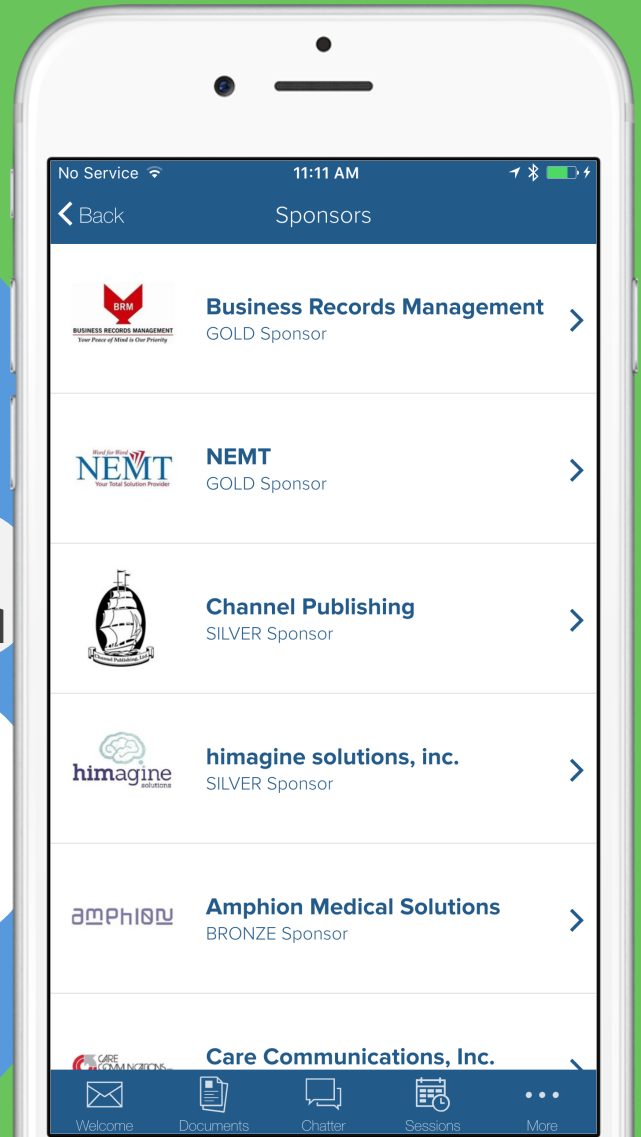


EVENT APP MARKETING GUIDE



Who Should Read This Mobile Event App Marketing Guide?

If you are planning an event large or small, with external or internal constituencies, you are probably considering or have already decided on having a mobile event app. If so, you need to know how to get the most out of your mobile app investment!

Read this guide if:

- You are a marketer or event organizer charged with getting your attendees to download your event app
- You are an event organizer who wants to know tactics on getting a high adoption rate before taking your event mobile
- You are using a mobile app for your event for the first time and want to know how to best get it into attendees' hands
- You are a seasoned event app creator and want to increase event app adoption and ROI

Bonus: Savvy planner tips to supercharge your event app marketing efforts. 100% adoption is just a stone's throw away once you implement a handful of these!

Still not sure if your next event needs a mobile app?

