Spread The Word

Get the word out about your Branded Mobile App by SchoolInfo

School
Info

Introduction

Communication is constantly evolving. According to [Pew Research](#), in 2011 only 35% of Americans had cell phones. Now, 97% of Americans own cell phones, 85% of those being smartphones. While we may be nostalgic for playing Snake on our old Nokia, most of us couldn't imagine living without a smartphone. With a smartphone, we can personalize our communication to receive information we need, when we need it. Need a reminder about an important event? Your phone will let you know. Need accommodations for language or disability? Allow your phone to make those adjustments for you.
How about being able to quickly communicate a change of events? No worries, your phone is on it!

But you already know this. It's why you have a branded mobile app to communicate with your community! How do you let everyone know about the app now that you have one? Look no further. The team at SchoolInfo has put together a lot of great ideas to spread the news about your branded mobile app.

In this eBook, you'll find a variety of ideas, from simple to elaborate. It's everything you need to get your community on board with using your new app! Before we dive into the different ideas, we'll first look at who you are trying to reach. Then we'll cover ideas on how you can promote your app, including using marketing materials that are created for you. Finally, we conclude with ideas to keep your app engaging for your users.

Ready to get started on getting the word out on your app?

Audience

The first step in promoting your app is deciding who you want to use it. In order to get their attention, you need to know to whom you are trying to appeal to. Here are a few different audiences that you may want to target:

• Parents and Guardians
• Students
• Staff
• Greater Community

There may be important targeted audience groups specific to your school or district that will find your app particularly helpful. You may want to consider them as well when trying to get the word out.

Now that you know whom you want to target, what should you be saying? Here are a few pro-tips to get the word out when targeting audiences.

Tip #1
Word of mouth.

A referral is the best way to get people excited about something new. We all love to hate social media influencers, but there is a reason they started making money: they make a difference. Think of the biggest influencers in your educational community and get them on board with your app!

Need ideas to get started?

• **Your school board:** Get your leaders excited! They will be ready to share the benefits of the app with everyone they meet.

• **The PTA:** The PTA is your go-to for getting families familiar with the app. They will love the easy-to-use functionality to keep up to date with what is happening in the school.

• **Extra-Curricular Activities and Clubs:** Keeping practices, meetings, and events organized is always a challenge. Show them how easy it'll be to stay organized!

• **Student Government:** Let the next generation of leaders share in the fun of using the app—and seeing the benefits.

Tip #2
What's in it for me?

When trying to convince anyone to start using something new, it's best to focus on how it will benefit them specifically to use the app.

Here are a few benefits for users.

> All your school calendars are in one place. And you can subscribe to only those that are relevant to you!

> With the Conversations functionality, you can directly message other users without sharing your personal phone number.

> Push notifications make sure you never miss out on important messages like school closings.

> Keep up with the news you care about. Subscribe to specific content areas to get the latest updates.

Keep in mind, that you know what you are most excited about with your new app. Make sure to share that with your audience!

Tip #3
Keep your app up to date.

If your audience downloads the app but the information is outdated or not relevant, they will be less likely to use it. That may sound daunting, but there is good news! Our team will help keep your app updated. You can share the content and where you want it to be, and we manage the rest.

"I love how easy the interface is to use and how supportive the company is with helping get things uploaded and with providing professional development on the product."

Robyn S., School Administrator

Marketing Tools

There are a variety of tools to market your app right in the dashboard used for app administration. Where can you find them? Scroll down the sidebar in your dashboard and locate the "Marketing" section. From there you will find several different options for marketing to your audience.

Documents

Documents include tools that will be branded for your school. These documents include:

Poster

Flyer

Teacher Infographic

Press Release:
Getting started is often the most daunting aspect of writing. With the press release template, you can simply make a few edits and send it to your local press to notify your community about your app.

Pro tip: don't forget to post the release as a news item on your website and in your app!

App Download Infographic:
While downloading an app may be a simple process, the how-to directions can be helpful to some of the less tech-savvy people in your community. This flyer makes downloading a snap!

Documents are automatically branded with your school's name, logo, and colors. They may also automatically be translated into Spanish or French.

Tips on how to use these documents:

Print and hang the documents around campus—don't forget the teachers' lounge!
Send flyers home with students
Include in take-home folders with students
Add them to welcome packets for new families

Store Widgets

Store Widgets make it easy for your users to find your app in Apple's App Store and Google Play. If they don't have a smartphone, they can also easily find the web version of the app.

