderboard to see which learners collected the most badges. Store the CSV for your records or upload it to your learning management system.

Example: Badges for Zoom Meetings (cont'd)

Engage with the Zoom Community

community.zoom.com

ZOOM
Community

community.zoom.com

The Zoom Community is an online forum for users to find answers, seek support, and receive guidance from our 310,000+ Zoom Customers, Employees, and Partners. Members can feel empowered to connect with like-minded individuals, enhance their knowledge, and discover innovative solutions.

Find

helpful solutions to your questions

Ask

questions and get support

Collaborate

with peers in the Community

Join

the Community Champion Program

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How to Access the Zoom Community

1. Navigate to **community.zoom.com**

2. Select the "**Sign In**" button at the top right corner

3. Enter your **Zoom account credentials** (email and password)

4. Create a **unique username**

5. Voila! **You're in**. Ready, set, go!
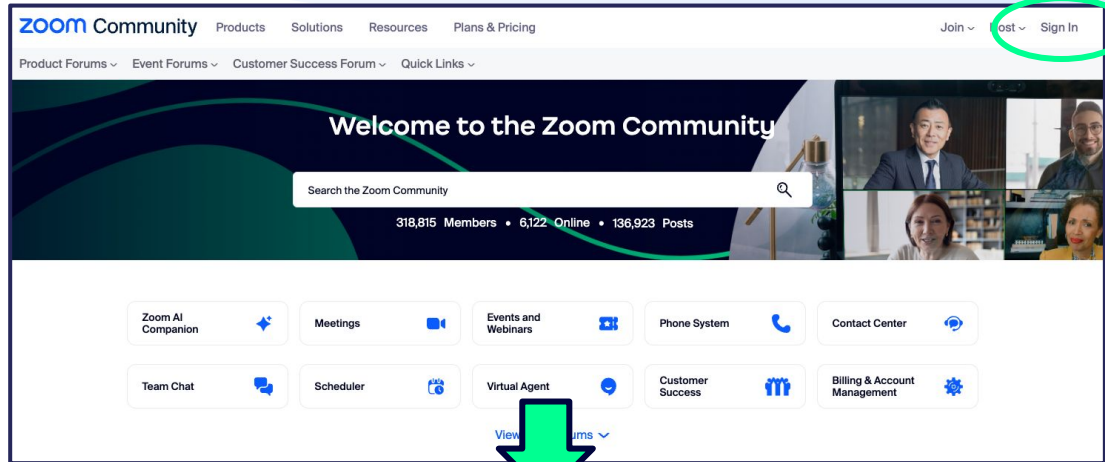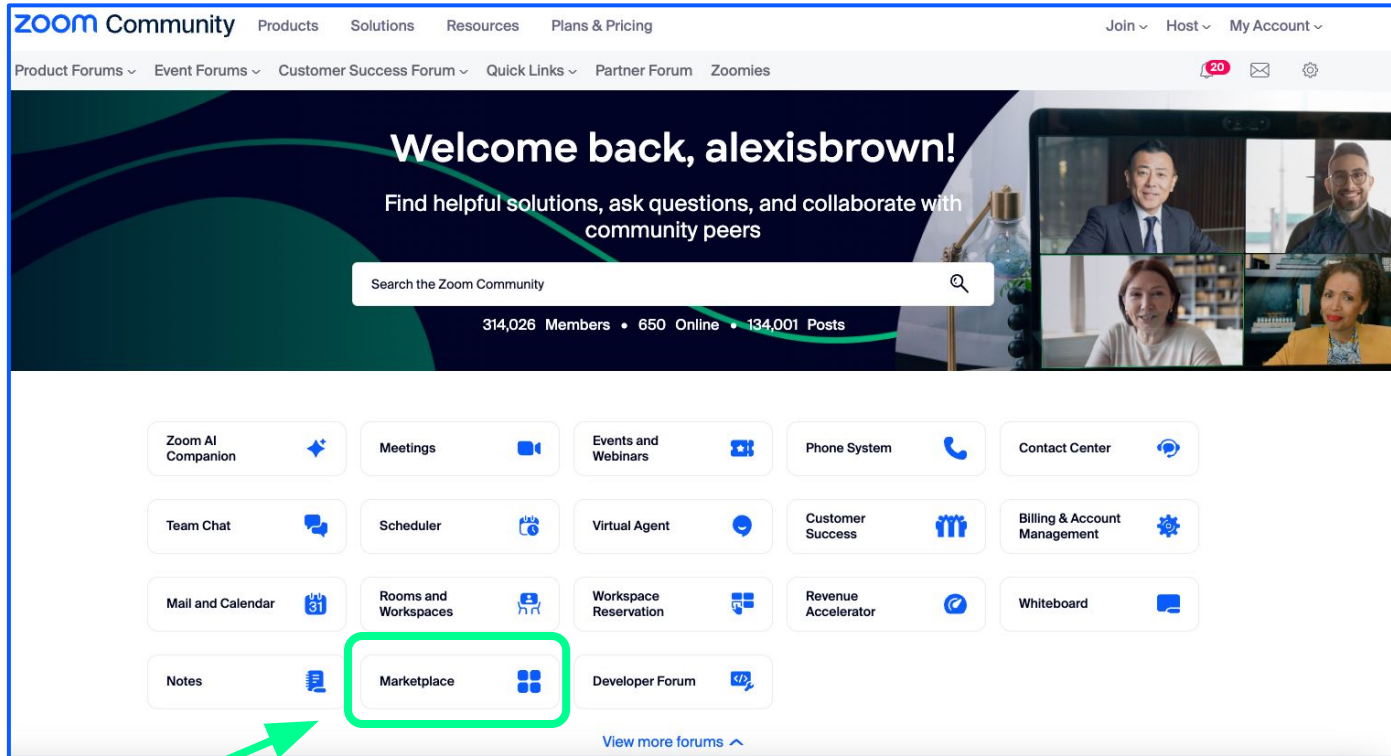
Marketplace on the Zoom Community

ZOOM Community   Products   Solutions   Resources   Plans & Pricing   Join ⌄   Host ⌄   My Account ⌄

Product Forums ⌄   Event Forums ⌄   Customer Success Forum ⌄   Quick Links ⌄   Partner Forum   Zoomies

Welcome back, alexisbrown!