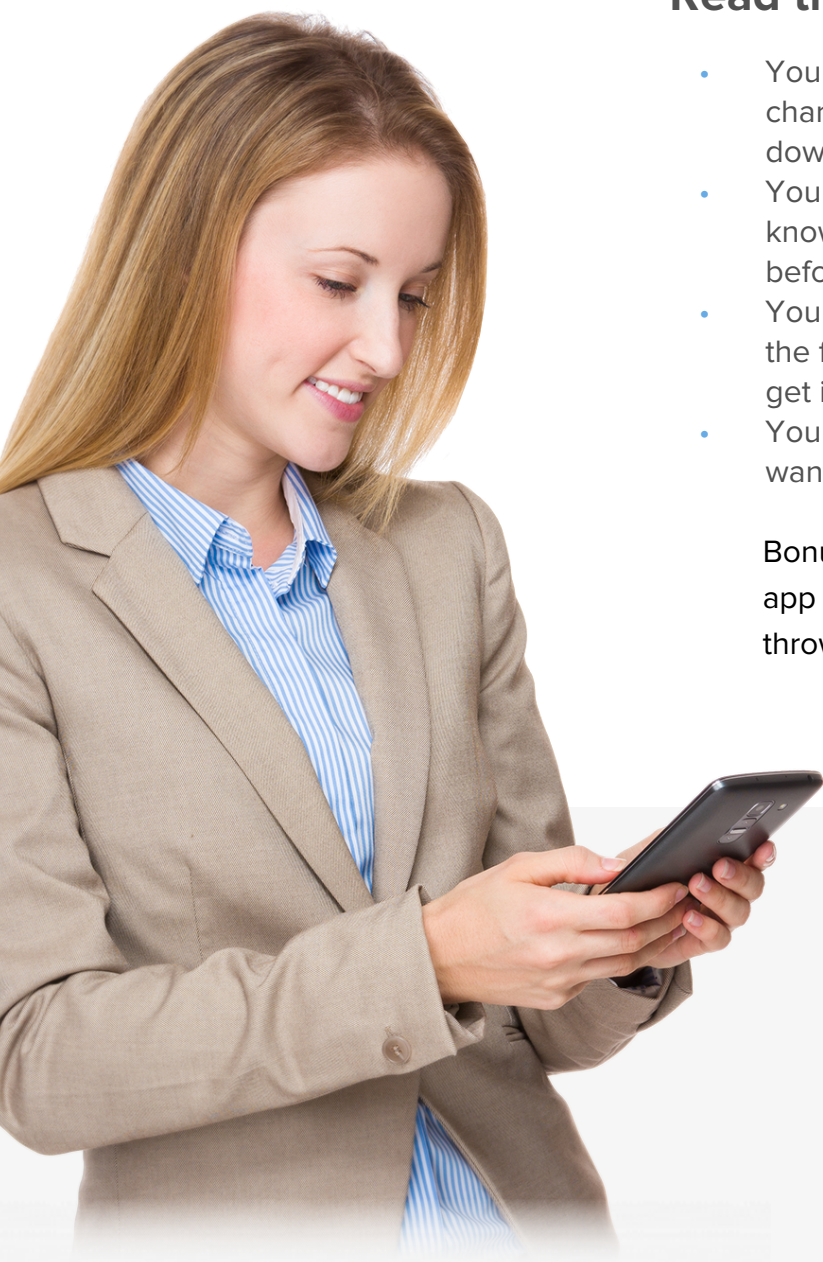
Read this infographic on 10 ways your event will benefit from an app.

INFOGRAPHIC

10 reasons your event needs a mobile app



CLICK TO READ



The Business Case for High Event App Adoption Rate

Increase sponsorship revenue and ROI.

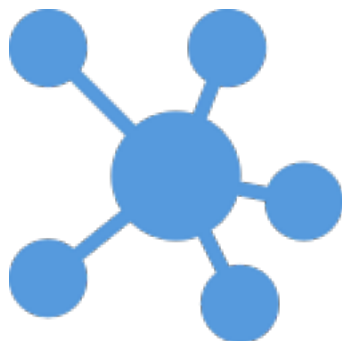
A mobile event app provides a variety of **ways to highlight sponsors**, exhibitors and all of your key partners. With a high install rate, partners will place a higher value on their presence in the app. You can share stats about how far their money is going. All this will result in higher sponsorship revenue, you'll be making better sales for next year and your event app ROI will continue to rise.

BLOG POST

8 Ways
to Highlight
Your Sponsors
in the App



CLICK
TO READ



Create a “network effect”.

