

— *How to* —  
**PROMOTE  
YOUR  
CAMPUS  
MOBILE APP**

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*And how the  
UNIVERSITY OF MONTANA  
launched the UMontana app*

# WHAT DOES *a successful* CAMPUS APP MARKETING PLAN LOOK LIKE?

***When promoting your new campus app to users, what are the most important strategies for maximizing exposure to your target audience? How can a university ensure an on-going flow of new downloads with each new freshman class? And which is the most effective way to increase awareness of the highest value functions of the app to encourage daily use?***

**THIS E-BOOK ADDRESSES THESE QUESTIONS AND MORE TO HELP YOU LAY THE FOUNDATION FOR LONG-TERM SUCCESS.**

The University of Montana recently celebrated the one-year anniversary of its UMontana app, powered by campusM. Below we explore the key strategies for successfully launching and promoting a new campus app to students and other users. We will see how University of Montana effectively engaged their users to drive high adoption and deliver ongoing value for users.

## **CONSIDER ALL MARKETING MEDIUMS AVAILABLE**

When considering the elements that make up your launch plan, review every medium you have available to reach students and other potential users of your campus app.

FOR EXAMPLE:

- News & Press releases
- Print (posters and other physical marketing materials)
- Social media
- Websites
- Email
- Word-of-mouth

*Let's review each option and see how the University of Montana used them.*

# NEWS & PRESS RELEASES



News outlets targeting your desired audience are an effective way to make sure that the people who are already engaging with the university are among the early adopters of your new app. UM used the news section of their website to announce the launch of the app with this article.

## *Note the important elements:*

How the app was created, what's in it for users, plans for the future, and where to find and download the app.

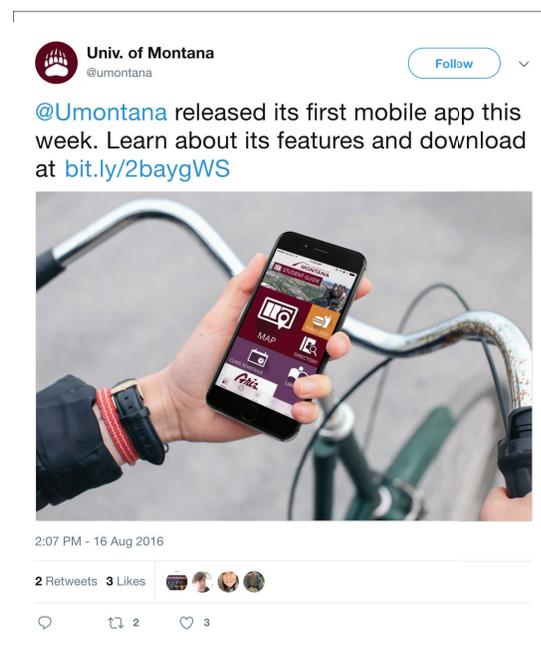
## SOCIAL MEDIA

Consider a promotion strategy specific to each social media channel. Analyze past high engagement posts to influence your strategy. Reach out to local influencers on social media that are relevant to your university (student government members, local/on-campus businesses and restaurants, or well-known staff and faculty) and leverage their relationship with students to promote the app.

### **TAKE THE STRATEGY TO THE NEXT LEVEL**

You can pay for geotargeted advertising on social media channels you know that your students are using on a frequent basis.

UM utilized social media channels such as Twitter, Instagram, Snapchat, and Facebook during the launch and continue with on-going posts.



# PRINT



To take advantage of high foot traffic areas of campus, consider a comprehensive print media strategy. In addition, if the location of the material is known ahead of time, personalize the content to the location. For example, if you are hanging a poster in the library, focusing on the library functionality of the app for additional relevance.

UM took advantage of printed material in a variety of ways, including posters on campus transportation (*pictured*) and other locations on campus, small cards scattered across campus and in orientation packets, and even updating these printed materials with functionality releases.

