



LIVESTYLED

MARKETING YOUR APP

**A checklist of the best tactics used by
our clients to increase app downloads**



MARKETING YOUR APP - A CHECKLIST

IN GENERAL

Banners on the website homepage

These should be bold, with limited text and obvious links to both the Apple App Store and Google Play Store

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Dedicated app landing page on your website

This page should highlight the main features of the app and include easily accessible links to the app stores

☐

PRE-EVENT

Ticketing confirmation email

Include a banner promoting the app with easily accessible links to the app stores or app landing page

☐

Pre-event email

Promote app downloads with GIFs/banners and highlight exclusive offers that are only available to app customers

☐

Social Media

Promote the app in the run up to the event on your social channels such as Facebook, Twitter and Instagram

☐

AT EVENT

From the moment attendees arrive, target them with a variety of messages promoting the app.

Some of these could include:

Promotional staff on busy entrance routes

☐

Bar staff in branded tops and caps

☐

Banners, posters and digital signage

☐

Branding around the bars/merchandise stands

☐

Engaging features throughout the event (i.e photowall and artist branded frames)

☐

POST EVENT

Reward loyal customers

Offer new deals and bundles as well as ticket upgrades to future events.

Good customer relations leads to app referral - encouraging more downloads

☐



Ready to talk to LiveStyled?

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or

www.LiveStyled.com

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