This is the effect that users of a product have on the value of that product to other people. That is, the value of the product, your event app, increases as more attendees are actively using it. As more people download and use the app, engagement and interaction amongst all attendees will increase.

“

We had almost 100% adoption rate. It was fantastic, they loved it. Within 2 minutes of setting up Conference Selfies pictures started to roll in.

SUE RENNETT

Change Manager - Customer Care, Valspar



”

You'll save thousands of dollars on printing (literally)!

How much do you normally spend on printing? To figure out the true cost of print don't forget to add in the cost of paper if you print internally or cost of shipping if you print externally. Plus, add in the cost for designers or deliveries. This can add up to \$1,000s for each event. Mobile event apps cost less than \$500 for an event! The higher your adoption rate, the lower your print costs will be.

Your logistics will run more smoothly.

Last-minute changes or updates are inevitable for all events. This means either outdated programs, printing new ones, printing add-ons with the corrections, sending out mass emails or some combination of all this. Avoid all this headache and stress by choosing a mobile event app that allows you to make last minute changes and publish them instantly! Plus, push notifications will enable you to alert your attendees in seconds. Keynote speaker had to be replaced? New venue for welcome drinks? Buses to the hotel running late? Imagine you could make changes in the app, publish and alert your attendees - all in a matter of minutes!

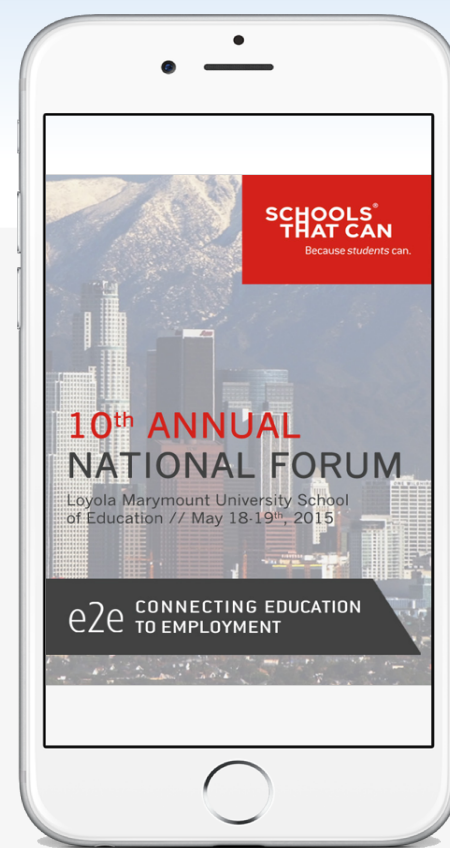
“

People loved it! We had several attendees explicitly mention in their feedback forms that they loved Yapp. We also had 96% of attendees agree that logistics ran smoothly, and we think Yapp certainly helped with that.”



CASEY LAMB

Director of Growth, Schools That Can



Schools That Can had over 60% adoption rate for their conference app powered by Yapp

CASE STUDY

Educational NonProfit Runs An Event More Smoothly.

CLICK TO READ

STARTING OUT WITH

EVENT APP MARKETING



5 Common Mistakes in Mobile Event App Marketing

#1. You've left attendees in the 20th century.

If you're still giving them old school options such as print, website, email, spreadsheets, or some combination of this, you're allowing them to stay in the 20th century. Focus all your efforts on your mobile event app instead. Worried your attendees are still attached to paper? **Read this guide** on how to easily take your event from print to mobile.



Yapp

Free eBook:
Goodbye paper programs,
hello mobile guides!

FREE E-BOOK

Easily Transition
Events From
Print to Mobile



CLICK
TO READ

#2. You accept a lower adoption rate because your audience is older.

64% of adults 55+ years old have a smartphone. Not only that, over 75%ⁱ of them describe owning a smartphone as “freeing” or “connecting”. However, about the same percentageⁱⁱ indicate they would need someone to help walk them through the process of adapting a new technology. What does this mean for you? Your attendees, regardless of age, are willing and ready to go mobile but some of them may just need a little help! This guide mentions several tactics that will be very effective in helping convert you older attendees to event app users.