Find helpful solutions, ask questions, and collaborate with community peers

Search the Zoom Community

314,026 Members • 650 Online • 134,001 Posts

Zoom AI Companion	Meetings	Events and Webinars	Phone System	Contact Center
Team Chat	Scheduler	Virtual Agent	Customer Success	Billing & Account Management
Mail and Calendar	Rooms and Workspaces	Workspace Reservation	Revenue Accelerator	Whiteboard
Notes	Marketplace	Developer Forum		

View more forums ⌃

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How to market on the Zoom Community

Create a discussion

✅ In the **marketplace board**

✅ In the relevant **product board**

✅ Share a customer success story in the **Customer Success Forum**

✖ **Do not duplicate** the same discussion in different spaces. Choose *one* board

✖ **Do not** include external promotional links

Reply to an existing discussion

✅ Browse already existing discussions and add a reply, encouraging a user to checkout your app because it could help resolve their issue

✖ Avoid spamming the community, or trying to make a sales pitch about your app

🙂 **Be authentic and human**

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Get social with Zoom and create winning content

Amplify your message with Zoom

Social Media	Followers (as of Jan 2024)	Handle
LinkedIn	~ 529K	@Zoom
X	~ 1M	@Zoom
Facebook	~548K	@Zoom
Instagram	~166K	@Zoom

Examples

We are excited to share [app name] is now available @Zoom

Now you can start using [app name] @Zoom. Learn more about the [app marketplace listing]

Leverage brand assets

Assets can be used across any of your content, not limited to social.
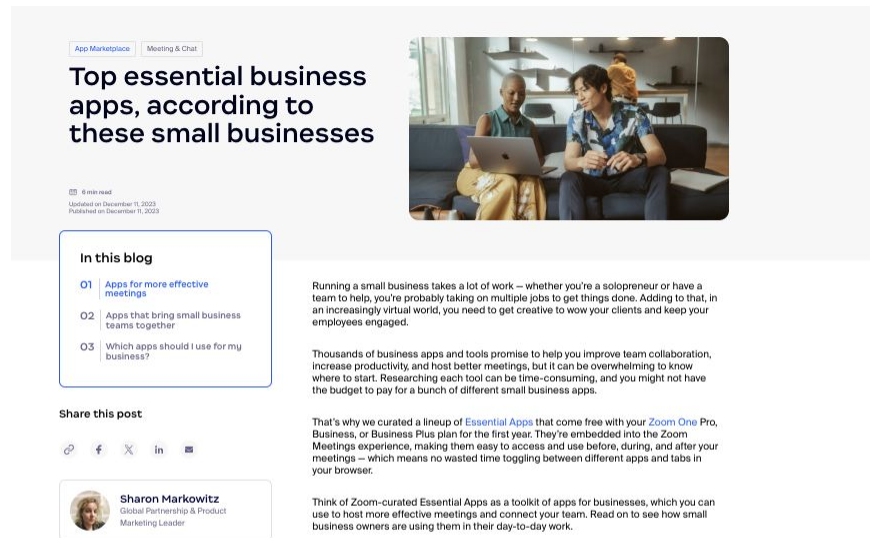
Access publicly available brand assets and brand guidelines.

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App Marketplace

zoom
App Marketplace

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Create winning content

- Focus on the value and target customer

- Show vs. Tell:
  - Lead with the customer + visuals

- Prioritize the most relevant link(s)

- Create content once, and repurpose multiple times
  - Blog
  - Social
  - Events
  - Community boards
  - Sales presentations
  - Video and more!

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Leverage Zoom's guidelines for press releases and blogs

Zoom's press release and blog review process

↓

1. Make sure your app is live on the Zoom App Marketplace

2. Send the press release/blog to your partner manager or email it to press@zoom.us

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3. Expect a 7 day turnaround time for approval

4. Any edits we provide must be accepted to publish the blog/press release

5. Post!

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Tips for content that references Zoom

Do

Do Not

Do	Do Not
✓ Make sure your app is live on the Zoom App Marketplace	✕ Do not write a press release or blog if you app is not live on the Zoom App Marketplace
✓ Include the name and link of the app marketplace listing	✕ Do not include Zoom's boilerplate ("About Zoom" section) or a Zoom press contact in the release
✓ Make it clear that this release is coming from your company only	✕ Language such as "[Company] and Zoom announce…" or [Company] partners with Zoom.." is not acceptable
✓ Release title should begin with your company's name instead of our name: "[Company] Teams Up with Zoom to…"	✕ Do not use the word "partner" or "partnership" instead use synonyms like "teams up" or "joins forces" or "collaboration"
✓ The first mention of Zoom within your body content should refer to "Zoom Video Communications, Inc." and thereafter you may simply use "Zoom"	

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Thank you

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