How to Successfully Promote Your Guide

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Promotion is a necessary step to ensuring that your app deployment is a success. As with any initiative, it's important to have a **plan** and follow it through! Effective guide promotion results in **higher adoption rates, happy attendees**, and **better ROI.**

We want you to make the most out of your app - and this means ensuring that you communicate the value and make it as easy as possible for people to access it.

Planning ahead also helps you report back to stakeholders clearly and confidently about what activities you took to drive adoption and usage for your app investment.

These promotional guidelines will hopefully serve as your roadmap as you boost your app to success.

Spend some time thinking about your strategy

Before you begin promoting your app, it's imperative that you think of at least 3 main reasons why somebody should download it.

Some examples:

- Plan your day in advance
- Network with other attendees
- Take part in the live session voting
- Stay abreast of important communication
- View unique content that is accessible only on the app

It's crucial that everyone is aware of the key benefits of the app - this will drive your marketing strategy for it.
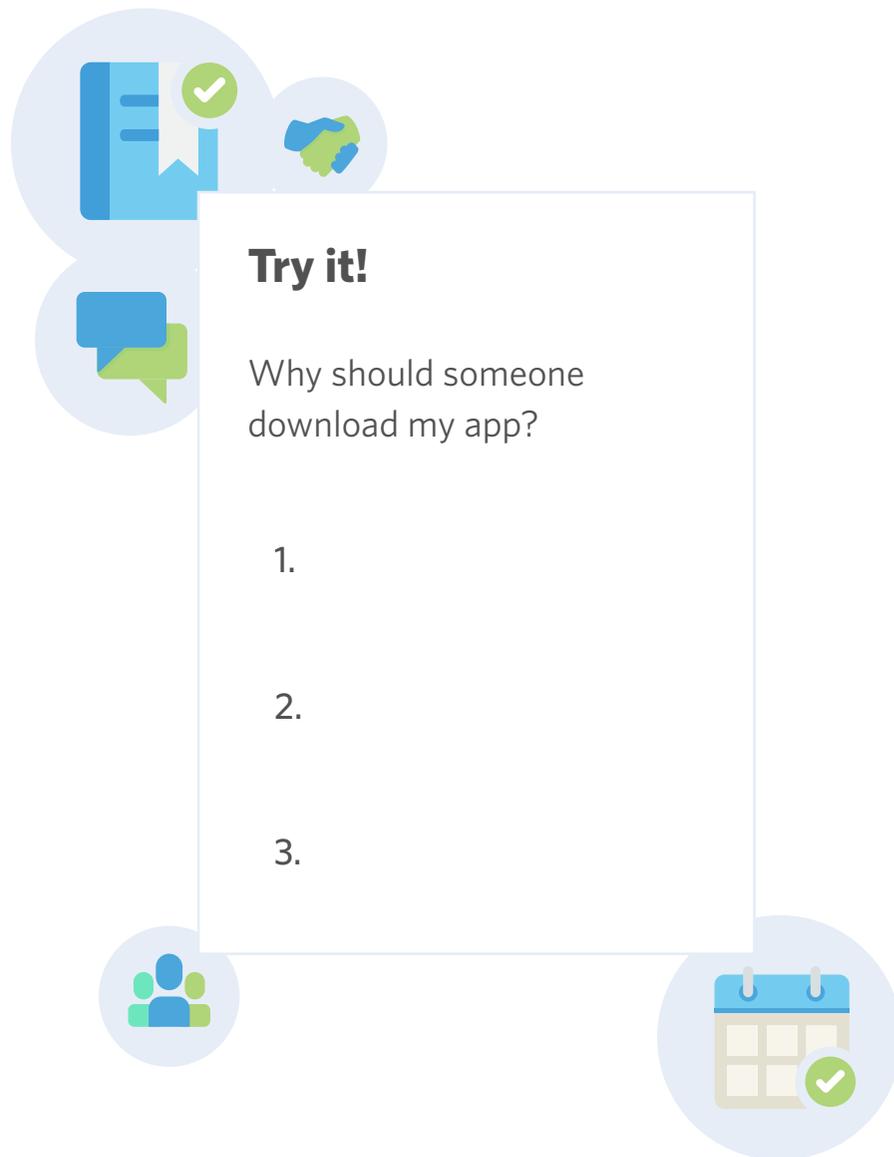
Try it!