Sources:

- i. <http://www.pewresearch.org/fact-tank/2015/04/29/seniors-smartphones/>
- ii. <http://www.pewinternet.org/2014/04/03/older-adults-and-technology-use/>

#3. Your app is complicated to download (where'd that password go again?).

Some organizations choose mobile event app providers that have a complicated download process. This ranges from requiring a password to access the app to asking the attendees to search for the app in the app store. To increase adoption and make event app marketing easier, opt for an app you can market with one simple easy-to-share URL.

BLOG

3 Ways the
Wrong Event App
Can Ruin Your
Event



#4. Your app has trendy features that make the app complicated to use.

This is one of the biggest mistakes organizations make. An app that's complicated to use is inevitably going to get negative word-of-mouth marketing. Certain features are notorious for causing confusion and even technical issues with mobile apps. Features like iBeacon integration that are trendy to you, make your attendees go "bea..what? Eh nevermind I'll stick to the paper printouts please!" New users won't download it, current users will stop using it or even delete it before the event.

#5. Insufficient marketing (what event app?).

"If you build it they will come" does not apply to mobile event apps, or anything in today's world with busy schedules and cluttered inboxes. If you want your attendees to download your app, you'll have to tell them about it, over and over again.

This guide will walk you through several tactics across all major marketing channels as well as a timeline starting from 90 days before your event - let's start the quick, easy (and shall we say fun?) journey to 100% adoption!

Make it a Multi-Channel Marketing Effort

The success of any marketing effort lies in a truly cross-channel marketing campaign. Use every touch point with your potential attendees to get the word out about your mobile event. 95% of marketers agree that a multi-channel strategy that allows them to target their customers is important to their organization.

95%ⁱ of marketers agree that a multi-channel strategy that allows them to target their customers is important to their organization.

