



# App Launch Success Guide

Reliable Content. Innovative Delivery.

## Thank you for joining the QuickSeries family of apps!

We judge our success by the success of our clients and their apps. This is why, unlike other app developers but rather as true content creators, we have developed and implemented numerous resources to ensure your app gets the engagement and results it deserves.

We have created this App Success Guide to help you with your app launch and ongoing mobile initiatives. It offers valuable tips and defines the tools we have available to support your app's success before, during and post launch.

We would also like to introduce our [QuickResource](#) website. Not only is it full of ready-to-publish content, such as blog posts and infographics, but it also offers step-by-step module tutorials and the ability to set up complete training sessions to onboard your newest app administrators.

We wish you continued success with your app, and please note that we are always available to assist you. Just reach out to us and a live specialist will contact you to address all of your questions and concerns.



# Before Launch: What You Should Do

## Populate Your App

During the onboarding process, start populating your app with as much relevant content as possible in as many modules as possible. This will not only ensure that your app will be approved by the Apple and Google Play app stores, but it will also enrich the app experience, making your app a must-have for users.

Visit [Content & Design](#) for available content or speak to your account manager to learn how we can help you populate your app with fresh material. We also have Content Packages that can be loaded quickly and seamlessly into your app.

1. Prepare a Welcome message in the Welcome Module that explains your app's mission and how the app will become a valuable tool in a user's everyday life.
2. Add [informative blog posts](#) and/or [infographics](#) to the News Module and consider creating a community-specific news item to share.
3. Add additional eGuides to your eGuide Library to increase app value and stickiness: [www.quickseries.com](http://www.quickseries.com)
4. Offer a checklist in the Checklist Module that stakeholders can use to prepare for different types of incidents.
5. Develop a useful assessment in the Assessment Module to engage users right from the start.
6. Add interesting videos in the Video Library to motivate engagement and interest.
7. Populate your Resources Module with essential contact information, community services or available products.
8. Promote communication by uploading essential documents to your PDF Library.
9. Populate your FAQ Module with typical questions you receive, making your app a go-to resource and reducing the number of calls your staff must respond to on a regular basis.
10. Since you may require support in creating future content, consider [reserving editorial time](#) for use at a later date.

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Choose from ready-to-publish or custom-made content for your app.

## Train Your App Administrators

Make sure all app administrators are comfortable with the technology and understand how to optimize each module by organizing a training session with one of our onboarding specialists.

Visit [Training & Support](#) for available training options, from complete onboarding to single module training.

1. Since you may need extra [onboarding services](#) for new app administrators, book training sessions to bring them up to speed.
2. If you want to learn more about a module or need a module refresher, choose a [module training](#) from our list and we will walk you through it.

## Prepare and Plan Your Marketing Launch Activities

A successful app starts with a well-prepared, concerted launch campaign that promotes your app and its value to your community.

Visit [Marketing & Support](#) to find proven marketing tools to help launch your app or ask us how we can create custom promotional materials for you.

1. Establish clear messages that you want to share with your community and various stakeholders.
2. Engage internal stakeholders, advising them of the app and its objective(s).
3. [Determine what vehicles](#) you will use to communicate your message(s).
4. Take advantage of your well-established website to announce your app, [posting a banner](#) with a call-to-action and a direct link to download it.
5. Place download callouts and banner ads on your [social media pages](#).
6. Create and [mail in-home cards](#) that encourage people to download your app.
7. Create in-hand download cards to pass out at community events.
8. Create app awareness through public media, PR events and press conferences.
9. Include an [app download message](#) (statements, newsletters, posters) on all community-bound communication vehicles.
10. Encourage app downloads through traditional advertising campaigns.

# Post Launch: What You Should Do

## Keep Your App Fresh

With 28% of apps being uninstalled within 30 days, it's imperative to keep your app active to avoid staleness and potential removal from a user's device.

Visit [Content & Design](#) to find reliable content that you can add to your app.

1. Add timely community updates to your News Module to keep users informed.
2. Easily drip-feed ready-to-publish blog posts and/or [infographics](#) from our wide list of topics on an ongoing basis.
3. Send out assessment requests regularly to keep stakeholders aware of their own preparedness or topic knowledge, and to evaluate your community's preparedness.
4. Create and send checklist reminders to promote community safety and disaster preparedness.
5. Continuously add video links from credible sources (FEMA, CDC or other government agencies) to your Video Library to help dispel misinformation.
6. As new seasons bring new challenges, browse our [Content Packages](#) for fresh material that be loaded into your app quickly and seamlessly.
7. Use the Authoring Tool CMS to create visually appealing app content, increasing the chances of it being read.
8. Add community-specific PDF documents to your PDF Library as they become available.
9. Continue populating your FAQ Module with new and popular questions that staff is being tapped to answer.

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Choose from ready-to-publish or custom-made content for your app.

## Consistently Remind Your Community about Your App

By continuously encouraging your community to download your app, you will:

- Increase its number of users, making it a successful part of your outreach program.
- Remind current users of its existence and value, encouraging app stickiness.
- Keep users informed with its punctual updates.

Visit [Marketing & Support](#) for inspiring promotional tools to support all of your ongoing marketing initiatives.

1. Continuously promote your app through PR materials and media.
2. Consistently promote your app on your social media platforms with [download reminders](#). Mention helpful hints that can be found in the app.
3. Adapt our [marketing tools](#) to deliver seasonal messages to your community.

## Turn Your App Administrators into Super-Users

Your app administrators are your ambassadors; they keep your app alive and thriving. Therefore, it's imperative that they fully understand every module's capabilities and how to best optimize their use.

Visit our [Knowledge Base](#) page to access plenty of step-by-step guidance on how to use a module, perform a function or create other forms of app content.

Visit [Training & Support](#) for in-depth, one-on-one module trainings or to schedule a post-launch onboarding session.

1. Encourage app administrators to engage with each app module, learning how features work and adding content where applicable.
2. Have lunch-and-learn sessions with app administrators to walk them through each module's capability and to help them identify useful information to share with users
3. Use our FREE [Knowledge Base](#) resource, which illustrates how each module can be used step by step, as part of your training toolkit.
4. If app administrators need further guidance or a module refresher, we have you covered with [advanced module training](#) sessions.
5. Should you bring on new app administrators and want them to go through the [onboarding process](#), schedule a one-on-one training session with one of our client success coordinators.

## Ensure Your App Is a Must-Have for Your Community

Besides making your app a daily resource for current information, it's vital to keep adding more in-depth content that your users can keep at their fingertips for instant reference.

Visit [www.quickseries.com](http://www.quickseries.com) to browse our library of topics, which are available in digital (eGuide) format and adaptable to your app.

**Note:** These topics are also available in our signature pocket guide format as well as our many other formats, making your outreach program accessible to multiple audiences and generations.

1. Continue filling your eGuide Library with the eGuides your community needs to stay safe, informed and prepared: [www.quickseries.com](http://www.quickseries.com)
2. Expand your app's subject matter, reach and community interest by including other topics, such as healthy living, stress management for various audiences (community members, first responders, health care workers), caregiving, workplace safety, disaster preparedness or any other topic you feel would benefit your community.
3. Use the unique Authoring Tool CMS to create dynamic and engaging eDocs on any topic you choose.
4. Browse the QuickSeries website to find topics relevant to your message/program or ask us to create/customize one for you: [www.quickseries.com](http://www.quickseries.com)
5. Keep promoting the availability of commonly searched/used documents in your app's PDF Library.

