

core-apps

MARKETING

PLAYBOOK

OXXO



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SUCCESSFUL MOBILE APP MARKETING CHECKLIST



EVENT TECHNOLOGY

IS OUR CORE

core-apps.com



Effectively promoting your mobile app is important to successfully achieve your download and usage goals. With our vast experience in providing mobile apps we have put together some tips and suggestions to help you achieve your goals. The first step is setting goals and planning your strategy – we call that a marketing playbook!

MOST IMPORTANT

It is necessary to not only promote download of the app but you want to make sure it is being used at your event as well. Let your exhibitors and attendees know how they will be able to use the app to their advantage by listing all the features and benefits in all your promotional materials.

App downloads won't mean much if it isn't being used.

ESSENTIALS

TO INCLUDE IN ALL COMMUNICATIONS

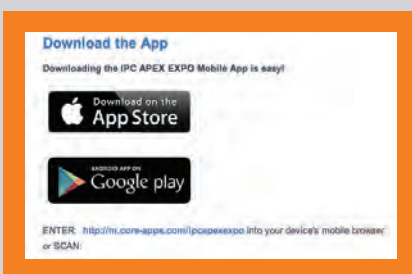
These 3 essentials will be used throughout your marketing playbook and will be provided by Core-apps.



Screenshots:
grab the attention
of the attendee



QR CODE:
fastest method to
download the app



Download language: highlights useful features and instructs the users how to download the app (IMPORTANT: be sure to include the App/Play Store search keyword to find the app)

ON-SITE PROMOTION

REMEMBER

You want to capture as many downloads through pre-event promotion. However, it is important to spread an abundance of onsite signage (stands, meter boards, banners, tent cards) throughout the event. The key is not only to capture those last minute on-site downloads, but to make sure you promote the features of the app and how they can USE the app to their advantage.



BEST PLACES TO PROMOTE ON-SITE

- Registration desks
- Lobbies
- Exhibit hall entrances
- Meeting room entrances
- Charging zones, Pavilions, & lobbies with featured wifi

****How many signs will you be creating for your event and where will they be located?***



ON-SITE BUZZ

Include the 3 essentials in Speaker PowerPoint slides or call out in highly attended sessions like keynotes. Have temps welcome attendees with app download instructional cards.

Reminder: 3 Essentials:

- Screenshots
- QR Code
- Download Language

STICKERS OR BUTTONS

Worn by event management, temps, and venue employees help to promote a quick and easy scan by including the QR code.

****Will your staff be wearing stickers to promote the app?***

REG PACKETS

Include a half or full sheet handout/flyer including the 3 essentials in the conference bag.

****Will the app be promoted in the event handouts?***

PROGRAM GUIDE

Include a dedicated page in the printed guide with the 3 essentials to promote your event quest to "go green".

****Will the program guide include a page or insert to promote the app?***



GO GREEN TIP

Upload all handouts and documents to the app and charge for print guide. Wean your attendees off of the printed guide, the app is free, so you can charge for printed materials to cover print costs and shift attention to the free app, increasing usage. Promote that the goal is to go green and shift to a fully mobile, interactive, and real time guide that enhances communication, networking, planning and productivity.

**Have you explored the opportunity to Go Green with your mobile app?*

HOTEL SIGNAGE

Promote the app with signage at your official event housing hotel lobby's and check in desks. This helps to capture downloads before the attendee arrives onsite. Flyers inside of the room are also a great addition.

**Will you promote the app within your event housing? How?*

AIRPORT SIGNAGE

Do you have airport signage? If so, make sure to add info and the QR code for the app on your signage so people can scan it while waiting for their luggage.

**Do you have airport signage that you can add the QR code to?*

FEATURES TO PROMOTE FOR PRE, DURING AND POST EVENT USAGE

Pre event: build a personalized schedule, bookmark exhibitors, Multi Device Sync

During event: booth & room routing, local places, friends networking, alerts, express reg

Post event: notes, handouts, alerts with next year info



ON-SITE PROMOTION WORKSHEET

1. How many signs will you be creating for your event and where will they be located? (Don't forget the 3 Essentials: Screenshots, QR Code & Download Language). _____

2. Will your staff be wearing stickers to promote the app? _____

3. Will the app be promoted in the event hand-outs? _____

4. Will the program guide include a page or insert to promote the app?

5. Have you explored the opportunity to Go Green with your mobile app? If so, how will you promote this? _____

6. Will you promote the app within your event housing? How?



ON-SITE PROMOTION WORKSHEET

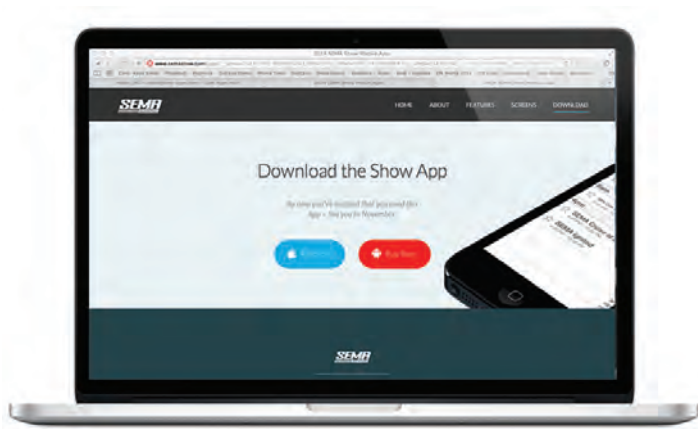
7. Do you have any airport signage that you can add the app info & the QR code to?

