



Proposal for Services



Prepared By:



Aaron Watkins
President
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Agency Overview



Agency was one of the first marketing agencies in the world built specifically to specialize and market mobile applications. Launched in 2009 (back when there were less than 100,000 apps in the App Store), Agency has worked with more than 150 different apps covering almost every section of the App Store.

Because Agency's services started out for developers – it was important we found the best ways to market ourselves to the app developer community. Five years of marketing Agency has given us the relationships and knowledge of how to reach the elusive developer community.

Agency launched our AgencyDNA™ services to specifically address the needs of app service companies such as app developers, mobile ad networks, and app focused developer tools. AgencyDNA's goal is to connect their clients with the fast moving world of mobile developers and those interested in mobile services.

Agency provides a full range of marketing and promotion for companies; from content marketing to advertising, events and social network marketing. Our connections in the app world put clients into the center of the app universe.

AgencyDNA Capabilities



Public Relations

- Media Relations
- Guest Posts on industry Publications
- Publicity Stunts
- Partnership marketing



Social Media / Developer Network Marketing

- Social Content strategy
- Social Media Management
- Influencer Relations
- Industry Channel Postings



Content Marketing

- Company Blog content and Management
- Newsletter Creation and Management
- Infographic Creation and Distribution
- Video Creation



Event Marketing

- Conference event management
- Sourcing and submitting for speaking engagements
- Event staffing
- Award submission
- Virtual Events / Webinars



Advertising

- Google AdWords
- Social Media Advertising
- Industry Newsletters and Publications



FreshCoin Developer Marketing Approach

Passive Marking: Prep Work (1 Month)

Once Agency receives the green light on this account, our team will immediately begin a current brand analysis, competitive analysis and prepare the schedule for the initial marketing period. We will also begin creating the marketing collateral outlined below.

Brand Review

There is nothing more important than the brand itself. Agency will review the existing brand image and messages, including current website copy, social media channels and past media coverage to identify any potential issues that should be addressed or are underserved. At the end of this analysis, Agency will provide a list of action items and suggested updates to help improve your message.

Website Copy

In the process of building the brand, the FreshCoin team will be developing two new sites / sub sites that will be developer and consumer facing. Agency will work with FreshCoin on the site copy, assuring that it will be professional and flow well to an English speaking audience.

Marketing Plan

This document will provide an outline of the major marketing events during the period of your contract, sent out on a quarterly basis. This document will include major pitch events, potential events to sponsor or attend, suggested speaking engagements and social strategy documents as contracted for.

Press / Marketing Materials

Before we begin outreach to the media on your behalf, press materials will need to be created for distribution. These materials include any necessary press releases, a fact sheet, graphics package, video* and customized pitches to the press. Some of these materials may already be created on your end, in which case we will work with you to update any messaging or branding within the documents.

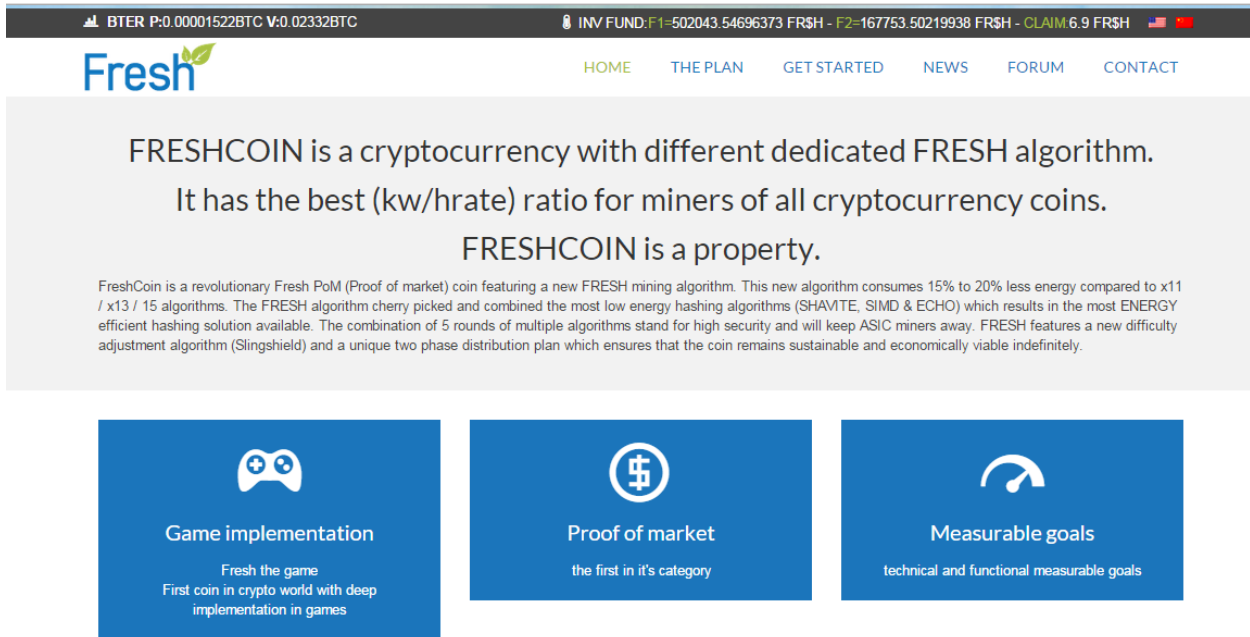
* Video production is not included in the retainer, however can be priced out on a project basis.



