MODO.

Driving App Adoption:
A Marketing Playbook

Setting your mobile workplace app up for success goes beyond building the right tools. Like any technology, people won't pick it up if they're not aware of it, or if they don't believe it's relevant.

Getting employees to make a major transition takes planning and prioritization. Thankfully, as people spend more time doing more things on their mobile devices, the idea of navigating the workday there is a logical progression.We're here to help you move people to take that step!

Modo works with technology-forward Fortune 1000 companies who have staged successful app launches followed by consistent ongoing adoption. This guide shares some of the best tactics and approaches we've seen, with examples -- plays you can build on to drive your own success.

The Plays

1. *Discover: It's all about the employees*

2. *Define success*

3. *Give your app a brand identity*

4. *Raise visibility + create excitement*

5. *Get execs + influencers on board*

6. *Launch with an event*

7. *Continue activity post launch*
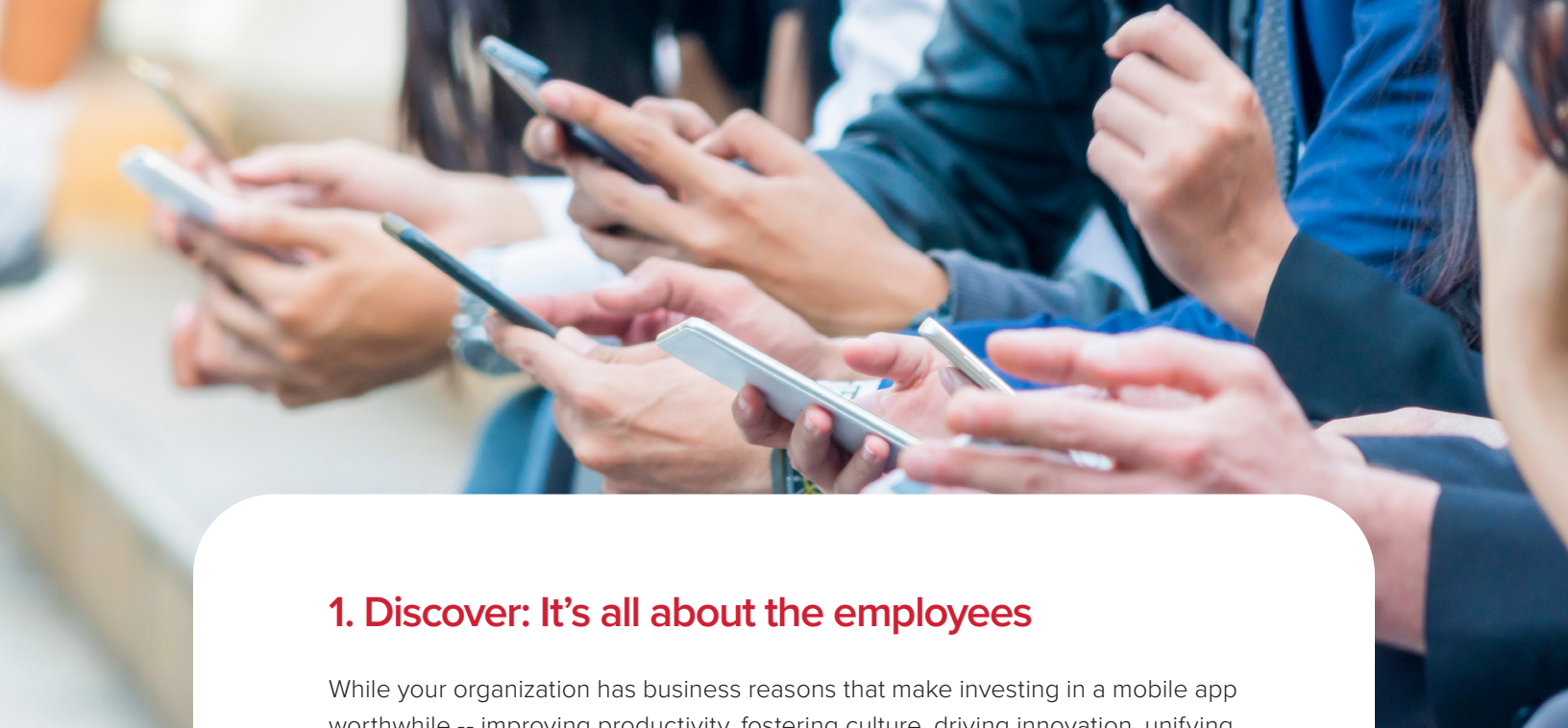
1. Discover: It's all about the employees