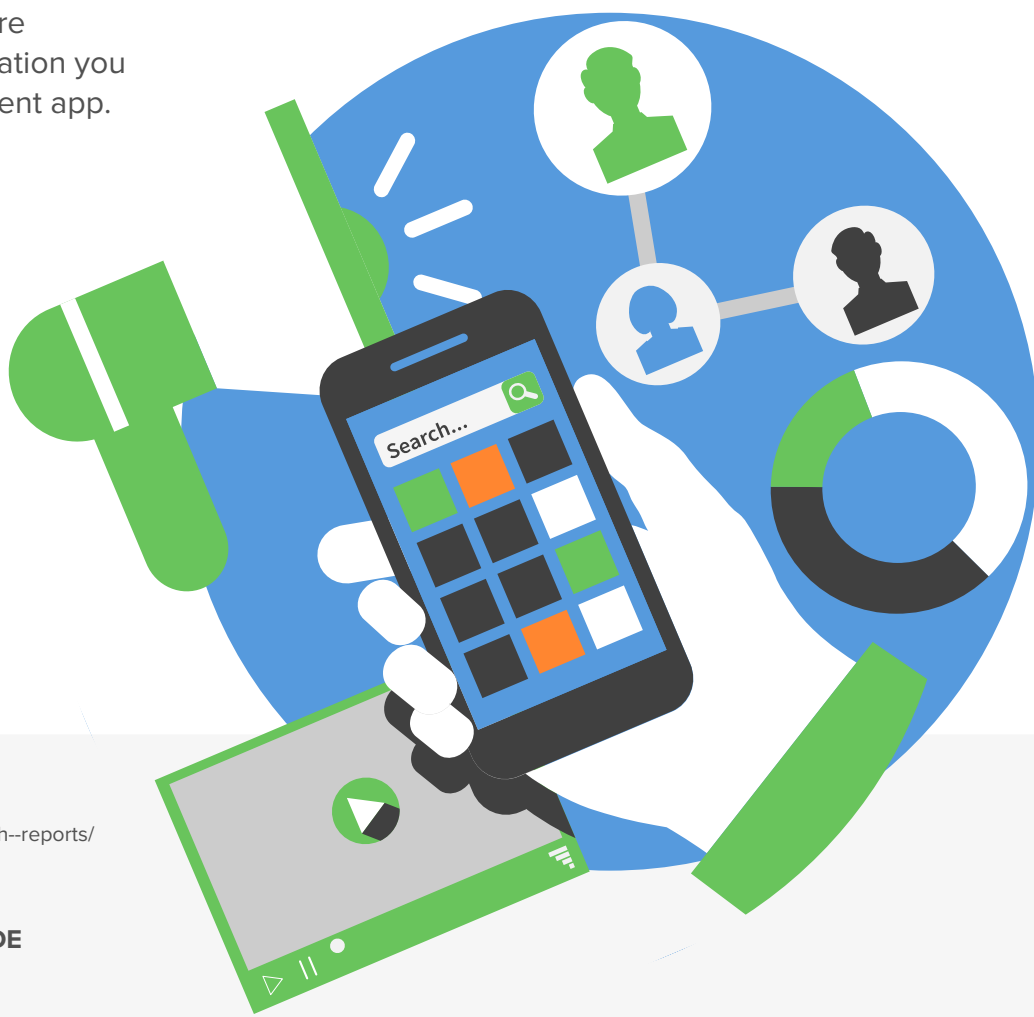


TWEET
THIS STAT

Which channels should you be looking at for your multi-channel efforts? The simple answer is - use every channel you have available.

This includes website, email, phone, print, social media, video and even in-person. Any place that you are promoting your event registration you should also promote your event app.

In the next few pages, you'll see a breakdown of marketing tactics and tips for some of the key channels that apply to most events and organizations.



Sources:

i. <http://www.episerver.com/knowledge-base/research--reports/multichannel-digital-marketing-report-2015/>



EVENT APP MARKETING

BY CHANNEL

Channel #1: Website

Fun fact: The Internet started 25 years ago in 1991. Since it's been 25 years and you're reading a mobile app marketing guide, we'll assume that your organization has a website. There are many placements throughout your website to promote your mobile event app.

Must-do:

- Your event registration page: This is crucial because this is the point when the attendee is most seriously thinking about the event. Get the word out about the mobile event app before they even sign up for the event! This way, when they do, they'll remember to download it.
- Your event registration thank you page: They just purchased their ticket and they're excited about attending the event. Have them download your app now before they leave the page. Include clear instructions on how to install your mobile event app (hopefully, it's as simple as "click on this link").

Extra credit:

- Your event page on your organization's website and/or your dedicated event website (if you have one).
- If you have advertisements on your website, dedicate some left over inventory to promoting your mobile event app.
- Add a call out to the app to your header and/or footer of your website as space permits.

Savvy planners tip:

- In all of your marketing collateral, use great screenshots of your mobile event app that shows off the features in a visually appealing, simple and exciting way. **[Download our event app marketing package](#)** for templates you can place these screenshots into.



Resources

Pre-Written mobile event app marketing blurbs for the website.

[Download Now >>](#)



Tools

MockUPhone and DaVinci Apps for screenshots of the app on the phone

[See the full list of tools here >>](#)



Channel #2: *Email*

Email continues to be every marketer's favorite channel because email has the highest ROI of all channels at an average of \$38ⁱ for each \$1 spent. Additionally, about 53%ⁱⁱ of emails are opened on mobile devices. This makes it the perfect fit for promoting your mobile event app.

Pro Tips

Choose an event app that comes with an easy-share-URL so your attendees can download the app with just a click right from the email!

For follow up or triggered emails, exclude users who already have the app to avoid annoyed or confused users.



Resources

Pre-Written mobile event app marketing blurbs for email.