Is there anything else you will do for on-site promotion that we haven't listed here? Notes: _____

60

DAYS OUT

MENTION THE APP **EVERYWHERE**



- Staff email signatures
- Homepage and event site
- Industry Publications
- Press Release
- Social Media

WEBSITE PRESENCE

Your event website is the best source of information for exhibitors and event attendees pre-event. Make it easy for them to find this information by promoting the app on the homepage of your event website along with a dedicated page including the 3 essentials. Include a coming soon message to generate buzz before the app is ready and also note that sponsorships will be available. **Remember to ONLY use the link provided to you from Core-apps used in the 3 Essentials.**

**When will the app be promoted on your website?*



SOCIAL MEDIA

- Twitter: tweet from your event or association handle using the official event hash tag including the download link and App Store search keyword
(Tweet weekly and then daily right before and during the event)
- Facebook: weekly post the 3 essentials to your event or association Facebook group/page
- LinkedIn: weekly post the 3 essentials to your event or association LinkedIn group/page
- YouTube: create a short video about the app. It can be as simple as having the president of your company or association explaining the features and how to download
- Blogs

****What dates will you promote the app through your social media channels?***

ASK EXHIBITORS TO SHARE

Exhibitors are one of the best ways to promote your brand, encourage attendance, and promote the app. Create a website screen grabs including the 3 essentials that exhibitors can download and include on their company websites to promote their presence at the event and on the app.

****How will you encourage your attendees, exhibitors, and sponsors to help share the app?***

ATTENDEE & EXHIBITOR EMAILS

Registration confirmations, newsletters, eblasts including the 3 essentials are a great way to directly reach your attendees and exhibitors.

****What dates will attendee and exhibitor email communications be sent to promote the app?***



WEBINARS

Schedule a webinar to demonstrate how easy it is to download the app and how to utilize some of the most important app features. Core-apps staff is available to perform this webinar.

****How do you plan to educate your attendees on how to use the app?***

PRESS RELEASE

Core-apps has template press releases language that features the app and instructions for how to download.

****What written communications will you use promote the app?***

INDUSTRY & ASSOCIATED PUBLICATIONS

This is a great way to feature your event and technology as the leading event within your industry

****How will you promote the app as an industry reference tool?***

PROSPECTUS

Feature the coming soon app and sponsorship opportunities.

****Will you promote the app in your event prospectus?***



PUSH ALERTS

Through previous app event (Multi-Event App).

*** What date will you schedule an alert to be sent on your previous app to promote the new event content?**

STAFF EMAIL SIGNATURES

Include app download language in email signatures.

REGISTRATION PROVIDER'S EMAIL

Add the QR code, image of the app and download language to your Registration Provider's email system to include in the confirmation email.

SPECIAL FEATURES TO PROMOTE APP USAGE

The goal is to entice the users to download and use the app. Promote & enhance the app with exclusive app only content & functionality that attendees cannot find in a printed guide.

Some features to highlight:

- Friends (attendee to attendee networking)
- Map routing (find exhibitors & add them to a quick list to provide best path routing)
- Treasure hunt (drive booth traffic)
- Session ratings and real-time audience response live polling (feedback)
- Green package (exhibitor involvement)
- Session handouts (presentation digital copies)
- Alerts (receive real time communications)



60 DAY OUT PROMOTION WORKSHEET

1. When will the app be promoted on your website? _____

2. What dates will you promote the app through your social media channels? _____

3. How will you encourage your attendees, exhibitors, and sponsors to help share the app? _____

4. What dates will attendee and exhibitor email communications be sent to promote the app? _____

5. How do you plan to educate your attendees on how to use the app (i.e. webinar)? _____

6. What written communications will you use promote the app (i.e. Press Release)? _____



60 DAY OUT PROMOTION WORKSHEET

7. How will you promote the app as an industry reference tool (i.e. through industry and associated publications)?

8. Will you promote the app in your event prospectus? _____

9. What date will you schedule an alert to be sent on your previous app to promote the new event content (Multi-event app)? _____

10. Will you Include app download language in email signatures.? _____

Is there anything else you will do for your 60 days out promotion that we haven't listed here? Notes: _____

30

DAYS OUT

KEEP ON BUILDING THE BUZZ

- Service Contractor Packets
- Offer exhibitor incentives
- Share “how to” videos
- Send eblasts about features



SERVICE CONTRACTOR PACKETS

Make sure to include all app download instructions in your service contractor packets.