Widgets:

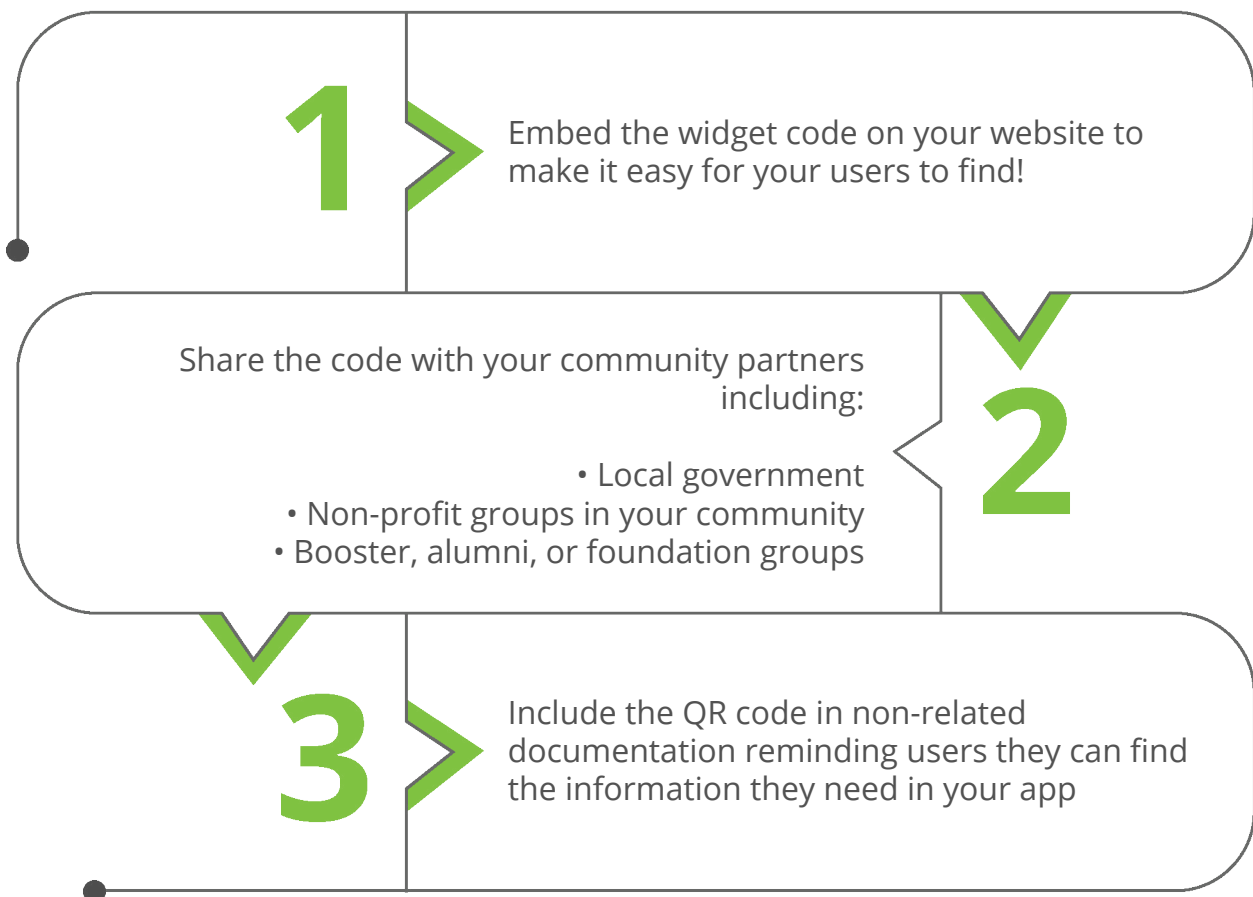Download or copy code to embed on your website

• Link to Apple's App Store

• Link to Google Play

• Link to the web version of the app

• Smart app store banner
Have a banner display at the top of your app to encourage app downloads from visitors

QR Code

Customize the size and download a custom QR code so people can easily download your app

How to use the store widgets

1 Embed the widget code on your website to make it easy for your users to find!

2 Share the code with your community partners including:

• Local government
• Non-profit groups in your community
• Booster, alumni, or foundation groups

3 Include the QR code in non-related documentation reminding users they can find the information they need in your app

Embeddable Widgets & Share

This widget lets you embed your newsfeed right on your website. Why do that? It allows you to centralize your communications postings in one location and manage it right from your dashboard.

