Services

* PR and blogger outreach (p. 12)
  + What journalists and bloggers do you contact, how do you position yourself, and where have your clients been featured in the past?
* Media buying and management
* Social media marketing
  + How exactly do you promote apps on social media?
  + Do you promote / take over existing Facebook pages? Do you set up additional accounts and promote from there? How many subscribers do you have in existing channels?
* Search engine optimization
  + How do you get an app to be ranked highly? Do apps retain their position in SE rankings?
* Contests and promotions
  + What kind of contests and promotions do you run? Where do you run them? Do these have any grassroots / local components?
* Direct email marketing
  + Who do you send emails to? Or do you manage existing email lists?
* Marketing collateral and branding
* Campaign analytics and insights
* Launch, boost, or ongoing custom campaigns

Budget

* What budget range are you looking for?