

App Launch Marketing Checklist

PREPARE

Build up excitement in-store and online prior to your app launch.

TRAIN YOUR STAFF

Staff confidence is important to the app's success

SOFT LAUNCH

Have a soft launch and make sure you iron out any issues

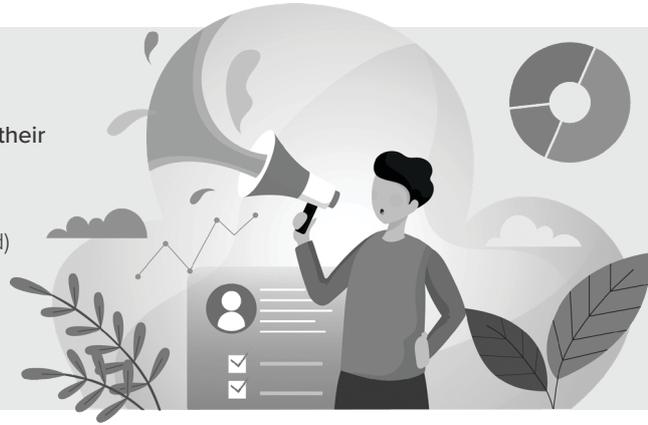
HAVE AN INITIAL INCENTIVE

Use incentives to encourage customers to try the app for the first time and add their credit card.

Here are some incentive examples:

- \$5 free credit (if you give away credit ensure it's under your average spend)
- Buy \$10 get \$20 (can be any amount)
- \$1 coffee or beer

We do not recommend a "free item" as an incentive



USE YOUR EXISTING DATABASE (CRM)

- Email or SMS - send out an email template to all patrons in your database and include a link to download the app. Learn how to create a SmartLink [here](#).

SOCIAL MEDIA

Check out LOKE's templates for designing Social media content.

- Cover page - Update your cover page with artwork of your app
- Status update - Post a status update with artwork and a link to download your app
- Promote a post - Promoting a post provides increased exposure for a small investment
- Paid Ads - There are a variety of ads that can be used to promote your app. This is a great way to generate new customers
- Competitions - Use your app to promote customers to like/follow your page (ie. Like our page and spend in September and win a free meal)

WEBSITE

- Banner - Advertise the app on your venue/s home page
- Landing Page - Create a dedicated page with information about your app, the membership benefits and how to use its features
- Blog - Talk about your new app in news updates

TV / PROMOTIONAL DISPLAYS

- Advertise the App using screens in your venue

PUBLIC RELATIONS

- Provide information about the new app to local magazines, blogs, write ups, online hospo and tech websites

PRINT

LOKE has generic marketing templates you are welcome to use.

- Posters - Print posters and display them at your venue
- Flyers - Print flyers and hand out over the counter or put inside takeaway bags
- Menu - Print your menu with info about your app or add 'how-to' leaflets on tables
- Stickers - Print stickers and add to takeaway packaging or leave at your POS
- Merch - Print T-shirts, hats or aprons for staff members
- Receipts - Print a code on all receipts - super effective!

FACE TO FACE

Staff are your most valuable promotional tool, make sure they know how to use the app.

- "Are you paying with our easy to use app today?" will double your downloads
- Make staff discounts available only through your app - this is a great way to ensure staff understand the app from a customer's perspective and builds familiarity.
- Offer a reward to the store with the most transactions
- Have promoters help people download while they wait in line
- Ambassadors - Ask people who resonate with your business to get involved in your app launch

VOUCHERS

- Replace food/drink vouchers with app vouchers and rewards
- Turn off bar tabs and only allow use of the app
- Reward staff with vouchers
- Allow customers to purchase vouchers
- All giveaways should use the app as the method of redemption

LOKE