App Launch Success Guide

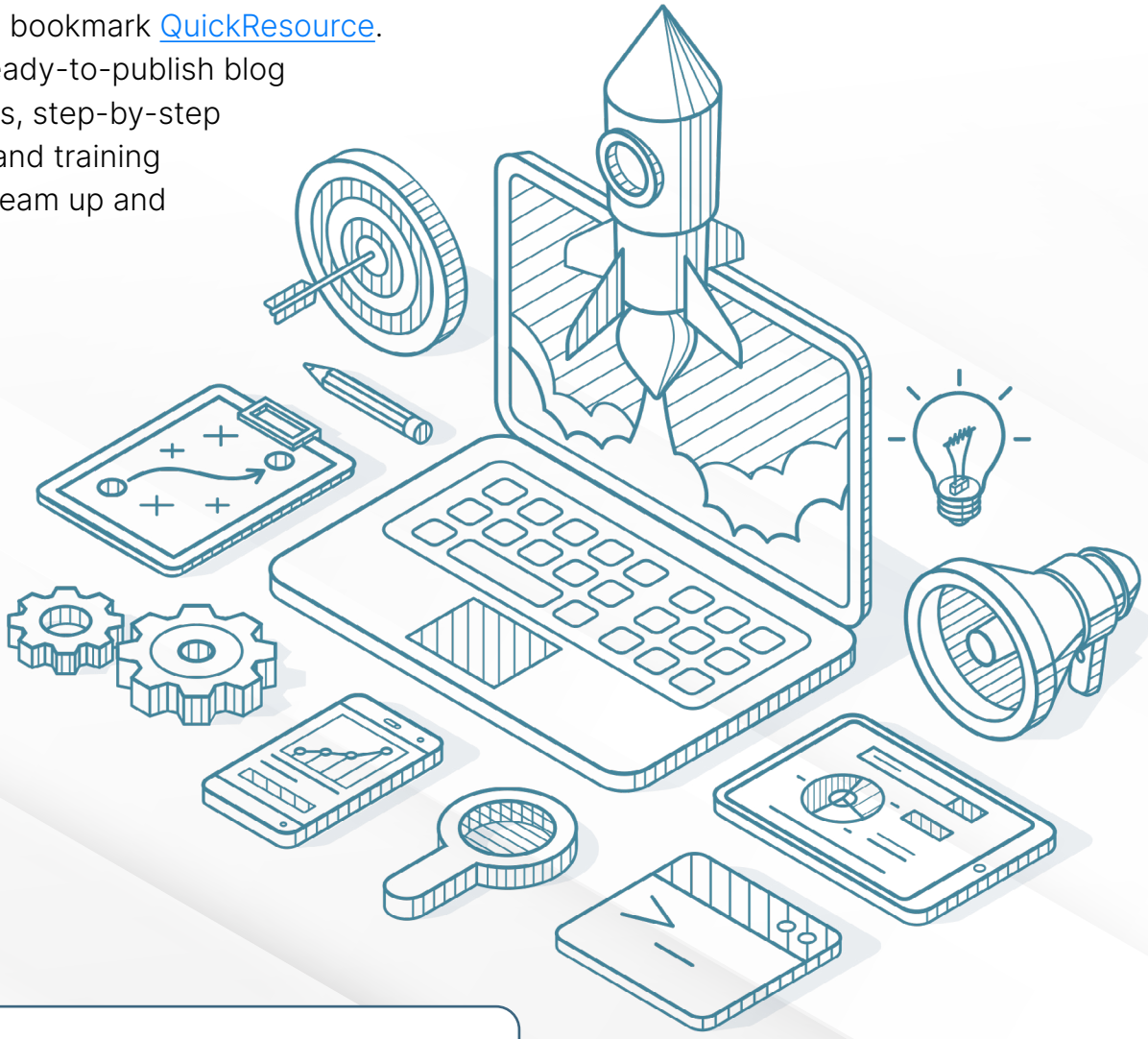
Reliable Content. Innovative Delivery.

Welcome to the QuickSeries family of apps!

At QuickSeries, your success is our success – and we've created this guide to help you hit the ground running with your new app.

Whether you're gearing up for launch, in the middle of it, or thinking about what's next, this guide walks you through the key steps that will make your app a must-have for your community.