While your organization has business reasons that make investing in a mobile app worthwhile -- improving productivity, fostering culture, driving innovation, unifying the workforce and more -- your employees are thinking about just one thing when they're presented with it:

Will this make my life better, worse, or have no impact at all?

The key to driving adoption is giving employees reasons to want to use it. Develop all of your marketing efforts with an employee-centered approach. It's not what's good for the company. It's what's good for them. Think "With the app you can request a temperature change in a room with one tap," vs. "The app can increase our productivity by X%." The first step is finding out where your employees are on the digital comfort scale and what's likely to motivate them to adopt.

Discoveries to Make:

- Are your employees primarily digital natives or more reluctant users? What's the percentage of each?
- Are your employees primarily working in the office or remotely? What's the percentage of each?
- Do your employees want to navigate their workdays using a mobile app?
- What are the biggest barriers to adoption?
- What are some things that would really motivate employees to adopt?
- Who are the influencers in your organization that could champion the app?

Your app launch rollout plan -- global, location-based, workgroup-based etc. will determine which employees/groups you'll target for feedback.

Tools to Use

Surveys/Polls: Use available communication channels to survey groups, locations, or the entire employee base. Keep it short and use multiple choice responses so you can quickly gather and assess findings.

Focus Groups: Gather teams, cross-functional groups, or particular demographics. Include a mix of people who work largely or partially remotely. The benefit of focus groups is that you can question people further to gather insights that polls miss.
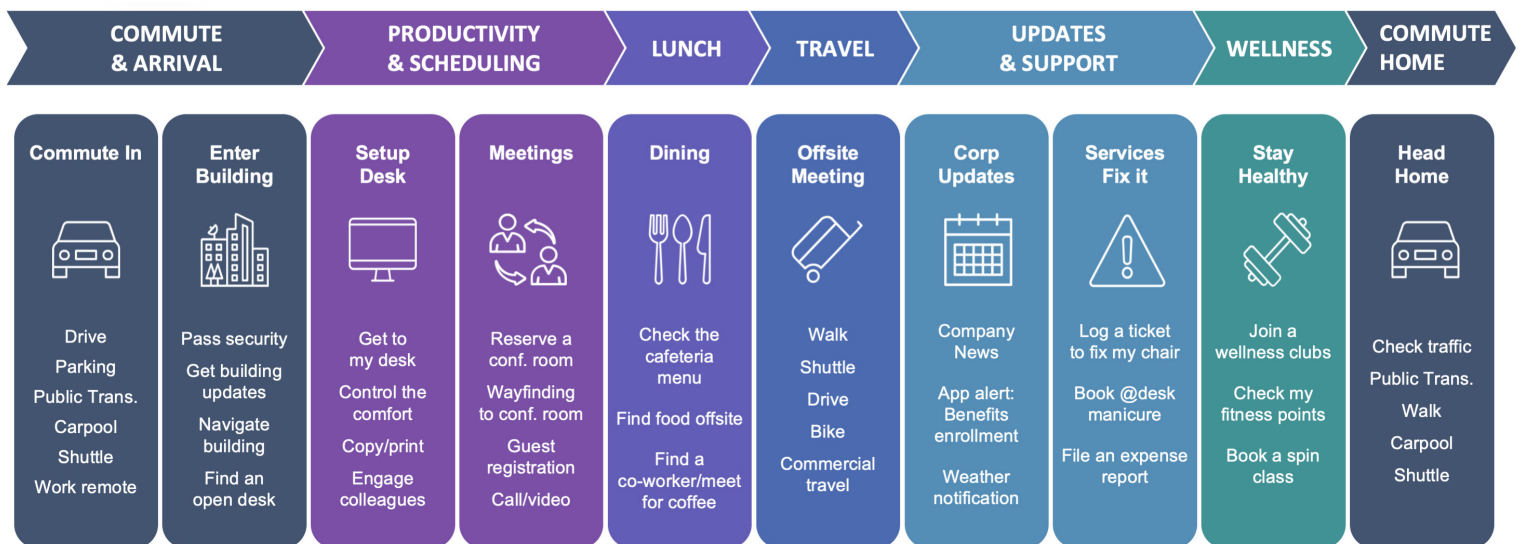
Example Survey / Focus Group Questions:

