

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.



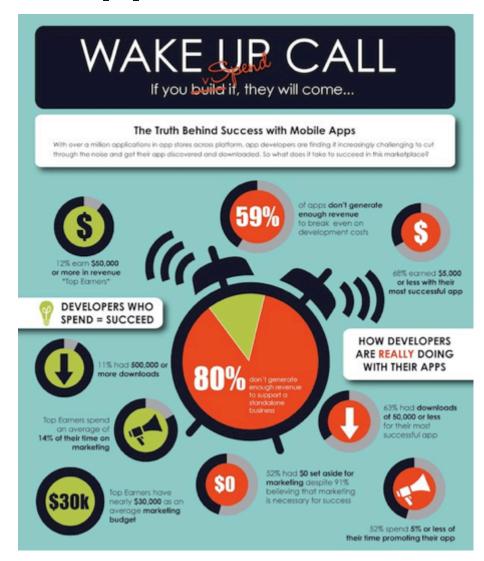
the business of apps

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

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our methodology

Understand the Customer Analyze the Review & Market Revise Analyze the **Financial** Analysis Competition Define Research Marketing Mix Distribution

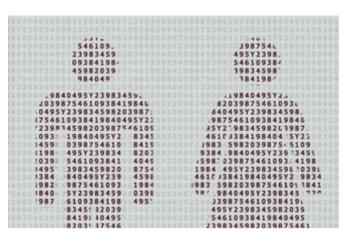
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understanding the customer

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 there 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

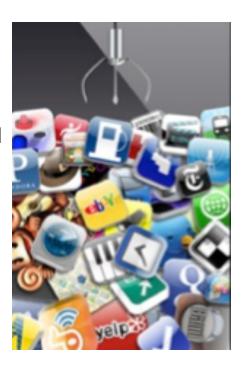


Data such as total available market, market growth (historical numbers and projections), market trends are necessary inputs to creating the actual marketing strategy.

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

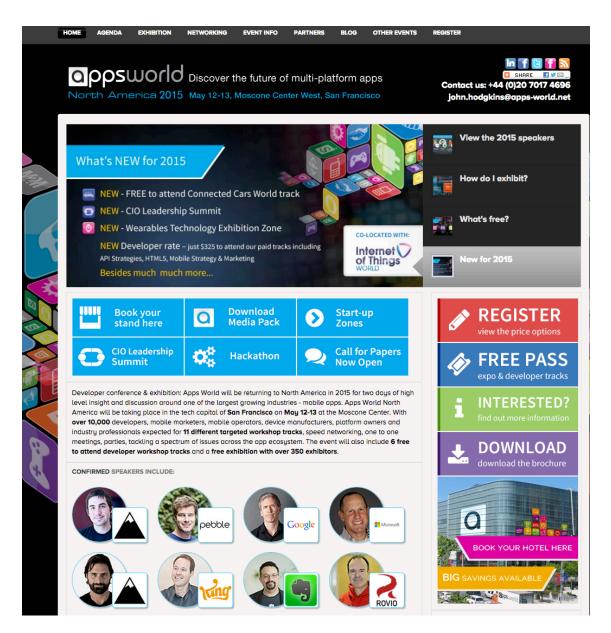
With the product, user and competition in mind, we will move into creating marketing strategies for the application.

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









EXHIBITOR

Branding & benefits

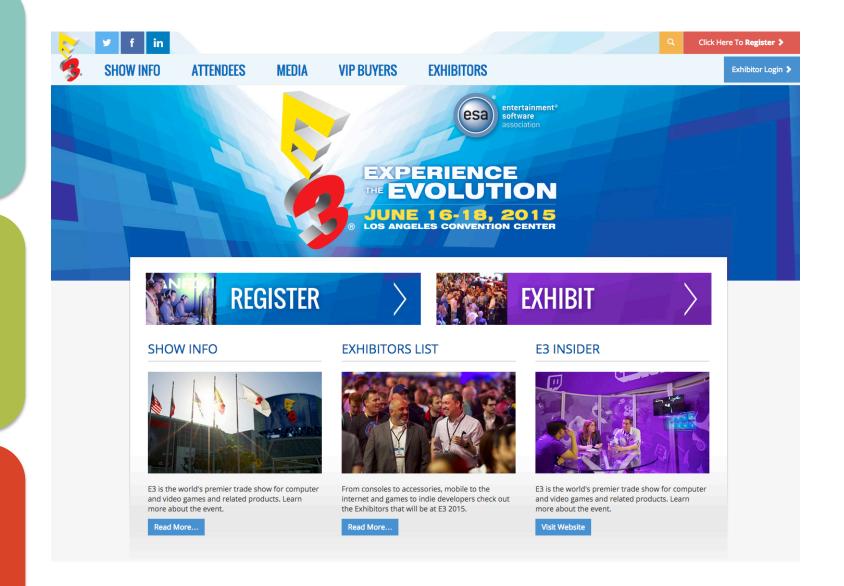
- 6' exhibitor table—table—top sign, power, internet, and linens at the conference
- Logo and 25-word company description—printed programs, TechCrunch, and shared signage (logo only)
- Press list access

Total Cost of Sponsorship: \$15,000

Aol.



event marketing





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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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- Press list access

Total Cost of Sponsorship: \$25,000

Aol.



pricing

pricing – may 2015

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

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pricing – june 2015

Service	Price
E3 (Sponsorship Opportunity) (June 16-18, 2015) LA	\$25,000
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Social Media Marketing Facebook. Instagram, Twitter, YouTube Create social content postings strategy and implementation	\$5,000
TOTAL	\$35,000

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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 aggreed upon between client and App-Promo before any additional spend.

contact US

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