[Download Now >>](#)



Tools

MailChimp, Customer.io and Emma are good email marketing softwares.

[See the full list of tools here >>](#)

Must-do:

- First and foremost, add an event app mention to your event registration confirmation email
- Next, set up an automatic email to event registrants 2 days after they register if they have not yet downloaded your mobile event app

Extra credit:

- Make the above automatic email a series leading up to the event, with a unique angle to downloading your event app in each email.
- When you promote your event, be sure to include a note about the app as well. Even if your email subscriber does not attend the event, they'll be able to follow along via the mobile event app! What better way to keep them engaged?

Savvy planners tip:

- Leverage early adopters of the app. Noticed the handful of active participants in the app two months before the event? Fantastic! Use screenshots of their interactions or even reach out to them for a quote you can include in your emails and other marketing efforts. Over 70%ⁱⁱⁱ of Americans say they look at product reviews before making a purchase - Social proof works!
- Have a newsletter or other frequent communication that goes out? Include a shout out in the form of a banner ad.

Sources:

i. <http://www.emailmonday.com/dma-national-client-email-report-2015>

ii. <https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/>

iii. <http://www.powerreviews.com/resources/>

Channel #3: *Social Media*

Social media usage has been growing steadily since it's launch in the late 90s. Today, 64%ⁱ of Internet users are active social media users and 85% of those users are active on mobile. Same as email, social media is hence a great channel to promote your mobile event app.

Must-do:

- Twitter: When it comes to events, thanks to hashtags, Twitter is the go-to social media channel for marketers. Start creating buzz for your event app with quick tweets such as “The #EventHashtag #eventapp is coming in t minus 10 days!” Continue with 1 post at least every other day leading up to the event. Two weeks prior to the event post about the app 1-2 times a day including sneak peeks of the action going on in the app!
- Facebook continues to be the top social media website that is used by Internet users by a huge majority. Schedule on average 2-3 posts a week promoting your mobile event app in unique angles. Again, image is king so be sure to include an image.

Extra credit:

- Don't overlook the power of LinkedIn. Personal notes to your connections via LinkedIn are typically better than a mass email. In keeping with the LinkedIn norm, include content such as tips on how to make the best of the event with an app. You can even post the content to LinkedIn directly - great way to get more eyes on the content.
- If you have active users on Pinterest, SnapChat, Instagram or any other social media site, include those sites in your integrated marketing strategy for your mobile event app.

SAVVY PLANNER TIP Post competitive and fun polls into the mobile event app. As responses come in, take a screenshot and use that to draw installs. Who doesn't want to get in on some competitive voting action?



Resource

Pre-written posts and images for marketing the app on social media.

[Download Now >>](#)



Tools

Bufferapp or Hootsuite for mass scheduling posts ahead of time.

[See the full list of tools here >>](#)

Pro Tip: Include an image in your tweets to receive 89% more favorites and 150% more retweets.

Source: [Buffer](#)

Sources:

i. <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

Channel #4: *Print*

Still planning on printing for the event? This is yet another opportunity for you to get the word out about your mobile event app.



Tool



Moo is a great tool for professionally printed business cards, postcards, flyers and more.

[See the full list of tools here >>](#)

Must-do:

- All printed collateral should mention the mobile event app.
- For a print signage such the welcome board, mention the mobile event app
- Include screenshots of interactive features such as the news feed to encourage them to try out the event app. Show them what they are missing out on!

Extra credit:

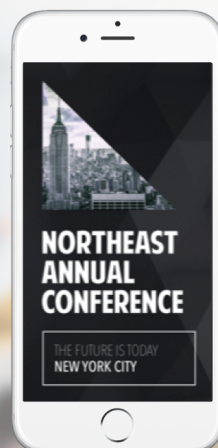
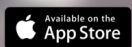
- Direct attendees to the event app for additional information for certain feature such as detailed schedule items or a sneak peek to the keynote speech.
- Print QR codes on posters or badges
- Consider moving to one print out: Download the mobile event app

Always know where to be when

- ✓ The latest agenda
- ✓ Key announcements
- ✓ A map of the venue
- ✓ Any changes or updates

Download the app on iOS or Android:

Simply visit [<insert app share URL>](#) on your device



Editable templates for flyers handouts and other print items.

