

Cheatsheet

3-Month Event App Marketing Plan



90-60
days

- Get the app and easy-share URL ready
- Add app URL, QR code and screenshots to print collateral
- Sell in-app sponsor placements



SOCIAL MEDIA: 2X PER WEEK

59-45
days

- Event staff to download the app
- Recruit volunteers to serve as ambassadors for the app



CONTENT: VIDEO HIGHLIGHTING FEW FEATURES



AUTOMATIC EMAIL AFTER REGISTRATION TO DOWNLOAD THE APP



SOCIAL MEDIA: 2X PER WEEK

44-30
days

- Rally speakers as app supporters & promoters
- Ask speakers, attendees, sponsors & partners to prepare their bios, decks and other information to add to the app
- Having name badges designed? Print the app details on the back



CONTENT: BLOG - MAKE THE MOST OF THE CONFERENCE (MENTION THE APP)



EMAIL: SEND A REMINDER TO ALL REGISTRANTS



SOCIAL MEDIA: 3X PER WEEK FOR TWITTER & 2X PER WEEK FOR REST

29-15
days

- Make content updates to the app
Preparing digital signage, PPTs and other materials? List the event app
- Remind stakeholders to submit information for the app
- Select staff as event app experts and promoters



CONTENT: BLOG - QUOTES FROM ACTIVE EVENT APP PARTICIPANTS



EMAIL: REMINDER HIGHLIGHTING THE ACTION GOING ON IN THE APP



SOCIAL MEDIA: 5X PER WEEK FOR TWITTER & 3X PER WEEK FOR THE REST (VIDEOS AND SCREENSHOTS ARE GREAT)

14-8
days

- Plan out the push notifications for event day
- Train staff to be well-versed about the app features
- Set up pre-event polls in the app to get the momentum started



CONTENT: INFOGRAPHIC - 10 WAYS TO LEVERAGE THE EVENT APP TO ENHANCE YOUR CONFERENCE EXPERIENCE



EMAIL: ASK THEM TO TAKE AN ACTION (EXAMPLE: INTRODUCE YOURSELF IN THE APP)



SOCIAL MEDIA: 5X PER WEEK ON TWITTER & 3X PER WEEK FOR THE REST

7-1
days

- Finalize the app
- Alert attendees to create their schedules via a push notification
- Send an elevator pitch about the app to staff, speakers and others



CONTENT: BLOG - HIGHLIGHT THE MOST POPULAR FEATURES OF THE APP SO FAR



EMAIL: SHARE THE BLOG POST + FINAL REMINDER TO ATTENDEES



SOCIAL MEDIA: 1X PER DAY ON TWITTER AND 4X IN THE WEEK FOR THE REST

0
days

SHOW
TIME!

- Confirm all staff has the app & prepared with an elevator pitch about it
- Remind speakers backstage to mention the event app
- Send push notifications as you had planned
- Implement changes to the app as feedback rolls in
- Post to the news feed to keep up the conversations



SOCIAL MEDIA: SHARE THE ACTION GOING ON THROUGHOUT THE DAY

AFTER THE EVENT. YOUR JOB IS NOT DONE YET!

- ▶ KEEP THE CONVERSATIONS GOING IN THE NEWS FEED
- ▶ POST NOTES OR CONTENT REQUESTED AT THE EVENT
- ▶ PROMOTE NEXT EVENT'S APP IN THIS EVENT'S APP
- ▶ HAVE SPEAKERS POST EXCLUSIVE CONTENT TO THE APP
- ▶ LOOK AT ANALYTICS FOR KEY LEARNINGS AND SHARE IT WITH STAKEHOLDERS
- ▶ REMIND ATTENDEES TO SHARE PHOTOS, TAKE THE SURVEY AND DOWNLOAD ANY CONTENT THEY WANT