

Top 12 Ways To Promote Your



Mobile Application

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1. **WEBSITE BANNER** – Put up a banner on your website that directs your attendees to your app. Be sure to link your banner to the app so if they visit your website from their phone they can click to get there. Below are sample banners. The first for ChirpE, the web-based mobile application; the second one promotes both ChirpE and a native iPhone® App.




2. **ChirpE HELP PAGE ON YOUR WEBSITE** – Set up a page on your website that explains “how to” use it with links to direct iPhone users and all other Smart Phone users to your App.

Sample Page:

We Are MOBILE!

Make the most of your time at the show, and come with your plan in the palm of your hand!

SEARCH - PLAN - SAVE - BUZZ



INSTRUCTIONS:

1. **CLICK** the button below to view the app on your iPhone or other smart phone.
2. **LOGIN** to sync your phone with our website.
 - iPhone: Look for the LOGIN icon
 - Other phones: Look for LOGIN at bottom of Home Page
3. **SEARCH EXHIBITORS** and **SAVE** them to your Expo Planner.
4. **SEARCH SESSIONS** and **SAVE** them to your Itinerary Planner.
5. **FIND** local city and event information.
6. **FOLLOW** our “BUZZ” channel for schedule changes, entertainment information, contests, and more.

USE IT BEFORE - DURING - AND AFTER THE SHOW!

3. **NEWSLETTER** – Include a banner in your newsletter, or write a very short promotional article about why your show is going mobile! Make it newsworthy and exciting so they want to try it! Sample Promo Article:

Locating exhibitors, products, show specials & giveaways has never been easier! Now you can access the entire show floor on our website and from your mobile phone. Save your favorites and build your own Expo Plan! Remember, when you attend a great event...you need a great plan! Come prepared...here is how:

- Search Exhibitors Online: (enter your website URL to floor plan page)
- Sync your plan to your Mobile Phone: (enter ChirpE URL for your event)
- Need help? Go to: (enter url to your ChirpE Help page)

HINT: Once you login to the website, then login to our mobile app...your plan will sync!

4. **EMAIL** – Invite your exhibitors and attendees via an email announcing the mobile application availability.

Sample Email Template for Exhibitors:

Dear [Exhibitor Name]:

Welcome to [show name]! We're happy to have you as an exhibitor, and want to tell you about some new features that will help you maximize your ROI at this show.

Exhibitor Profile: This year, attendees will be able to access the show floor plan and exhibitor profiles on our website AND on their smartphones! Please make sure you have completed your exhibitor profile including information on your products and specials so the attendees can find you.

Show Updates: You too can access the information available to attendees and keep up to date on the latest "buzz" and schedule changes. It's easy to get started! If you are viewing this e-mail in your smart phone just [CLICK HERE](#) or type [\[URL\]](#) in your mobile browser. You can do this on all smartphones - no download or settings required.

Enhanced Listings: Contact [\[SALES CONTACT\]](#) to enhance your listing. It is proven that exhibitors with enhanced listings will get 3 times more traffic!

Sponsorships: The best way to get found is to be everywhere! Sponsor our mobile app and your logo with a link to your booth will be featured on every page of our mobile app! Only one sponsorship available. Contact us today!

Questions? Send us an email at [\[e-mail\]](#).

Best Regards,
[show name] Team

Sample Email Template for Attendees:

Dear [Attendee Name]:

Welcome to the [show name]! This year, you can leave the bulky exhibitor guide and heavy printouts behind! Make the most of your time at the show and come with your plan in hand. Our event is now MOBILE and can be accessed on any smartphone!

- Access exhibitor information and floor plan (including products & specials)
- Save your favorite exhibitors to an Expo Plan
- Search for sessions that interest you
- Save your favorite sessions to your personal itinerary
- Receive updates and schedule changes on our “buzz” channel
- Email exhibitors directly, and access their website

Getting started: If you are viewing this email on your smartphone, just [CLICK HERE](#) or type [\[URL\]](#) in your mobile browser. This application works on all major smartphones - no downloads or settings required. **TIP:** Click the LOGIN button at the bottom of the app to sync your phone to our event website. Now, when you are logged into our website or on your phone, your Expo Plan and Itinerary will always be in sync!