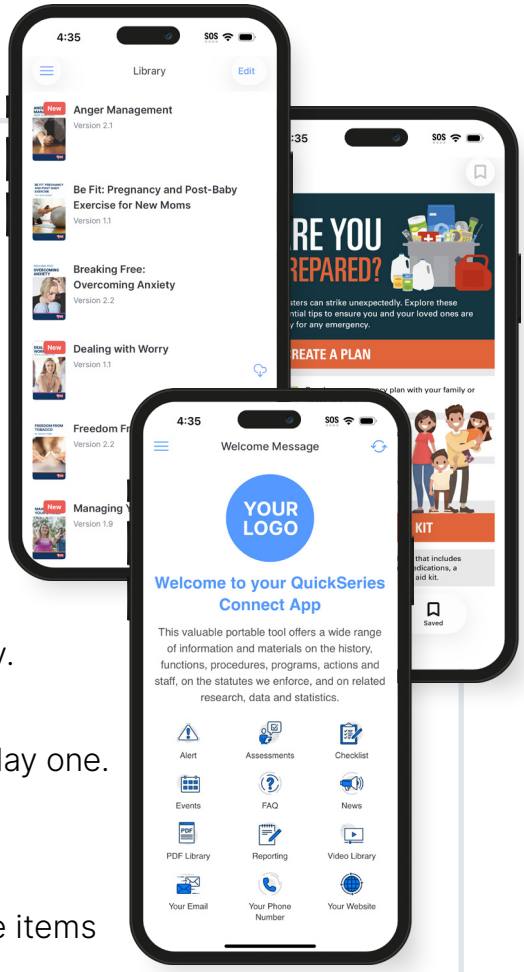
You'll also want to bookmark QuickResource. It's packed with ready-to-publish blog posts, infographics, step-by-step module tutorials, and training tools to get your team up and running fast.



Remember:

We're always just a message away. Reach out anytime and a real person will get back to you.

Before Launch



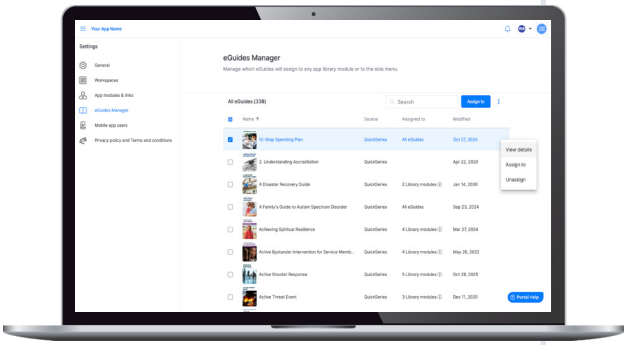
Load Your App with Value

The more valuable content your app offers on launch day, the more likely it is to be approved by the App Store and Google Play – and to retain users afterward. Here's how to build a strong foundation:

1. Your Home Page is a customizable hub that facilitates quick navigation, highlights curated content, and offers guided access to everything you need.
2. Add blog posts and/or infographics to your News Module, including at least one community-specific story.
3. Expand your eGuide Library with relevant titles from quickseries.com to create a richer app experience from day one.
4. Bring the web directly into your app with seamlessly embedded side-menu links.
5. Customize the side menu (modules, icons) and organize items into structured groups to create an intuitive experience.
6. Create a checklist in the Checklist Module to help users prepare for incidents or emergencies.
7. Build an assessment in the Assessment Module to engage users from the very first session.
8. Add videos from trusted sources to your Video Library to spark curiosity and encourage return visits.
9. Load up your Resources Module with essential contact information, community services, or products.
10. Upload important documents to your PDF Library to inspire ongoing use.
11. Fill your FAQ Module with the questions your team fields most often – and save everyone valuable time!
12. Reserve some editorial time now so you're set up for fresh content down the road.