[Download Now >>](#)

Channel #5: *In-Person*

You're at the event and you still haven't reached 100% adoption rate yet? No problem, there are still plenty of ways for you to promote your app at the event. Even if you are already happy with the install rate, these tactics could help you increase event app engagement and attendee satisfaction.

Must-do:

- If you're distributing items to the attendees such as name badges, print the QR code for the event app on the back.
- Have advocates in place: All staff (even volunteers) at your event should have the app on their phone and constantly direct attendees to it.

Extra credit:

- Feature your sponsors, exhibitors and other partners in the app. This will give them an extra incentive to promote the event app to attendees they speak with.
- Telling your attendees about wifi at your event? Put information about the mobile app on the big screen and everywhere else that you're sharing the wifi information.
- Have a welcome session at the event? Have the speaker or staff member include a short demo or video about the app. Just 30-60 seconds can do the magic!

Savvy planners tip:

- Get an event app ambassador: Near check-in and name badge distribution, have a young, tech-savvy volunteer or staff member host an event app booth. They can serve as the go-to person to teach the app basics at the event.
- Have speakers mention the event app - they could reference their slides or other bonus content that's posted to the app. Seamless but effective way to get the final laggards to download the app!
- Send push notifications at strategic times when everyone is mingling to create buzz and social envy for those who don't have the app yet.



This is a great time to convert your less tech savvy attendees to event app users. Personally guiding them through some of the features or sharing a video will empower them to embrace the new technology and soon they'll enjoy being able to connect with their peers!

Channel #6: Content

Content is the hottest new channel for marketing. Content comes in a variety of forms including video, infographics, sell sheets, guides or eBooks (like the one you're reading right now), webinars, testimonials or case studies, whitepapers, blogs and more.

Below are some content ideas by type of content that you can explore to market your app:

- Sell sheet: Benefits of the mobile event app to attendees
- Video: video to show off how easy it is to download & use
- Blog post: Share tips on how to make the best of the conference (hint: 1 should be download the app)
- Testimonials: Ask early adopters of the event app to share what they love about the app so far!
- Infographic: 10 ways to leverage the event app to enhance your conference experience
- Blog post: 5 reasons you'll regret not using the event app (negative titles like this are very successful)

51.9%ⁱ of marketing professionals worldwide name video as the type of content with the best ROI.

Savvy planners tip:

- If you're planning your marketing far out, it'll give you sufficient time to leverage the experts such as your speakers or senior leaders at your organization to endorse your event app. One way to incorporate them is to have them write blog posts about the event app.
- Use relevant and eye-catching images in all the content you create. Content with

Infographics are Liked and shared on social media 3X^{iv} more than other any other type of content.



Tools

Reflector2 can help you create your own promo video for your app.

Easel.ly has some great infographic templates.

See the full list of tools here >>



TWEET THIS STAT



TWEET THIS STAT

Sources:

- <https://blogs.adobe.com/digitalmarketing/search-marketing/seo-for-success-in-video-marketing/>
- <https://blog.kissmetrics.com/visual-content-you-need-to-use-in-your-marketing-campaign/>
- <https://blog.bufferapp.com/infographics-visual-content-marketing>
- www.massplanner.com/10-types-of-visual-content-to-use-in-your-content-marketing/



EVENT APP MARKETING

TOOLS & TEMPLATES

Event App Marketing Cheatsheet: 3-Month Event App Marketing Plan



The best way to ensure your event app has a high install rate is to have a well thought-out and multi-channel event app marketing plan. Don't have time to create the event app marketing strategy? No problem!