BONUS! You will also have access to our mobile app before, during, AND AFTER the live event so you can remember the exhibitors you met or the sessions you attended!

And there is no fee for this service!

Questions? Send us an e-mail at [\[e-mail\]](#).

Best Regards,

[show name] Team

5. **PRINTED SHOW GUIDE** – Put an ad for your app in your printed show guide.

FREE!

We are MOBILE!
Make the most of your time at our show and come with your personal plan, in your hand!

- Access exhibitor info and floor plan
- Search for sessions or speakers that interest you
- Save your favorites to your planner
- Find local city and event information
- Follow our “BUZZ” channel for updates and more!

Get your **FREE** app now:
iPhone: Search “abc World Expo” in iTunes store
All other smart phones can access us on the web at:
<http://chirpe.com/abc11>
(Be sure to LOGIN to sync your phone with our website!)

6. **ATTENDEE BADGES** – Promote your Mobile App on the badges you print.



7. **ON SITE SIGNAGE** – Post signs at entrances and kiosks.



8. **BAG STUFFERS or WELCOME FOLDERS** – Insert post cards or flyers promoting your mobile app to exhibitors and attendees.



Post Card Bag Inserts



Flyers for folders

9. **STAFF BUTTONS** – Have all staff wear buttons or pass out cards with the QR code to your app!



10. **SESSIONS** – Make an announcement at the Opening Session inviting them to login to the mobile app. Then, put up a slideshow (that runs between sessions as people enter) in each session room reminding them of the URL of your app, and to check the “BUZZ” channel for updates.

Slide Samples:



11. **TREASURE HUNT** - Post clues on the “BUZZ” channel and on Twitter, Facebook, your website or blog to encourage attendees to search through exhibitor profiles, products or show specials to find the answers. (This will teach people how to use your website and app and give your exhibitors increased traffic to their online booth profiles.)

- a. Before the event: Post clues once per day for a week or two leading up to your event. Attendees can win free or discounted admission to the expo or t-shirts & other prizes. (You might want to focus your clues on key sponsors or exhibitors who paid for enhanced listings to ensure they get the best traffic.) To win, attendees can reply on Twitter with the clue number and clue answer, along with the event hash tag (#) .

Sample Tweet/Clue: Clue 2: This exhibiting company was founded in 1997 in Columbia, Md. Reply “Clue 2 = Exhibitor Name #abc11” <http://chirpe.com/abc11> (or use a short link)

Attendee Tweet/Response: Clue 2 = a2z, Inc. #abc11

- b. At the event: Send out clues a few times a day to keep people engaged with the app and drive traffic to specific booths. Make this one a little harder and give a clue to a product instead of a company. To win they have to show up at the correct booth and say the clue # and product name. Ask the booth to give out a “treasure hunt” t-shirt to the first person who shows up at their booth with the correct clue # and product name.

Sample Tweet/Clue: Clue 5: This product has a bird for a logo. Reply “Clue 5 = Product Name #abc11” <http://chirpe.com/abc11> (or use a short link)

Attendee Tweet/Response: Clue 5 = ChirpE #abc11

Winners and the “treasure” they won should be published on a dedicated contest winner page on your website the following day. Announce the winners on all social channels with a link to your website as another way to increase website traffic.

12. **RAFFLE** - Any exhibitor who has paid for an enhanced listing is invited to give out “golden tickets” (raffle tickets) in their booth. Each time an attendee visits their booth to hear about a product, or brings a new referral to that exhibitor, that attendee gets a ticket. As people walk into the Closing General Session they will put all the tickets they collected (with their name & badge number written on the back – or use double tickets so they keep one stub and enter one) into a raffle bin. One winner, or multiple winners, can be called up to the stage to win prizes. Be sure to announce this golden ticket raffle at your Opening Session and explain the rules carefully to the exhibitors involved so they can execute it.

GOOD LUCK!