****When will the service contractor packets be distributed?***

EXHIBITOR INCENTIVES

Offer your exhibitors incentives to share the app with others. The better the incentive, the more they will want to share and the more often they will share. Make it enticing.

****What type of incentives will you offer your exhibitors to share the app?***



PROMOTIONAL VIDEOS

Core-apps has video that will highlight the most valuable reasons for your attendees to download and utilize the app. Show attendees how easy it is to download and utilize the app. Include the videos on your event website, YouTube channel, and on Shuttle bus TVs. Promote app "how to" videos.

****How and where will you add these app promotional videos?***

E-BLASTS

Send out eblasts to your attendees and exhibitors specifically promoting the app. Tell them about all the features they won't be able to live without while at your event!

****How will you entice your attendees, exhibitors, and sponsors to download and use the app while at your event?***

MULTI-EVENT APP

CREATE A LIFELONG COMMUNITY OF USERS ON A SINGLE APP FOR YOUR EVENT(S)

Core-apps supports a multi-event app that allows you to include several event apps into one shell. This provides a sustained user base that does not have to be re-captured from one event or one year to the next.

Please contact your Core-apps sales rep for more information.



30 DAYS OUT PROMOTION WORKSHEET

1. When will the service contractor packets be distributed and what will you add to promote the app? _____

2. What type of incentives will you offer your exhibitors to share the app? _____

3. How and where will you add your app promotional videos?

4. How will you entice your attendees, exhibitors, and sponsors to download and use the app while at your event? _____



30 DAYS OUT PROMOTION WORKSHEET

Is there anything else you will do for your 30 days out promotion that we haven't listed here? Notes: _____

15

DAYS OUT

GET YOUR ENTIRE STAFF ON BOARD



- Train ALL your on-site staff
- Send eblast to download
- Send out text message to your attendees

TRAIN YOUR ON-SITE & REGISTRATIONS STAFF

Make sure each and everyone of your staff that will be on-site at your event is comfortable using the app and will be able to easily answer any questions that may come their way. Create cue cards for your registration staff so they are able to easily talk about that app and that also include the QR code that people can scan to download the app right there.

**What kinds of questions will app users have?*

SEND FINAL E-BLAST

Send out a final eblast encouraging your attendees and exhibitors to download the app now so they are ready when they are at the event.

SEND A TEXT MESSAGE TO YOUR ATTENDEES

If you collect cell phone numbers and have the ability to send a group text message, send a reminder about the app and where they can go to download. They will be able to click on the direct link and download the app immediately.



15 DAYS OUT PROMOTION WORKSHEET

1. What kinds of questions will app users have and what will you do to prepare your staff to answer those questions? _____

2. When will you send out a final eblast encouraging your attendees and exhibitors to download the app before the start of the event? _____

3. How and where will you add your app promotional videos?

4. How will you entice your attendees, exhibitors, and sponsors to download and use the app while at your event? _____

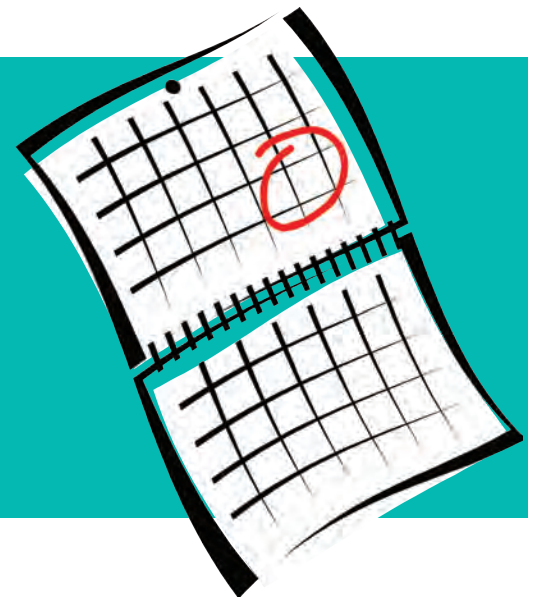
365

DAYS

A YEAR

KEEP YOUR AUDIENCE **ENGAGED**

- Send Pre-event Content
- Share highlights after the event
- Communicate with your audience all year-round



It's a well-known marketing fact that useful and interesting content keeps users engaged. If you're adding new content on a regular basis, then this may become an app that they simply can't live without.

Lucky you! You can easily communicate with your audience all year-round through your mobile app! Using your app as a main source for information sharing can help ensure your message gets through.

An additional benefit to consider is that you will likely **increase your sponsorships** by providing an additional vehicle for year-round engagement and advertising opportunities. Smart sponsors would be willing to pay more for that additional access.



365 DAYS A YEAR PROMOTION WORKSHEET

1. What type of information will you send out prior to your event?

2. What will you share about your event after it is over?

3. What content will you use to keep your audience engaged all year round and how often will you send this information?