Why should someone download my app?

1.

2.

3.

Tips from the trenches

By working with thousands of users to deploy apps on our platform, we've found tried-and-true tactics that drive promotion success. Here are some clear actions event organisers can take to drastically increase downloads.

- Don't print anything! If you absolutely must, print only the most critical information. For example: only print session titles and speaker names, as opposed to full bios and abstracts.

- Make the app integral to the event, with features such as session registration, pre-set schedules, live polls, interactive maps, and gamification. Think back to your "3 main reasons" for promoting a guide on the earlier page, and remember to execute on them.

- The app should be THE number one resource for event attendees to find information about updates, plan their day, and so on. Ensure that this is updated before anything else, and that attendees know it is the 'one universal source of truth' to reference.

- Add a link to the app landing page in your confirmation email and on your registration confirmation page.

- Offer prizes as incentives to attendees. This is a simple yet effective way to not only increase downloads, but also encourage users to take specific actions.

University of Oregon saved 31,000 sheets of paper by deploying a Guidebook app instead of printed orientation guides for their 4500 new students.

In previous years, the **Advancing Improvement in Education (AIE) Conference** spent $20,000 in printing costs. In their third year of using an app, it got 100% adoption, and 91% of attendees said it was beneficial.

In the **Kinder Morgan** supplier showcase, they ran a QR Scavenger Hunt using the app - and offered an iPad as a prize.

Promotion Timeline

6-8 weeks out from event

- Once at least 80% of the content is uploaded to the guide - publish it!

- Get feedback from key staff members and stakeholders about how your app looks. If you want an extra pair of eyes on it, reach out to your guidebuilder or account manager - we're always happy to share advice for how to structure things better.

- Add a section to your event website promoting the app. You can put a link to the landing page if it's ready to be downloaded. If not, put a placeholder image that lets people know the app will be coming soon.

4 weeks out from event

- Ensure as much content as possible is uploaded into the guide

- Begin email promotion

- Send out emails informing attendees of the app, and how to download the guide. Always link these emails to the guide landing page

Tip: Use our email template - find it in the Promote section of your guide dashboard

6-8 weeks out from event

PUBLISH

4 weeks out from event

1 week out from event

NOTIFICATION
!
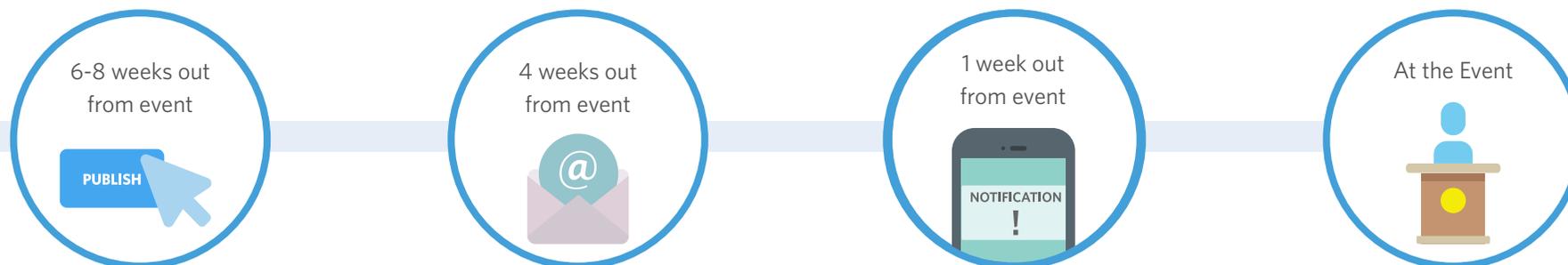
At the Event

1 Week Out from Event

- Ensure all content is uploaded into the guide
- Schedule push notifications to go out before, during, and after the event. Examples of notifications you can plan are shown on the right.

Tip: During event day, send reminders for headliner stages or special events

- Try to limit notifications to 15. If you need more - email support@guidebook.com with your guide name and the number of push notifications you require.
- Push notifications also appear on the interactive feed as an 'Announcement', so you can use these to begin conversations in the feed and get people talking.
- Example: 'What are you most looking forward to at this event? Tell us in the interactive event feed and join in the conversation'

Tip: Check your metrics! This will let you know what kind of adoption you are tracking towards and whether you need to tweak your promotional strategy.