We've created this event app marketing plan for you. Kick off your mobile app marketing when you start registrations for your event so the event app becomes synonymous with your event from the get-go.

[VIEW THE FULL CHEATSHEET HERE](#)

Event App Marketing Toolbox

Event app marketing statistics

Many organizers who have not adapted mobile apps for events yet worry about a low download rate, technically-challenged attendees or unclear ROI. All these are worries of the past. Get this infographic that shares 10 eye-opening and powerful statistics about event planning, attendees and mobile event apps.



INFOGRAPHIC

[Click to Read: 10 Benefits of Mobile Apps for Events](#)

Event app marketing tools

Get a list of 9+ tools that are innovative, cutting-edge and most importantly will help you save time while still getting the word out about your mobile event app – here's to looking like a marketing superhero!



TOOLS

[Click to Read: 9 Must-Have Event App Marketing Tools](#)

Event app marketing package

A great marketing strategy needs the right marketing assets. We've done the work for you! Simply download the editable package, make minor changes to reflect your event app information and market away!



TEMPLATES

[Click to Read: Event App Marketing Templates & Pre-Written Content](#)

Event app marketing plan

This eBook is filled with ideas to market your event app via 6 different marketing channels leading up to, during and even after the event. Struggling to figure out when to use these? This 3-month event app marketing plan is to your rescue!



INFOGRAPHIC

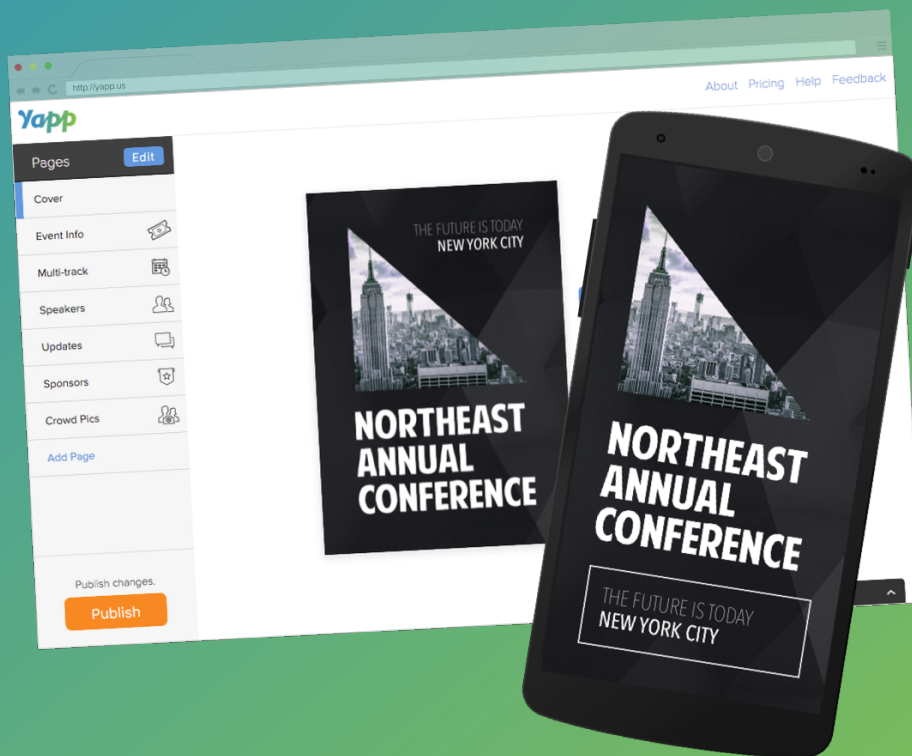
[Click to Read: \(Cheatsheet\): 3 Month Event App Marketing Plan](#)

Take your Next Event Mobile with

Yapp

Want to see how you can take your next event mobile? Give Yapp's user-friendly and award-winning app creation platform a try for free. Create an app in minutes and instantly publish changes!

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