Components

Well-written summary paragraph

* Compelling description of application
* What differentiates app from others like it

Screenshots

Link to YouTube/Vimeo video

Offer to provide promo code

* “Here is a link to go and download the app (with the promo code TA6…): …”

Contact information

Media/Press Kit

Full press release

App icon in .png and .jpg format (multiple sizes, from 56x56 to 512x512)

Screenshots

Other marketing images – photo(s) of development team

Optional – short bio of you/your team

Tips and Tricks

Pitch to appropriate writer/journalist, instead of sending media kit to generic email

* Can find this information on Google, LinkedIn, Twitter

Distribute promo codes

* Version status must be Ready for Sale or Pending Developer Release
* <https://developer.apple.com/library/ios/documentation/LanguagesUtilities/Conceptual/iTunesConnect_Guide/Chapters/ProvidingPromoCodes.html>

Advertising

Spotify

Pandora

YouTube