



We asked our customers what's worked for them when they've launched their apps or new features to make sure as many people as possible download it.

HERE'S WHAT THEY SAID -



Use official email channels – anytime you are getting in touch with your students make sure there is mention of the app with QR codes and links to download.



Make sure your app is being advertised on the digital signs around campus.

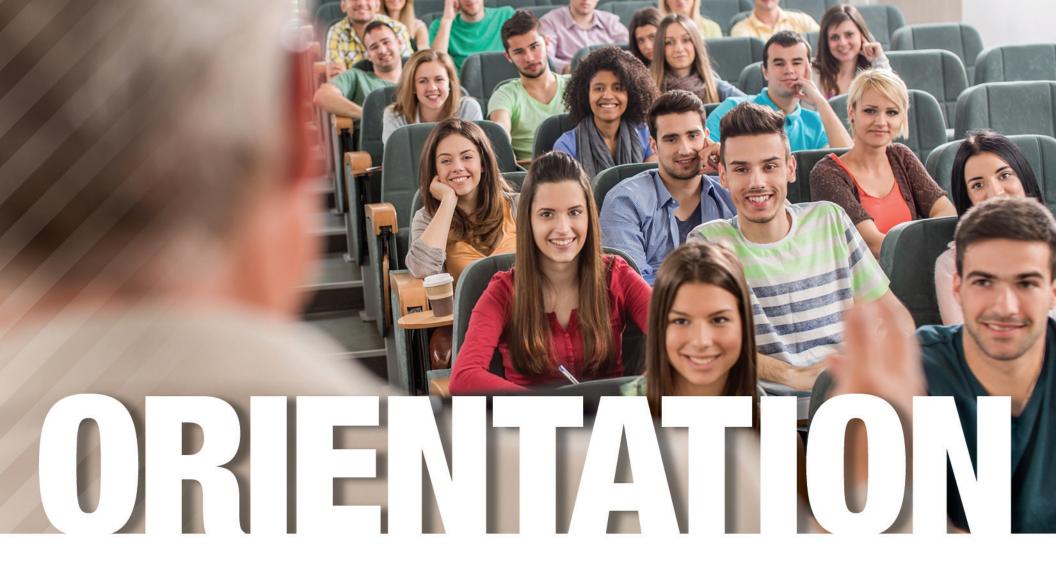
SOGIA

Your students hang out on social media so that's a great place to tell them about your app. You might even want to set up a specific twitter account to keep people up to date.





Get departments involved – the more people on campus that know about the app the more people there are to talk about it and encourage downloads.



Make it part of Induction/Orientation – talk about the app in induction lectures, have it on your pre-arrival checklist, have a table during the student activities.

MORD OF MOUTH

Use your students as champions for your app, if they love it they will tell their friends. So get them involved in development and testing to make them feel part of the process.





Show your students exactly what the app can do for them by creating a short video of the features available.

Have a landing page on your institutional website with a full feature list and download instructions.



Incentivise downloads – have a prize available that you can give to a lucky student or run competitions through the app.

These are just some of the ways our customers have increased app usage but we're sure you'll come up with your own ideas too.

IF YOU DO, DON'T FORGET TO LET US KNOW -

@_campusM_ #MYcampusMlaunch