If your organization has included Share! in your purchase of the integrated digital communications platform from SchoolInfo, you would also be able to embed the Share! Widget on your website. This works similarly to the newsfeed widget.

eZlink

While not a tool in the dashboard, it would be remiss not to mention eZLink. A custom .app eZLink is an easy-to-remember and simple to share gateway that makes finding and downloading your school, district, or association app a breeze! It's your school, district, mascot, or motto name followed by .app that instantly directs any user on any device using any browser to your school or district's app by SchoolInfo!

• Recognized for any app on any browser
• Applicable to both the mobile and web versions of an app
• Share your app with ease to families, students, and other stakeholders

Making it easier for your users to locate your app will increase downloads.

General Ideas

There are a lot of ways to start a buzz about the app in your community.

Promote on Social Media

This may seem like an easy idea but it's still important to highlight your new app on social media. Make sure to list out the benefits for your users and repeat the message. Here's a template to use.

Tip:
Add an image of your app to make it stand out! Or a picture or video of someone using the app. Also, add a hashtag so you can easily see everyone who is engaged. Make it fun, like #yourschoolgoesmobile or #yourschoolspiritapp.

Really Cool District or School
Monday at 11:00 AM

(Add the name of your district or school) Families! Did you know that we now have an app? You can now (add a benefit like "see all the calendars in one place", "find the latest news and information", "get push notifications for important updates", etc..) right from your phone! Find the (app name) today!
Link for Apple users: Link for Android users:
Don't have a smartphone? Here's the weblink:

SIA
SCHOOLINFOAPP
SCHOOL DISTRICT
Loading...

SIA
SCHOOLINFOAPP
SCHOOL DISTRICT
Loading...

DOWNLOAD OUR FREE APP TODAY!
Download on the App Store
GET IT ON Google Play

Big Bob and 291 others   55 Comments

Pro Tip!

For all these ideas, expand the reach of what you are doing by posting the results on your website and on social media. Get more bang for your buck by adding pictures! Make sure to highlight those who are doing what you want: downloading your app!

Promotional Giveaways

Who doesn't like a freebie? Promotional items, swag...however you word it, people like free stuff. Yard signs, frisbees...are fidget spinners still a thing? Whatever your school's definition of swag may be, the 'Stuff We All Get' could be a secret weapon when it comes to getting students and other users to promote your app!

Maybe your school has a spirit store where students could receive a free item or discount coupon? Or maybe you just want to shoot t-shirts out of a cannon to those who are influential in promoting your app. However you choose to do it, people love free stuff and it's a super fun way to spread school spirit while encouraging your campus to download your school's app—and use it to its full capabilities.

Some other Swagadelic options include:

Cups
Stadium Seats
Tumblers
Hoodies
Notebooks
Backpacks
Key Chains
Anything you can slap your school's logo & a QR code to the app on will work!

Extra tip: Post images of people using or wearing the giveaways on your website and social media to increase awareness.

Drawing

Like we said before, people LOVE free stuff. With a drawing, you're able to offer a bigger prize to only one or a few participants.

It's simple to organize too! After choosing a prize, announce the giveaway to the community.

Anyone who submits proof that they have the app downloaded will be entered in the chance to win the announced prize. The only planning you will need to do is to secure the giveaway prize, schedule when the giveaway will be announced, and decide where individuals can send the proof they have downloaded the app.

This could be open to only new app users or to people who have already had the app downloaded, that's up to you! What's great about this promotion is that it is open to anyone in your community. Students, their families, and even teachers can be entered into this giveaway if they submit proof of having the app downloaded.

You can choose any prize that you think will best motivate your community to download the app. It can be tangible or not, something you already own, or something you purchase. Here are some examples of what you can offer as the giveaway prize:

> **Gift card to a local restaurant or store. You may even be able to convince a business owner to donate this to your school!**

> **Tickets to the opening night of your school's play**

> **Tickets to a school sporting event**

> **Gift basket full of school swag**

> **Principal for the day**

Pro tip: Giveaways are also a great way to increase the buzz around your app. Top it off by announcing the giveaway on your app. And, of course, share the results on social media and on your website.