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

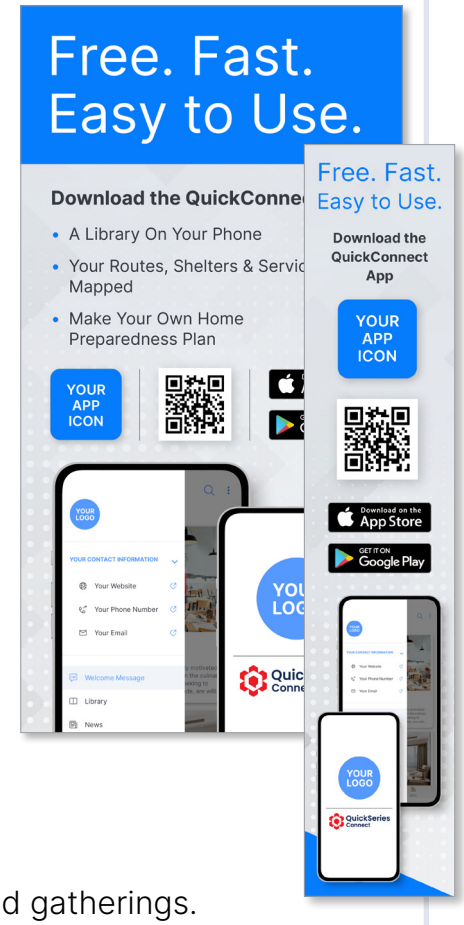
Empower Your Admins



Confident admins make for a better app. Make sure everyone who'll be managing the app feels comfortable and ready before you go live:

1. Schedule a portal tutorial with one of our specialists to walk new app administrators through each module.
2. Take advantage of single-module training options if your team needs a deeper dive on specific features.

Launch with Impact



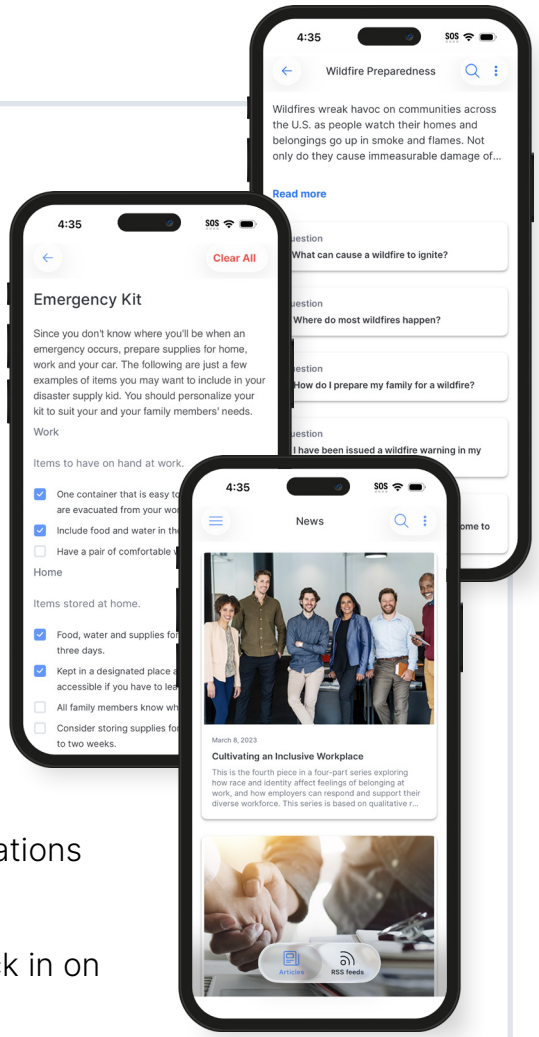
A great app deserves a great launch. Set yourself up for strong early adoption with a well-coordinated campaign:

1. Define the vital messages you want your community to hear about your app.
2. Brief your internal team early so they're ready to champion the launch.
3. Map out the channels you'll use like social media, email, your website, in-person events, and more.
4. Add an app download banner with a direct link to your website's homepage.
5. Post download reminders across your social media accounts with eye-catching visuals.
6. Send an in-home mailer to drive downloads from community members who aren't following you online.
7. Prepare physical download cards to hand out at events and gatherings.
8. Pitch a press release or hold a PR event to generate buzz.
9. Add app download messaging to newsletters, statements, and community bulletins.
10. Explore traditional advertising, such as radio, print, or local digital ads, to widen your reach.