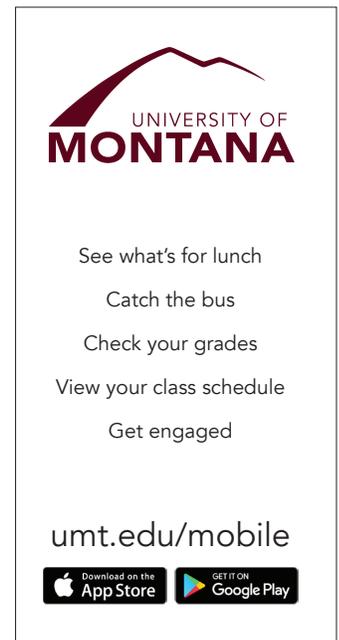
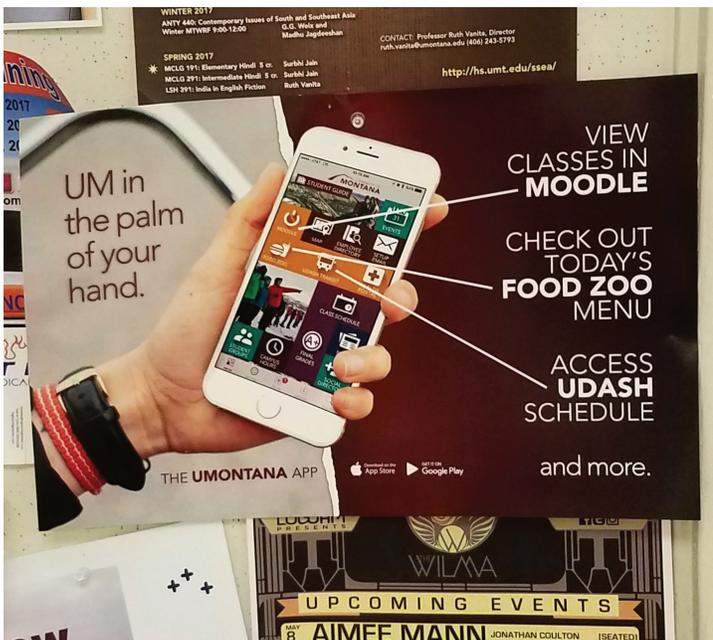


Figure 1: Front of card

Figure 2: Back of card

# WEBSITES



Take an inventory of the websites that students use to engage with the university. Consider all digital real estate you have available on any system that has high usage among students including learning management systems, student portals, and blogs or news sites. Any content management system or piece of technology your students are engaging with likely contains placement opportunities for your new app.

*For example, UM leveraged their student portal login page, Moodle login page, and the UM home page. When the Moodle integration was finished for the UMontana app, they used it as an opportunity to drive additional exposure to the app. Moodle integration for the UMontana app was launched on February 14, 2017. As of February 13, there were 5500 student downloads of the app. In the week that followed the integration, an additional 300 downloads occurred!*

**THE NEW FUNCTIONALITY WAS ALSO PROMOTED TO EXISTING USERS USING PUSH NOTIFICATIONS.**

# EMAIL

UM used email in various ways to promote the app. While it is straightforward, it's important to focus most on the subject line of the email to ensure the student opens it! In the body of the email quickly explain why the app is useful.

Specific to their integration of Moodle into the UMontana app, UM has been kind enough to provide an example of email copy that performed well for them:

*The University of Montana's web team is proud to announce that the UMontana mobile app is now home to Moodle, giving students a fast and easy way to access everything from course resources to grades and due dates. Moodle joins many other UMontana mobile app tools that assist anyone at UM be more productive, from checking the bus schedule to seeing what the Food Zoo has cooking.*

*To download, go to [www.umt.edu/mobile/](http://www.umt.edu/mobile/) or search UMontana in the App Store or Google Play.*

*The UMontana app is a suite of mobile services that includes access to information, integration with UM academic tools, and the ability to conduct University business from your phone, tablet, or the web.*

*Questions?  
Contact UMontana Helpdesk, 243-4999.*



# WORD OF MOUTH & LIVE EVENTS

## IT CAN BE EASY TO FORGET HOW EFFECTIVE SPREADING THE WORD IN PERSON CAN BE.

UM has some outstanding examples of leveraging the people at the university to support their UMontana app launch.