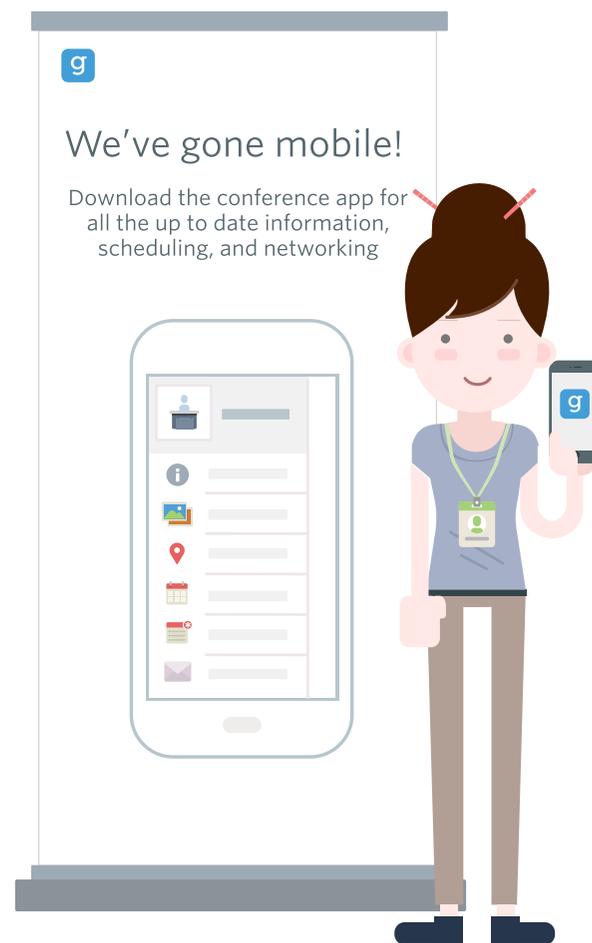| Time	Title	Message
1 week before	Start networking now with fellow attendees	You can 'Check-in' to the app right now and connect with other attendees. Once you have connected you will be able to chat with them directly through the app using the in-built instant messenger.
3 days before	Have you created your personalised agendas yet?	Plan ahead so you can make the most out of your day! View the full schedule and select the sessions you wish to attend.
1 day before	Start making connections!	Log into the app and view the list of attendees who have checked in. You just might find your next business partner.
8 AM of event day	Welcome to [Name of Event]!	Be sure to stop by the registration desk to pick up your name badge and get your swag bag. If you need to access conference wifi, the code is BBCC2016 (all uppercase).
During event day	Cocktails at 5pm	Don't forget our cocktail reception at 5 PM in the Coriander Lounge! Mix and mingle with experts from the field and other executives with problems like yours. We will also have key partners available to answer any questions you might have.
Before the final session	What did you think?	We really value your opinion on the event, and we want to make sure we can improve it for you next year. Please take our quick survey here: [hyperlink]
At the close of the event	Thank you for coming!	It was great to have you at Inspiring the Vision. We hope you were able to learn a lot and make some new connections. Safe travels! We hope to see you in (event city/location) again next year: [hyperlink to registration page for a future event]

At the Event

- Check that all staff have the app and guide downloaded on their device. They should understand how it works. It's important that they are fully onboard with the app – their demeanour and attitude when encouraging attendees to use it is important. Do not allow them to hold a paper guide!
    - Ask attendees: "Have you downloaded the app?" after checking in. This can often result in a significant boost during registration.
- Use visual aids to advertise the app:
    - Posters in the entrance hall
    - Holding screen on any TV's
- During welcoming remarks/opening session: mention the app and encourage people to download. This should be simple if you've developed your "three reasons why!"
- Using 'Interact': assign a dedicated staff member to regularly check the home feed and respond to questions/block spammers.

Tip: If the same questions seem to keep popping up, post a notification (which will be displayed as an 'Announcement' in the Interact feed) to everyone.

- Make the app more integral to the event and boost adoption using specific features:
    - Live polls for keynotes or guest speakers
    - Scavenger hunt for the exhibition hall
    - Attach feedback forms to sessions
    - Run a photo album contest (most likes = winner!)
    - Run a trivia contest using the feedback form
    - Run a "Live Helpdesk"

Tip: Seeking overall event feedback? Send a reminder before the final session, and have your closing speaker make the request again!

