



TOP TIPS FOR
**LAUNCHING
YOUR APP**

ExLibris
campusM

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 -

EMAIL



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.



DIGITAL SIGNAGE

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

SOCIAL MEDIA



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.

FLYERS & POSTERS

Put targeted posters in the places that the app can help people – in the library, PC clusters, student hubs, you can even put the app on drink coasters in the Student Union.



A group of people, mostly young adults, are walking in a brightly lit hallway. The camera angle is low, focusing on their legs and feet. They are wearing various styles of jeans, skirts, and sneakers. The floor is polished and reflects the light. The text "GET INVOLVED" is overlaid in large, bold, white, sans-serif capital letters across the middle of the image. A thin white line curves across the top right of the image.

GET INVOLVED

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.



ORIENTATION

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.

WORD 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.



CREATE VIDEO

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



A bright, modern office space with large windows on the left and right. Three people are seated at desks with multiple computer monitors, working. The floor is light-colored wood. The text 'SETUP A WEBPAGE' is overlaid in large, bold, red letters with a white drop shadow.

SETUP A WEBPAGE

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



INCENTIVES

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