- *Do you use mobile apps regularly in your personal life? Y/N*
- *How many mobile apps do you have on your phone right now? [0-9, 10-20, 21-50, 51+]*
- *Do you work primarily remotely, primarily in-office, or a mix of both? [remote, office, mix]*
- *Which mobile work apps do you use regularly? Check all that apply. [Workday, Jira, Office365, Slack, etc]*
- *What work processes do you feel could be easier to navigate? Check all that apply. [booking rooms and desks, parking, transit, visitors, scheduling meetings, finding/locating colleagues, other]*
- *Are you likely to use a [company name] mobile app that consolidates multiple work processes? (Assume it's easy to use and fully functional) Y/N*
- *What resource do you use to get news from the company? [intranet, email, company website, slack, etc.]*
- *Do you feel like you are in the loop with what's happening in your office? Y/N*
- *What one thing would a [company name] mobile app have or enable that would make you pick it up immediately? [text box]*
- *Any other thoughts on mobile apps at [company name]? Tell us! [text box]*

Journey Maps:

Consider what messages would positively inform different types of users about how the app would support them in navigating the different tasks in their days. Map it out and create key messages for an in-office worker, remote worker, an app lover/digital native, and app-neutral-to-negative user. Use the journey map example below to understand what your employees value and where they feel friction.

Employee Journey Map (Sample)

COMMUTE & ARRIVAL		PRODUCTIVITY & SCHEDULING		LUNCH	TRAVEL	UPDATES & SUPPORT		WELLNESS	COMMUTE HOME
Commute In	**Enter Building**	**Setup Desk**	**Meetings**	**Dining**	**Offsite Meeting**	**Corp Updates**	**Services Fix it**	**Stay Healthy**	**Head Home**
Drive Parking Public Trans. Carpool Shuttle Work remote	Pass security Get building updates Navigate building Find an open desk	Get to my desk Control the comfort Copy/print Engage colleagues	Reserve a conf. room Wayfinding to conf. room Guest registration Call/video	Check the cafeteria menu Find food offsite Find a co-worker/meet for coffee	Walk Shuttle Drive Bike Commercial travel	Company News App alert: Benefits enrollment Weather notification	Log a ticket to fix my chair Book @desk manicure File an expense report	Join a wellness clubs Check my fitness points Book a spin class	Check traffic Public Trans. Walk Carpool Shuttle

Gathering insight on barriers and motivators is critical since you'll base your foundation messaging on it; the values, taglines, and examples you'll use in all of your launch materials that will reach employees and show them in meaningful ways:

• How the app helps them do their jobs
• How it keeps them informed personally about things that are important to them

2. Define Success

Based on what you learned in the discovery phase, create objectives for your launch/marketing plan that dovetail into the organization's objective for the app overall. Include metrics important to partners in HR, IT, Finance, Workplace Solutions, Facilities and the C-Suite. Share your success metrics early and post-launch measurements often.

Discoveries to Make

- *Number of downloads (by group/overall)*
- *Numbers/percentage of people using the app daily*
- *Number of page views daily*
- *Time spent in each average session*
- *Employee satisfaction*
- *Impact on particular business objectives*

ENGAGE   EMPOWER   ELEVATE

3. Give your app a brand identity

The mobile app is designed to be the dashboard of your company's work life. It needs a name and brand that employees can identify immediately and associate positively. In some organizations, "positive" means "polished." In others, "positive" means "familiar." Every organization is unique, and there's no prescription for naming/look and feel. In the end, a technology can have a terrible name but still be indispensable and loved by users. It will depend on your company's culture and how it interacts with employees overall.

