



PROPOSAL: Marketing campaign – Fresh

March 23rd, 2015

Version 1.0

Prepared for: Borivoj Jevdjenic

purpose of this document

App-Promo is a leading app marketing and strategy firm. We provide a “360” suite of brand strategy and marketing services that work together to increase growth & discovery, drive engagement, optimize revenue and better position applications for success.

This proposal outlines the services App-Promo recommends to market FreshCoin for the months of May and June 2015.

Fresh 



the **business** of apps

With over **three million** applications live in app stores today, gone are the days where "if you build it, they will come".

The app marketplace is extremely large, noisy and saturated and to navigate it successfully you need a plan of attack both prior and post development

In a recent survey we performed with over 100 app developers we found that nearly **60%** are not generating enough revenue to break even.

On the flip side, we found that **12%** of app publishers are thriving because they treat their app like they would a business with planning, monetization and marketing in mind.



our services

STRATEGY

- Product Strategy & Positioning
 - Market Analysis
 - Competitor Analysis
 - Marketing Strategy
- Social Media Strategy

MONETIZATION OPTIMIZATION

- Business Modelling
- Monetization Strategy
 - Pricing
 - Revenue Analysis
- Mobile Ad Optimization

PR & BLOGGER OUTREACH

- Press Release Authoring
- Wire & Media distribution
 - Blogger Outreach
 - App-Promo network

SOCIAL MEDIA MARKETING

- Social Network Creation
 - Content development
 - Influencer marketing
- Social Network Optimization
 - Facebook Applications
 - YouTube Videos



EVENTS CONTEST & PROMOTIONS

- Event / Calendar Promotions
- In-App contests
- Online & Social Media Contests
- Sales & Discounts

APP STORE OPTIMIZATION (ASO)

- Identify Keywords & Metadata
- Optimize Product Descriptions
- Icon & Screenshot Recommendations
- Off-Page Recommendations

SEARCH ENGINE MARKETING

- Keyword Optimization
- Paid Search
- App Search Engines

PAID MEDIA

- In-App Ad Networks
- Mobile & Online Ad Networks
- CPI / CTR / CPC
- Affiliate / Partnerships

ANALYTICS & INSIGHTS

- Data Collection & Consolidation
- Analysis & Benchmarking
- Product Insights based on Findings

our methodology



understanding the customer

The first step is to understand your customers.

We need to create a clear picture of who your target user is for each vertical using all available information.

We will understand who the user is, what their needs are, why they gravitate towards the brand and what the USP of the app is for them.



analyze the market

Using available market research including exclusive data from Nielsen/Comscore and we will identify and analyze the market specific to your application and target market



Data such as total available market, market growth (historical numbers and projections), market trends are necessary inputs to creating the actual marketing strategy.

analyze the **competition**

We will look to competition to understand who they are (direct & indirect), how they are doing in the mobile app space and what strategies and tactics they are employing for marketing their applications.

This information will identify strengths and weaknesses in competitors product, pricing and promotions and assist in the creation of a superior marketing plan



research distribution **social footprint**

With the product, user and competition in mind, we will move into creating marketing strategies for the application.

We will identify relevant distribution channels and select the best way to deliver your product to your target customer via social distributions channels.





event marketing

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appsworld Discover the future of multi-platform apps
 North America 2015 May 12-13, Moscone Center West, San Francisco

Contact us: +44 (0)20 7017 4696
 john.hodgkins@apps-world.net

What's NEW for 2015

- NEW** - FREE to attend Connected Cars World track
- NEW** - CIO Leadership Summit
- NEW** - Wearables Technology Exhibition Zone
- NEW** Developer rate – just \$325 to attend our paid tracks including API Strategies, HTML5, Mobile Strategy & Marketing
- Besides much much more...

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CIO Leadership Summit	Hackathon	Call for Papers Now Open

Developer conference & exhibition: Apps World will be returning to North America in 2015 for two days of high level insight and discussion around one of the largest growing industries - mobile apps. Apps World North America will be taking place in the tech capital of **San Francisco** on **May 12-13** at the Moscone Center. With **over 10,000** developers, mobile marketers, mobile operators, device manufacturers, platform owners and industry professionals expected for **11 different targeted workshop tracks**, speed networking, one to one meetings, parties, tackling a spectrum of issues across the app ecosystem. The event will also include **6 free to attend developer workshop tracks** and a **free exhibition with over 350 exhibitors**.

CONFIRMED SPEAKERS INCLUDE:

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FREE PASS
expo & developer tracks

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appsworld North America 2015

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Promote your company!
Apps World North America provides the perfect opportunity for you to interact with leading app developers and gurus within the North America and beyond

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EXHIBITOR

Branding & benefits

- **6' exhibitor table**—table-top sign, power, internet, and linens at the conference
- **Logo and 25-word company description**—printed programs, TechCrunch, and shared signage (logo only)
- **Press list access**

Total Cost of Sponsorship: \$15,000



Aol.






event marketing

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JUNE 16-18, 2015
 LOS ANGELES CONVENTION CENTER

SHOW INFO



E3 is the world's premier trade show for computer and video games and related products. Learn more about the event.

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EXHIBITORS LIST


From consoles to accessories, mobile to the internet and games to indie developers check out the Exhibitors that will be at E3 2015.

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E3 INSIDER


E3 is the world's premier trade show for computer and video games and related products. Learn more about the event.

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About E3

E3 is the world's premier trade show for computer, video and mobile games and related products. At E3, the video game industry's top talent pack the Los Angeles Convention Center, connecting tens of thousands of the best, brightest, and most innovative professionals in the interactive entertainment industry. For three exciting days, leading-edge companies, groundbreaking new technologies and never-before-seen products will be showcased. E3 connects you with both new and existing partners and provides unprecedented exposure to emerging markets. E3 is where your evolution happens.

E3 2015

E3 takes place June 16-18, 2015, at the Los Angeles Convention Center.

Exhibit Hours

Date	Hours
Tuesday, June 16, 2015	12:00PM - 6:00PM
Wednesday, June 17, 2015	10:00AM - 6:00PM
Thursday, June 18, 2015	10:00AM - 5:00PM

Who Attends

In 2015, leading computer and video game companies, business partners, media and industry analysts from over 100 countries will converge on the Los Angeles Convention Center. E3 2015 will welcome experts, visionaries and entrepreneurs from all walks of the computer and video game industry:

- Software Developers
- Buyers and Retailers
- Programmers
- Distributors
- Entertainment Industry Representatives
- Financiers and Venture Capitalists
- Importers and Exporters
- Manufacturers
- Resellers
- Researchers & Educators
- Financial and Industry Analysts
- Worldwide Electronic and Print Media.



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Aol.



pricing

pricing – may 2015

Service	Price
AppsWorld (Sponsorship Opportunity) <i>(May 12-13, 2015) San Francisco</i>	\$15,000
Blogger Outreach/Influencer Campaign <i>Endorsment and reviews by influencers</i>	\$5,000
Social Media Marketing <i>Facebook, Instagram, Twitter, YouTube</i> <i>Create social content postings strategy and implementation</i>	\$5,000
TOTAL	\$25,000

pricing – june 2015

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TOTAL	\$35,000

payment terms

- Pricing per month –
100% paid in full upon 1st of the month
- All fees are in US Dollars

*** Any additional marketing and promotion costs must be agreed upon between client and App-Promo before any additional spend.**

contact US

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