We've gone mobile!

Download the conference app for all the up to date information, scheduling, and networking

Supporting Promotional Strategies

Q: How often should I email?

Avoid spamming users by changing the copy and making sure that every email adds value to them. One strategy is to reveal different features or app content with each email. For example:

- **Email 1:** Network with your fellow attendees
- **Email 2:** See the full agenda and personalise your schedule
- **Email 3:** Have you seen our speaker line up? We've added some new headliners. Check them out!
- Also: always include a one-line mention to the app in any other email communications.
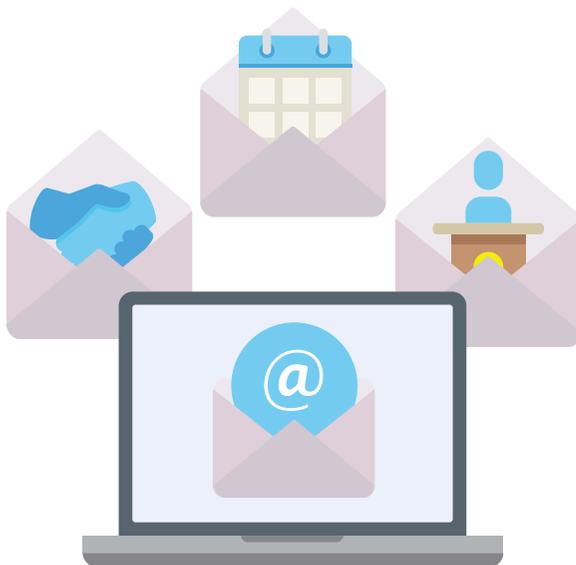
Q: How should I use social media?

- Tweet using the event hashtag/other relevant hashtags. Remember to mention an app benefit and link to the landing page. Examples:
  - Have you seen our line-up of awesome speakers? View them on our app: [landing page] #MWCC2016
  - #eventprofs, are you ready for your trip to London for #MeettheFuture? Check out our tips for what to bring: [landing page]
- Re-tweet any positive tweets about the app – respond to any negative ones.
- If people tweet asking questions about the event, reply and direct them to your app. If the answer isn't in there - it probably should be!
- Don't forget to promote it on LinkedIn, Facebook, and any other channels you already use to communicate with attendees about the event

Tip: Add the Twitter module to your guide!

FAQs

1. I would love to not print anything but my sponsors are pushing back on it. They're used to having a visual, full-page spread for their advertisements.

   - Emphasize the value of metrics. You can't provide any metrics on a double page spread for them to measure their ROI - with an app, you can.

   - Apps can display sponsors in a variety of ways - all of which can be tracked by metrics.

   - Real benefit: users can take action with an app. Instead of viewing your ad and having to call or visit your website, you can put the phone number or link directly in the app and all it takes is a tap. Learn more

2. It's our first year using an app. Our executive team is nervous about going entirely paperless.

   - We understand this! However, if you offer a paper guide in addition to the mobile app, you significantly reduce your audience's incentive to go mobile. It's nearly impossible to get 100% adoption if you offer some form of paper.

   - Reduce printing, and don't advertise the paper booklet - make it hard for people to get your paper copy.

YMCA printed a few paper copies for those who can't live without a booklet - but they kept them behind the registration desk, so a person had to ask for it specifically. This led to **98% adoption!**

3. Our audience isn't very tech-savvy. What if they are unable to use the app?

   - Design is at the core of our company DNA, and we strive to make sure that the end-user experience is clean and intuitive. We encourage you to test out a guide with staff and a few audience members to get their feedback on the experience - we're confident that they will find it easy to use.