Content Marketing

Company Blogging

Currently FreshCoin does not have a blog, meaning that your website is very static. This is detrimental to your company’s SEO, and potential customers see the same content each time they come to your site.



During our retainer, Agency will create three blog posts per month on topics that are of interest to game developers, and that when possible highlight features of FreshCoin.io. These could be general app marketing tips, interviews with industry leaders, or tips and tricks for using the platform.

Guest Posting

While blogging on the FreshCoin.io website is beneficial to SEO and provides content for distribution, there is a huge amount of awareness that can be gained from being featured on other people’s blogs.

Many industry blogs are constantly looking for guest writers. This is great for them as it shows they have relationships in the industry, and it means less work for them since someone else is creating the content. For us – this means we get access to the traffic and readership of the blog independently of our own distribution methods.



Guest post opportunities come and go – Agency will pitch out to various sites looking for one guest post opportunity per month, however there is no guarantee of acceptance of guest posts by outside sites.

Newsletter / Email Marketing

Having your own email list allows you to push content and news to your existing user base, as well as those who have expressed interest in your services. Our retainer includes the creation and distribution of a monthly newsletter based on emails collected via the FreshCoin website (following proper anti-SPAM guidelines for email opt-in list creation). This newsletter will package up content created over the month, as well as any other important information that you wish to get out to your users, or interesting articles written by others that are relevant.

Agency can also purchase email lists of app developers on your behalf, adding them into the email marketing mix for a much wider distribution.

Public Relations

Agency proposes doing PR activities around the public launch of the service. This engagement would be a one time, 12 week project comprised of PR planning and prep, execution (press release servicing and media pitching), and follow-up.

Agency Relationships

The majority of our media relationships are within the tech world. We divide these tech publications into three major categories for outreach:

1. **General Tech:** General tech media cover all things digital, from hardware to software and everything in between. Major publications such as *The Wall Street Journal* and *The New York Times* and broadcast media like MSNBC all have general tech reporters to cover digital and technological news and innovations. Other general tech outlets are focused completely on tech news. These include publications such as TechCrunch, Wired and *Mashable*. Every pitch sent to these outlets will be tailored to a specific reporter to place a specific story that aligns with our messages and business goals.
2. **Apple Tech:** This sub set of publications has a following from Apple technology leaders as well as fans. Enthusiast sites such as *MacWorld*, *MacLife*, *Cult of Mac* and *TUAW* are all key outlets read within the developer community.
3. **Industry Press:** Agency will also develop a list of vertical publications that focus solely on the gaming space and are read by developers. Publications such as

GameIndustry.biz, *Gamasutra* and others are a strong target for placing articles and newsletters. Industry associations such as the Applications Developers Alliance, the App Quality Alliance (AQuA) and the Mobile Marketing Association all provide newsletters and posts referencing assets for their memberships.

Event Marketing

Event marketing is a great way to get in front of developers and press alike in a high impact, short time frame environment. As part of our engagement, we will work with you to identify interesting conference opportunities and the costs involved. For example, some major events that occurred during the first quarter of 2015 included:

February 3-5, Mobile+Web Devcon, San Francisco

February 6-12, Developer Week, San Francisco

March 2-5, Mobile World Congress, Barcelona

March 4-6, GDC 2015, San Francisco



For conferences that are closer, we will look at display / boothing costs, allowing us to get visibility to the highly targeted attendees of these events. For events that are further out, we will not only look at event space, but speaking engagements as well (Call for papers and presenters can happen up to a year prior to an event). During events we have the ability to setup press events where we can bring a variety of reporters to you in order to conduct interviews, brief on new product enhancements and many other forward facing announcements. Costs vary per event.