Discoveries to Make

- *How do you want employees to think of the app in terms of its role in the organization? Guide? Caretaker? Friend? Signpost? Companion?*
- *What kind of vibe does the organization want the app to give? Energetic? Friendly? Chill? Helpful?*
- *What tone will your app use in the way it interacts with employees -- in messages, alerts, nudges and instructions? Professional? Personal? Informal? Just-the-facts? Cheeky?*
- *Will the app be integrated into an existing naming/ branding family?*
- *Who will choose the name of the app and how will it be communicated?*

Tools to Use

Naming contest - As part of building excitement for launch, announce the app without a name and kick off a naming contest company wide or designate a volunteer committee. Provide guidance around what you're looking for, go two or three rounds starting with 10 finalists, down to 5, to a single winner. Sure, you could end up with Boaty McBoatface, but if that's what employees want -- it's all about them.

Example App Names/Identities
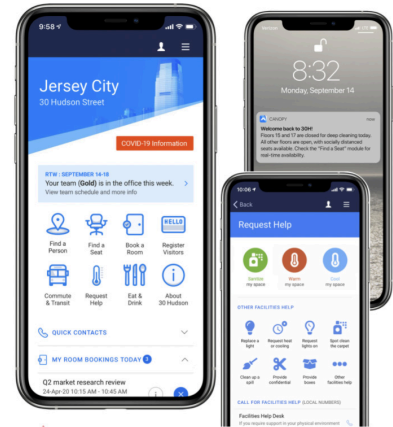
Goldman Sachs' app is named Canopy.
Tagline: Canopy's got you covered.
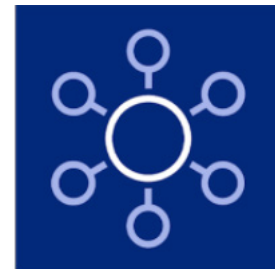
Identity and access management solution provider Okta's app is named Atmosphere.
Tagline: Your companion to dynamic work at Okta

Capital One's app is named @Work
Internal marketing piece

4. Raise visibility and create excitement

Make it impossible for employees not to know the app is coming. Announce it at least a month before it drops, get it in front of them as soon and as often as possible. Have messaging for everyone -- those who might be unsure about how things will work in the office post-pandemic, those who host visitors often, those who work mostly remotely, those who love having multiple points of engagement with the company, those who feel disconnected. Let them know the app is going to make it better and easier.

Discoveries to Make

- *What channels already exist in the company that you can use to make and amplify your announcements? Intranet? Company meetings and/or group standing meetings? Home screens?*
- *Is there someone on the app/dev team that can be designated to support the creation of launch materials with screens, instructions, tips and guidance?*
- *Is it easy to get up and running on the app? If the sign-on process is onerous with too many steps, setups or logins, simplify it before you launch. This is a common finding among Modo clients -- be sure to consider this carefully!*
- *Have you let employees know when, where and how they can sign up?*

Tools to Use

Signage - Deploy any mix of large retractable signs, printed signs of various sizes, and digital signage. Use general messaging corresponding to the biggest motivators and barriers you discovered in your employee research -- for widest appeal in lobbies, elevator landings and other high-traffic areas. Place scenario-specific signage that addresses a motivator or barrier discovered in your research in locations where those scenarios are encountered (e.g., signs for "Book and release rooms" near bookable meeting rooms, signs for "Register your visitors" near the security desk, etc.) You can even use home screens of systems employees use frequently to advertise the app and count down to launch.

Virtual Tours & Videos - Create a virtual tour of the app and post it on existing channels for employees to walk through prior to launch. Then embed it in the app so users who don't check it out in advance can always access it. Create an overall hype video to promote the app including quick soundbytes with key influencers and executives.

Giveaways - Mobile accessories, sunglasses, T-shirts, hats, coffee cups, water bottles, yoga mats - with your app's name and brand. You can even use them for incentives to get people to pre-register, or post-launch, to drive numbers (50th user, 100th, etc.)

