

# 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

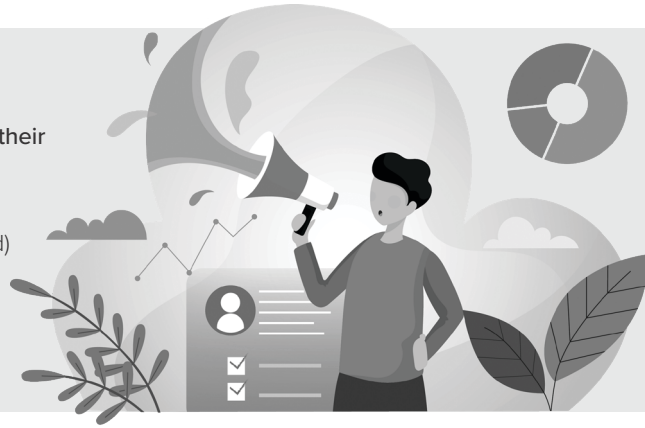
## HAVE AN INITIAL INCENTIVE

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