Student-Focused Ideas

Will you be using student-focused features in the app such as hall pass or assignments? If so—or even if you just want to make sure they are using other features of the app, student-focused ideas are always helpful! Here are a few ideas other customers have used to increase app usage.

Pro tip: A lot of students love selfies. Ask them to share pictures of themselves to expand the promotion. Make sure to add a unique hashtag created for this campaign!

> **Bonus Points**

Want students to use your app? Award bonus points! Personally, as someone who procrastinated a lot in high school, I survived almost solely on bonus points given out by my very understanding

teachers. So, if I could have received those points just by spreading the good word about my school's amazing mobile app? Sign me up!

I would be willing to bet this rings true for students in school now as well. Administrators have a built-in marketing team when it comes to their students, and what better way to promote your app than by having the ones who use it most do it for you! Bonus points offer a great incentive to accomplish this.

Spirit Day Surprise

Providing an incentive is a great way to convince your audience to download your school's app. One of our customers had a savvy idea! They announced a special spirit day only on their app. That way if an individual didn't have the app downloaded, they missed the opportunity to dress down for the day. As someone who had a strict dress code back in the day, I know just how exciting it is to be able to wear jeans and a t-shirt for a day. Nobody will want to miss that opportunity again! Check out how they did it.
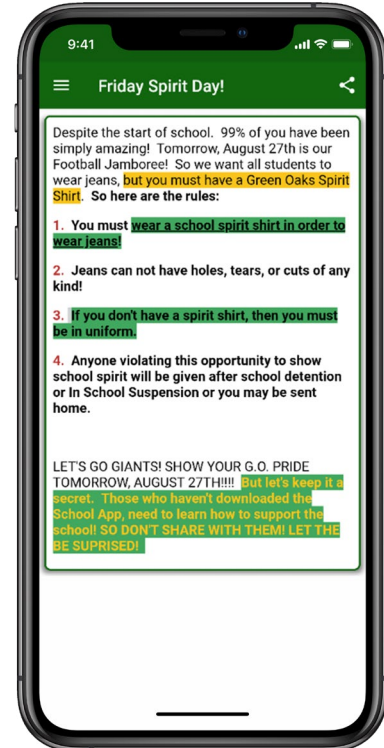
Engagement

In addition to your already great app, SchoolInfo offers product features and add-ons that can help enhance adoption and usage of your app. Remember, downloading the app and making the app useful and engaging are not one and the same. Here are a few ways you can make sure your app is not only downloaded but USED by your community.

Video

Did you know viewers retain 95% of a message when they watch it in a video? And only 10% is retained when reading it via text. Why is this important? Using video in your app will increase engagement while also making sure users retain content.

Share! App

As an administrator, you simply cannot be everywhere. Every day in classrooms, on the sidelines, on stages, and on field trips, the stories of your school are happening. Empower teachers, parents, and even students to be your storytellers in a safe and positive setting. Share! is a content review solution to save time and manage how your story is told. All from a mobile device – those closest to the stories can submit news, pictures, and videos for approval before posting to your app and other channels like social media, your website, voice dial, text, and email.

Other key benefits of Share! include:

Intuitive dashboard layout to view pending and reported news
Increased engagement of your community
News and events coverage in real-time
Clear formatting for all videos and attachments on any mobile device

Share! reduces the administrators' burdens of finding new content while keeping your app and social media fresh.

Content Team

We know administrators are busy. That's why we have a team on staff to help you keep your app up to date. Need to add a news item? Send the copy and any other attachments to content@schoolinfoapp.com. Our team will get it added to your app at no additional cost. Consider our team an extension of your team for keeping your app updated!

Training and Your App

Through the sales and deployment process, you learned a lot about your app. It is possible you may have missed a few things! This document provides an overview of the features of your app. If you have questions, please ask! Also, you can find our latest on-demand webinars here.

Conclusion

Whew. That's a lot. The good news is you are well on your way to promoting and using your new branded mobile app! Looking for more great ideas? Make sure to follow our blog, where we regularly post industry and product news, as well as publish tips for schools and districts to promote their apps.

Looking for more help with your digital communication? Check out our other eBooks for more great ideas!

Digital Communication Strategies for Districts and Schools
Web Design for Districts & Schools