Social Media Marketing

Effective social network marketing allows you to communicate 1-on-1 with your users and potential customers, driving engagement and leading to additional sales. Social media requires a long term strategy to grow the channels, and daily upkeep and maintenance to optimize the effectiveness by interacting with consumers and posting new contents.

The goal of social media marketing is engagement. Engagement with consumers translates into sales for the brand, not just by the consumer, but also by consumers influenced by the engaged person. Engagement on social media helps spread the message and branding of the overall project. The prime targets are those which are most connected (influencers) and interested in your product.

Agency will audit, and then put together a content calendar for your social channels. When we are speaking of social channels, we are not just talking about the primary social channels (Facebook / Twitter) but more online communities where potential clients share information. Content is not posted as frequently as consumer social channels, and is often tied to content created for the site. Some examples of these:

Quora.com – Quora is a question / answer website with a strong tech community. These questions and answers have longevity on the web and is a great tool for improving your visibility when people are searching for porting opportunities.

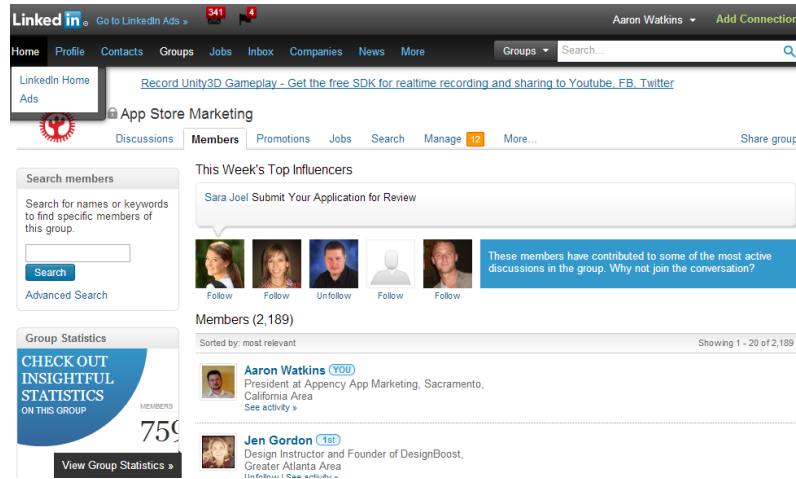
The screenshot shows a Quora page with the following details:

- Search Bar:** "how hard is it to port an app"
- Question:** "How hard is it to port apps from Android and iOS to Windows Phone 8?"
- Answerer:** Michael Marceau, App Developer (Knerf.com)
- Answer Content:** "Aside from the major differences in UX/UI, APIs and user expectations on how an app 'should look and feel' on each platform, the software on all three platforms is written in different programming languages. iOS is written in Objective-C, Android is Java and WP8 is C#." and "To answer your question, it's a complete rewrite. You might be able to share some graphic assets but that's the least of your worries. It's not uncommon to have completely different teams of programmers working on versions of the same app for different platforms. Generally an Android developer is not a good iOS developer and vice versa. Although, if I had a choice of picking an iOS developer or an Android developer to work on a WP8 app, I would pick an Android developer because Java is much closer to C# than Objective-C is."
- Related Questions:** "Windows 8: Will WinRT apps easily port to Windows Phone and vice versa?", "How easy is to port apps from Android and iOS to QNX?", "Windows 8: How much enthusiasm is there for developing windows store apps compared to android or ios apps?", "Windows 8: Is there a library to port PHP or Python to create Windows 8 apps?", "Android (OS): How has been your experience shifting from Android/iPhone to Windows Phone 8?"
- Question Stats:** Latest activity 20 Nov, 1 monitor with 73173 topic followers, 949 people have viewed this question.

Quora provides professional question / answer sessions and is referenced by a number of high profile professionals.