For starters, they notified student affairs units, asking that they share the news with students including academic advisors, Office for Student Success, Registrar's Office, and more. They also plan to staff a table at a Resource Fair/Welcome event taking place this coming fall to engage with new students, promote the app, and assist students in downloading it and logging in.

## PROMOTING YOUR APP ISN'T A LAUNCH-ONLY NEED FOR THE MARKETING DEPARTMENT

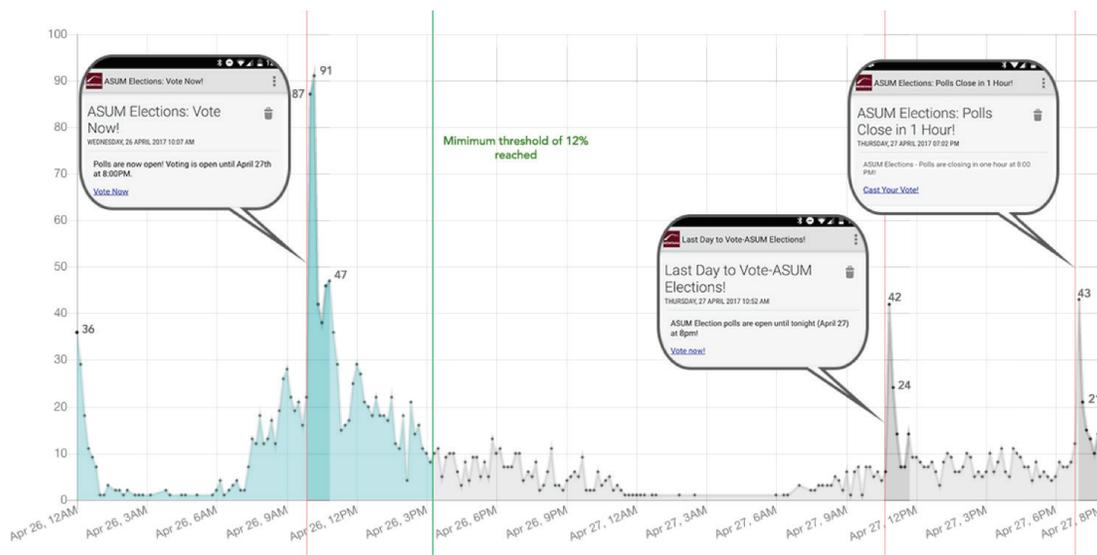
An app promotion plan is never complete. UM started their on-going promotion strategy by having bi-weekly meetings with development teams, university relations, and campus staff to keep everyone on the same page. Even an entire semester after the initial launch of the app, UM teams continued to have monthly meetings.

It's also important to take advantage of popular events if you can incorporate an app promotion strategy. UM found an outstanding opportunity by migrating their ASUM student government elections from Banner, which had a history of technical issues, to their campusM app. UM started conversations about making this migration a semester early. In discussions with the student government, they identified pain points with the old system and ways in which improvements could be made to elections management, results analysis, and the student experience.

After those initial discussions, they began weekly meetings to develop this custom functionality within the campus, powered UMontana app. For example, one requirement was that students must be eligible to vote according to certain criteria. So they built a voter authentication check within the functionality.

The elections themselves lasted for 48 hours and 3 push notifications were sent to promote the voting. Since the app was required to vote in the elections, over 600 students downloaded the app for the first time!

The student government even made this marketing video and promoted it on Facebook in order to get the word out about the new functionality.





# A CRITICAL COMPONENT TO A SUCCESSFUL CAMPUS APP LAUNCH IS THE TECHNOLOGY THAT'S CHOSEN TO POWER IT.

The UMontana app is powered by campusM.

campusM puts a significant emphasis on consolidating campus services and technologies into an integrated app that changes based on the user. Personalization is central to the campusM strategy for making a useful app experience for its users.

To learn more about how campusM can transform your campus services into a personalized mobile experience, schedule a demo with a campusM account manager!

[campusM.com](http://campusM.com)

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