

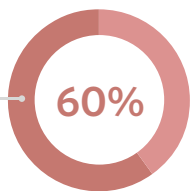
How to Promote Your Guide (it's necessary!)



Get the most out of your investment.

Avast ye, matey—your guide can lead you to gold! But it's up to YOU to follow the map. Effective guide promotion results in higher adoption rates, happy attendees and better ROI.

We want you to get the most out of your guides—and this means getting more people to use them.



Mobile guide administrators who say they **aren't doing everything they can** to promote their guides.

i Pro-tip: Print/check out the last page of the document for a summary and step-by-step checklist to guide promotion.

01 Tackle early adoption

✘ **Guide promotion myth:**

I can't share a guide until it is 100% complete.

✔ **The truth:**

Familiarizing users with your guide early is the #1 key to guide adoption. While we don't suggest you share the guide before it's built, you should share it early—even if some of the finer details are "TBD". You can make changes to the guide anytime!

How can I get some early adopters?

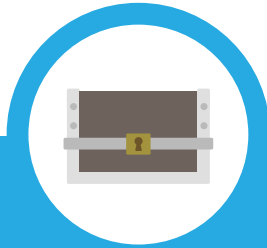
Start talking about the guide early! All information you share about your event or location should include the [benefits](#) and instructions for finding your guide.

Tracy Robey manages the Renaissance Society of America's annual meeting, a 2900-person conference with an 850-page program. She helped RSA go mobile.

To encourage members to adopt the mobile app, Tracy first introduced the concept through email communications leading up to the event.

Tracy Robey

*Boosted app downloads
with great promotion*



Your treasure chest

Guidebook gives you the tools

Guidebook web

A fully-working web-based guide. It's exactly the same as the mobile version, and updates in real time. You can even embed it on your website.

Why should you share your web guide first?

Early web guide sharing is proven to increase guide adoption and user engagement. Users can log in early and start getting excited about the guide. They can build personal to-do lists and plan their experience.

How to do it:

Send people to your web guide.

- Emails
- Social media
- "Save the date" messages

Embed your web guide in your website.

- It's easy! [Here's how.](#)

02 Communicate completely

How can I convince people to use the guide?

People absorb information in a variety of ways...and sometimes they need to be told twice! Persistence is key when explaining the value of your mobile guide and prompting downloads.

Use as many channels as possible to share your guide!

- Include the guide details in your emails.
- Mention the guide in articles and blog posts.
- Share the download link on social media.
- Make a video about the guide and distribute it in all of your communications—[NYU made a great one!](#)
- Mention the guide in any press releases or discussions with journalists.
- If you have phone numbers, text users a link to the Guidebook app along with instructions for finding your guide.
- QR codes are easy—you can *stick them anywhere*.

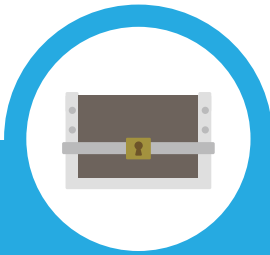




Tracy hooked her audience's attention before the event started.

The last email before the conference included the QR code and web link to download the app.

"By the time they showed up, most people had already downloaded the app and used it. They had their schedules and to-do lists already made."



Your treasure chest

Guidebook gives you the tools

Guidebook emails and landing pages

We'll give you pre-designed emails and landing pages that you can edit and share.

Look under the Promote tab in your Guidebook dashboard to find them!

03 Make it easy on-site

✘ **Guide promotion myth:**

People will always choose the guide over the printed programs—they *know* it's better for the environment, more accurate, and has more features!

✔ **The truth:**

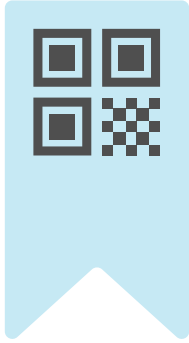
You decided to use a mobile guide for great reasons: to reduce printing waste/costs and improve user experience. (We know this. We did a study.)

But we also know that if you make it really easy for people to grab a program, you'll actively limit the number of people who use the app.

"Removing the printed guide in lieu of the mobile app basically secured the adoption rate for us."

Marc Fishman
Livetext

Help yourself out. If you're using printed materials as an alternative, only offer them upon request.



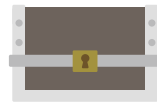
Tracy showed how much easier the mobile guide was.

Tracy used a clever method to catch the onsite attendees who hadn't yet downloaded the app. She made bookmarks with a QR code and app download instructions, and inserted them into the huge printed books.

"After the first day, attendees were walking up to the registration table with their two-and-a-half pound printed book, asking, 'Can I give this back to you? I have the app now.'"

How to promote your guide on-site:

- Post the QR code everywhere! This is a great time to be creative. You can add the QR code to posters, display screens, event attendee badges and more.
- Post your free Guidebook posters all over the place.
- Train your staff to talk about the guide and to help visitors use it.
- Include download instructions—[and benefits](#)—in your printed guide.
- If your guide is for an event with speakers or exhibitors, ask them to talk about or interact with the guide.
- Use the guide yourself, conspicuously, while making sounds of delight and interest!



Your treasure chest

Guidebook gives you the tools

Guidebook posters

It's easy to generate posters that show app details and download instructions.

Just click on the Promote tab in your Guidebook dashboard, edit the details and print!

04 Pump up the value

✘ **Guide promotion myth:**

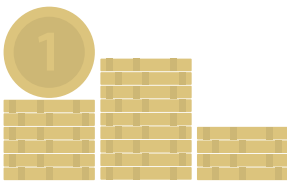
The guide is a "nice to have."

✔ **The truth:**

If you approach guide use like it's a nice benefit, you'll miss out on the adoption numbers you've been dreaming of.

Make your guide *essential!* When you create a community of users who upload photos, connect with each other, share socially, and interact with the guide by making personal schedules, you establish the guide as a must-have.

Your guide opens up a whole new way for your users to see the world you're sharing with them.



Tracy will save \$20,000 on printing next year

The RSA had a record number of event app downloads this year, and Tracy will come close to eliminating printed materials entirely next year!

How to show off your guide's value:

- Share [this article](#) with your users. It showcases the benefits of using the guide.
- It's easy to set up a projected live feed of guide users' photos and social shares. Only available for those who have the guide!
- Hold a photo competition.
- Use push notifications to share real-time news, tips or offers.

Showcase your green commitment.

Don't wait for your users to guess if you're reducing paper waste. Use the guide to share the details of your mission to go green!



Have you collected data about the impact your eco-efforts have made? Create an infographic and share it in your app.



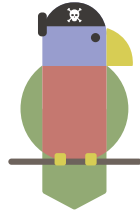
Let everyone know what is reusable, recyclable and compostable.



Organize a group walk to an offsite cocktail hour rather than a cab ride.



Include green "hotspots" on the venue map. Where are the water coolers, recycling/compost bins, mass transit, nametag collection bins? Mark them with a green icon so they stand out!



Now let's Parrot the Essentials

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01 Tackle early adoption

- Share information early in emails and other communications
- Direct them to the web guide

02 Communicate completely

- Share your guide on every channel
- Use Guidebook's pre-designed emails and landing pages

03 Make it easy on-site

- Only offer printed materials upon request—or not at all
- Post Guidebook's posters and QR codes...everywhere!

04 Pump up the value

- Make your guide essential and share [this article](#) about the benefits
- Highlight green efforts and unique features people can only access through the guide