The organizers of BDO Audit Summit had this same concern, given the average age and assumed tech-savviness of their audience. However, **100% of attendees downloaded their app**. This success was based on multiple factors: they didn't use paper, and they used integral features such as live polling and preset schedules.
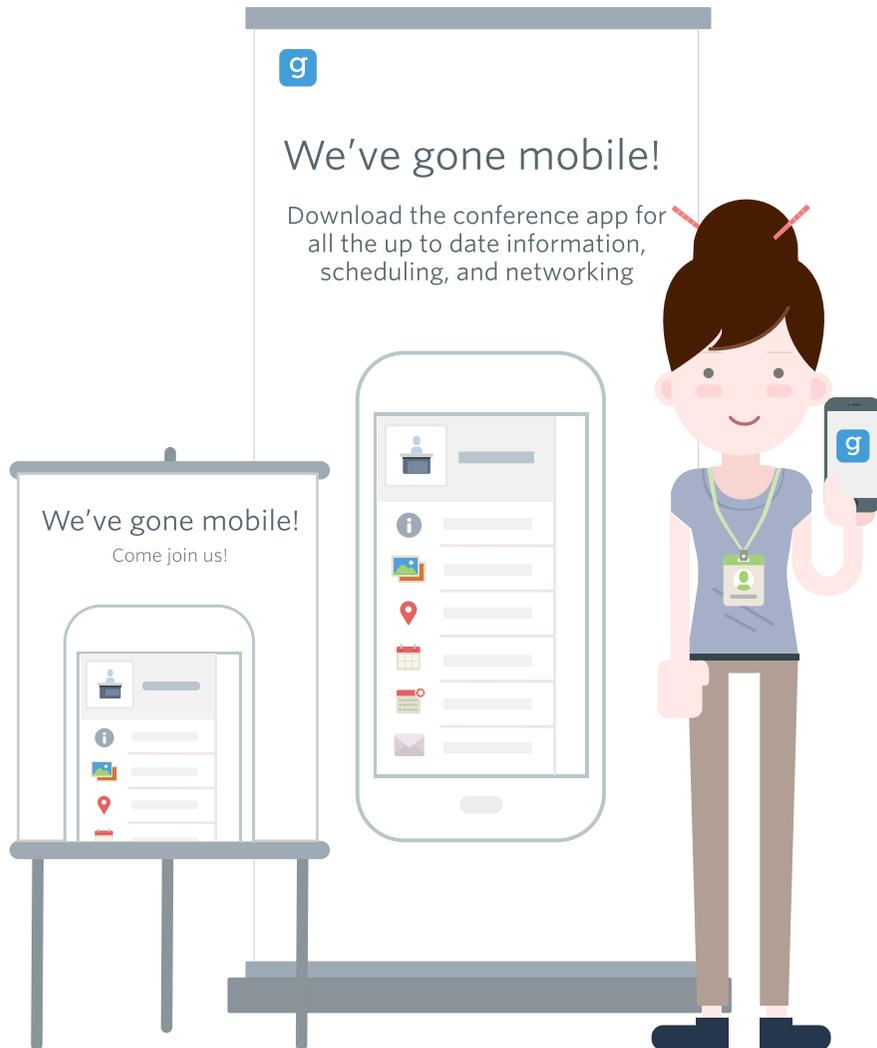
   - For first-time users, we recommend that you offer a quick tutorial either during your opening keynote, or via email beforehand. Learn more about how you can use video to promote your app.

Your investment will only work if you believe it can succeed. We've outlined some proven methods. Now it's your turn to execute!

Remember: nothing is automatic!

Just because you built an awesome app, doesn't mean people know about it.

We've gone mobile!

Download the conference app for all the up to date information, scheduling, and networking

We've gone mobile!

Come join us!

If you want your app to be used, you have to put in some work to promote it. This will pay off immensely if you do it right.

FOMO (the Fear Of Missing Out) is what motivates a lot of adoption - so be sure to play on this.

Got a great promotional idea or strategy to share?

Have any questions?

Let us know - we'd be happy to hear from you.

Best of luck at your event!

6-8 weeks before your event

To-do	Done?
Publish your guide	
Get feedback from your team	
Link to your app from your website	
Think of your 3 key reasons to download the app. White them down, and make sure your team knows about them!	

4 weeks before your event

To-do	Done?
Create Full Promotional Strategy Timeline	
Publish App	
Start Email Marketing	
Start Social Media Promotion (strikethrough if not applicable) • Twitter • Facebook • LinkedIn • Instagram	

1 week before your event

To-do	Done?
Train staff	
Schedule push notifications	
Check your metrics	

At your event

To-do	Done?
Reduce printing	
Place posters in the entrance hall	
Highlight the app in the welcome address	

After your event

To-do	Done?
Request in-app feedback during closing remarks	
Send out push notifications at end of the day linking to the feedback survey	
Send out a final 'thank you, request for feedback, and details about the next event' push notification	