

The TA Guide

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to

Maximising Your App

On Your
Website

Create an app landing page with links to **Download** and **Key Benefits**

Ensure a link to the **landing page** is featured on your **homepage**

Create **download links** on **core pages** such as group fitness timetables, membership and swimming

Create a **Menu** link or include in your webpage footers

Digital Activity

Social Media posts – and boost to existing followers

Email to all existing and recent customers – link to landing page

SMS to all existing and recent customers – link to landing page

Gym equipment **screen notifications**

Create a **blog post**

User **teasers** to generate interest

Record staff introducing your App

Share the video on **YouTube**

Record staff showing customers **how to download** the App

Create an in-app **share** and **reward** scheme

Use **push notifications** to suggest customers tell their friends

Run a **competition** to reward people for downloading

Promote in local **Facebook** community groups

Once launched ask for **app reviews**

PPC advertising to promote the app to the local community (Facebook, Instagram, Twitter)

Update all business **email signatures**

Offline Activity

Roller banners and displays in reception, gym and studios

Encourage reception staff to suggest using the app to book sessions to customers, if this is one of its functions

Create a QR code for quick links to download

Small flyers handed out by reception

Equipment hangers in gym

Tabletop displays for café tables and counters

Ask instructors to announce the new app at the start of classes

Ask gym staff to use it as a conversation starter on gym floor walks

Encourage staff to download the app

Ensure all staff are briefed and trained on how to download the app and its core features

Send a press release to local media

Top Tips

Refresh your home menu imagery to keep the app feeling **fresh**.

Can your app provide a **welcome message** that is regularly updated?

Do you **incentivise** people to use your app with enhanced booking privileges or offers only available via the app?

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Check the app's **user data** regularly to determine whether your promotion techniques are working.

User feedback is essential to ensure that you're addressing issues as they arise.

Can you provide customers with a **simple and easy way** to provide feedback on the app?

Remember that people are most likely using the app **on their phones**. It may seem obvious, but **keep this in mind** when you're creating or editing the app and its content.