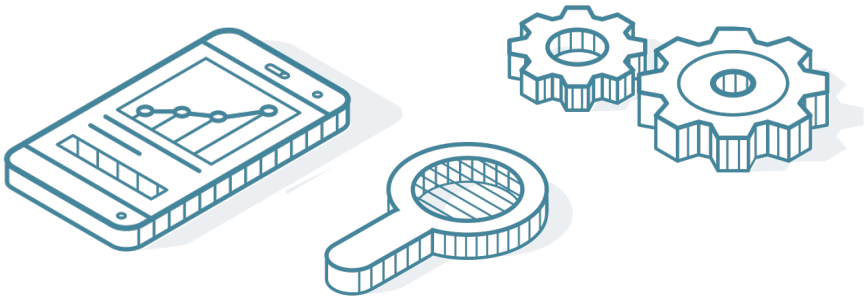
After Launch

Keep Content Fresh

Did you know 28% of apps are uninstalled within 30 days? The best way to avoid the same fate is to keep your content current and compelling:



1. Post timely community updates in your News Module to give users a reason to check in regularly.
2. Schedule a steady stream of blog posts and infographics from our content library on topics your audience cares about.
3. Share news and alerts with push notifications to keep users informed in real time.
4. Publish Mobile News updates and send push notifications directly from a mobile device.
5. Send out assessments on a regular cadence to check in on your community's awareness and preparedness.
6. Use checklist reminders to keep safety and disaster preparedness top of mind.
7. Add videos from credible sources like FEMA, CDC, or local health authorities to keep information accurate and trustworthy.
8. Browse our variety of Content Packages each season for fresh material that loads into your app quickly and seamlessly.
9. Use the Authoring Tool CMS to create visually rich content that actually gets read.
10. Add new community-specific PDF documents to your PDF Library as they become available.
11. Keep your FAQ Module updated with questions your team is actively fielding.

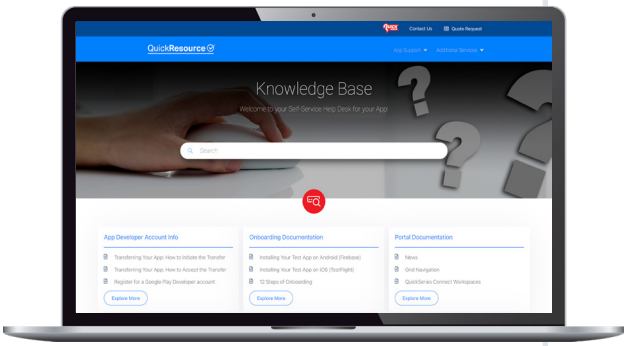


Drive Ongoing Growth

Your launch campaign doesn't end when the app goes live. Ongoing promotion is what keeps your community engaged and growing:

1. Keep the PR drumbeat going! Press coverage, community stories, and success highlights all fuel downloads.
2. Post consistent download reminders on social media and share handy tips or features users might have missed.
3. Tailor your messaging seasonally to stay relevant all year long.

Turn Admins into Power Users



Your admins are your app's heartbeat. The more they know, the better your app performs for everyone:

1. Visit our Knowledge Base to access plenty of step-by-step guidance on how to use a module, perform a function, or create other forms of app content.
2. Encourage admins to explore every module hands-on – practical experience is the best teacher.
3. Run lunch-and-learn sessions to walk the team through module capabilities and content ideas.
4. Point everyone to our free Knowledge Base for step-by-step guides they can revisit anytime.
5. Book advanced module training sessions for admins who want to go deeper.
6. Onboard new team members with a one-on-one session with one of our client success coordinators.

Make Your App Indispensable

The apps people keep are the ones they genuinely need. Here's how to make yours one of them:

1. Keep adding eGuides to your library so users always have expert guidance at their fingertips.
2. Broaden your subject matter – topics like mental health, workplace safety, healthy living, and caregiver well-being can appeal to a wide range of community members.
3. Use the Authoring Tool CMS to build custom eDocs on subjects that resonate with your audience.
4. Browse the QuickSeries library regularly for new titles that fit your program, or ask us to create something tailored just for you: www.quickseries.com
5. Highlight your most-used PDF resources so users know where to find them.

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.



Questions? We're always here.

1-800-361-4653 | info@quickseries.com | quickseries.com