MARKETING & ADVERTISING YOUR APP:

Driving Awareness and Promoting Downloads

So you're ready to launch your new app.
Congratulations! Getting the word out is your next important step. Every company has a different marketing mix to reach customers and visitors. Regardless of your overall marketing strategy, here are a few tips.

- Promote your app's usefulness and simplicity first. Screen captures can really bring this to life for you.

- Always let people know where they can find your app. Give simple instructions where appropriate and use the Google Play and App Store logos as quick shorthand for download info. All digital elements should feature actionable download links.

- If possible, create native-language materials for those in your community who do not speak English as a primary language.

Wherever you feature your app, be very clear about what it can do, how it works and how it will help customers and visitors.

FLYERS AND INFORMATION CARDS

Post in high-traffic areas and at all customer touchpoints, such as entrances, information desks, food courts, etc.

PRINTED MATERIALS

If your company has a printed guide, magazine or brochure and if you have enough lead time, add a section featuring your app. At the very least, you may be able to insert small flyers or info cards into pre-printed materials in time for your app launch.

E-BLAST(S)

If appropriate to your customers (and/or if lists are available), a brief e-blast campaign could be very helpful. You can tease the app launch date with an introduction of the key features and benefits, and then follow up with one or two reminder emails. Always include download buttons so it's easy for recipients to take action.

LOCAL PRINT ADS

Depending on your customer demographic, it may be useful to spread awareness across your local area in newspapers, community magazines, newsletters, etc

DIGITAL AND MOBILE ADS

Target local audiences as much as possible. Feature simple messages about the primary benefit of your app, and always have clear download links.

CALL CENTER OR AUTOMATED HOLD MESSAGING

Incorporate app messaging into your automated hold messaging rotation if you have one—it's a great opportunity to get your users' full attention, and they may even have time download your app while they are on hold. If you app features directions or navigation, be sure to mention that—it may be information many callers are looking for.

CLOSED-CIRCUIT TV / DIGITAL SIGNAGE

If you have video and/or digital signage displays, use them to display information about your app. Digital signage receives a lot of eyeballs and can be helpful for demonstrating the functionality and benefits of your app. Of course, be sure to include information about where to download.

SOCIAL MEDIA

Use multiple posts throughout the launch period, focusing on your app's various features and benefits. Be creative! Imagine different ways a patient might engage with your app, offer a promotion for the first X downloads on a certain day, etc.

WEBSITE

Your website offers a number of places to promote your app. In every case, be sure to include download links to Google Play and/or the App Store.

- Home page
- Contact page
- App detail landing page
- Directory page