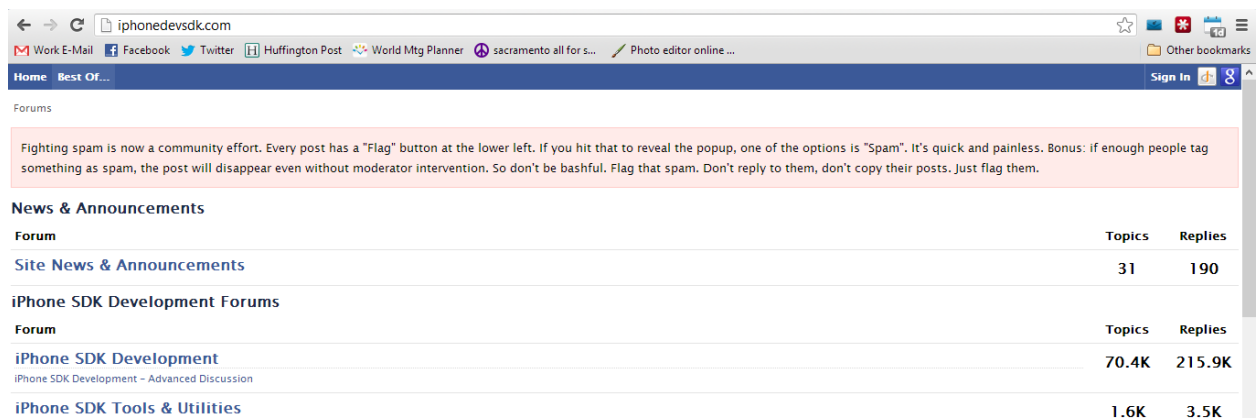


LinkedIn – LinkedIn groups provides pseudo email and forum marketing through their groups feature, with a number of large app development and marketing focused groups ripe with potential targets.



Agency controls two of the top app focused groups on LinkedIn the App Marketing Group (5,872 members) and the App Marketing & PR Group (1,531 members).

iPhoneDevSDK – iPhoneDevSDK is one of the largest online communities of app developers, trading information amongst each other from development to marketing tips. While Agency may not have the technical background to answer some of these questions that are developer specific, we can seed information and identify opportunities for conversation with the FreshCoin.io team.



For your own social media channels such as Facebook, Twitter and Instagram, Agency will create a content calendar detailing out each months posted content, and then manage the posting of content to the site as well as interactions with customers, alerting you to any potential issues or technical questions.



Advertising Management

Advertising for B2B marketing can help drive brand awareness and leads, but needs to be highly targeted in order to limit wasted impressions. Agency will identify a series of online sites that are frequented by the development and mobile influencer community and pull together a media plan that is limited at first – testing the effectiveness of the ads through click tracking and A/B testing on media types.

Additional Advertising Types

- Search engine keyword based advertising that is highly targetable to people looking for your services.
- Social Network marketing such as Facebook and LinkedIn can be targeted to job roles and company types and are ideal for controlled reach.
- Retargeting Ads can be used to engage users who have visited your site but have not taken action

Agency charges a 15% media planning fee for placed advertising with a \$2,000 minimum per month of advertising.

Campaign Investment

Level 1: Basic Content Marketing Retainer:

\$7,500/month

- First Month: Client audit and preparation
- Subsequent months:
 - 3 FreshCoin Blog Posts
 - Pitching for one guest post opportunity
 - Monthly newsletter creation
- First Six Weeks: Client social media plan
- Subsequent months:
 - Content calendar creation and posting for
 - Facebook
 - Twitter
 - LinkedIn
 - Social media presence on outside networks
 - Quora
 - App developer forums (2)



- LinkedIn Groups

Level 3: Add Public Relations Launch

\$12,000 one-time campaign

- Six Weeks Prior to Public Launch: PR Preparation
 - Media Research
 - Press Release / Press Materials Creation
- Product Launch
 - Press release distribution
 - Pitching of relevant media targets
- Future campaign pitch events to be quoted out as PR opportunities arise.

Events and Conferences

Varies by Event

- Booth Fees – TBD and vary per event. Agency will identify on client interest
- Staffing Fees - \$600 per day per professional staffer plus accommodations and travel to/from event. Other staffing / talent priced as needed.

Advertising:

15% Media Commission

Design Costs (as needed)

\$100/hr

- Approximate cost for infographics is \$800 each with 1 content review

Agency bills services on a monthly retainer basis at the beginning of each month. Advertising costs are billed and must be paid before costs can be incurred