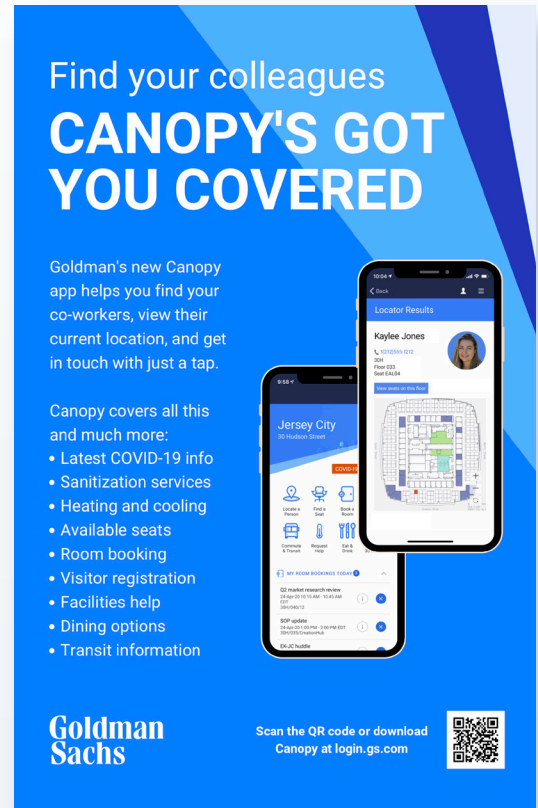Example awareness-raising programs: General signage from Goldman Sachs' app launch (see fig. 1-3 above).

5. Get executives & influencers on board

If executives aren't visibly and actively on board it can tank adoption. Executive non-involvement sends the message that the initiative isn't important. Managers read the room and de-prioritize efforts to get their teams on board. Trickle down at its worst.

Discoveries to Make

- *Will your CEO participate in your announcements and/or a welcome/intro video about the app? If not, will another C-suite executive participate?*

- *Will your CEO and entire C-suite sign up for the app so they are visible on the app as users?*

- *Will your CIO participate in marketing by assuring employees the app is secure and their privacy is protected?*

- *Have you identified influencers in different locations/work groups and seeded them with the app to help advocate during the marketing campaign?*

6. Launch an Event

After building excitement and familiarity with your campaign, make the launch day an event. Create as many opportunities for signups as possible and be ready to help un-stick anyone who might be stuck.

Tools to Use

Lobby signups - Set up a sign and station in the lobby and/or other central locations like a cafeteria or open area. Encourage people to sign up, offer giveaway branded items, and have resources available to help guide people through the process.

Online signups - Do a company intranet homepage takeover announcing the app's availability and instructions for download and a way to register for a gift to be sent or picked up at the office later, to enable remote workers to participate.

Contest - Using in-app notification a few hours into the day, announce a contest that will reward teams for having the highest percentage of signups by 5pm local time on launch day. Offer branded items, company perks or charity donations.

7. Continue activity post launch

Ideally you'll get a wave of signups at launch, but it's critical that activity and focus on the app continues long after that, to drive continued adoption. It can't be a one-and-done.

Tools to Use

Polls and surveys about the app experience - Ask users what's working and what's not. Work with the app team to adjust and communicate actions taken. Gather feedback consistently and frequently. When users see that the company is listening, they're more likely to communicate their needs.

Management incentives - Reward managers for having high percentages of team members who actively use the app.

Progress reports - Report on success metrics to executives and on adoption numbers to the wider workforce.

Drive heavy usage of in-app notifications, polls and alerts - Make sure employees see that the app is being used company wide for many purposes, by many different teams and groups.

Promote updates and new features - Use some of your launch tactics to hype advancements to the app over time.

Work with Modo on your launch!

When you build your app on the Modo platform you instantly join an extended community of companies and educational institutions who have been where you are now, have executed successful launches and wide adoptions, and learned things along the way. Our Modo team brings the benefit of their experiences and our own to advising you in your own launch. We're here to help. **modolabs.com**
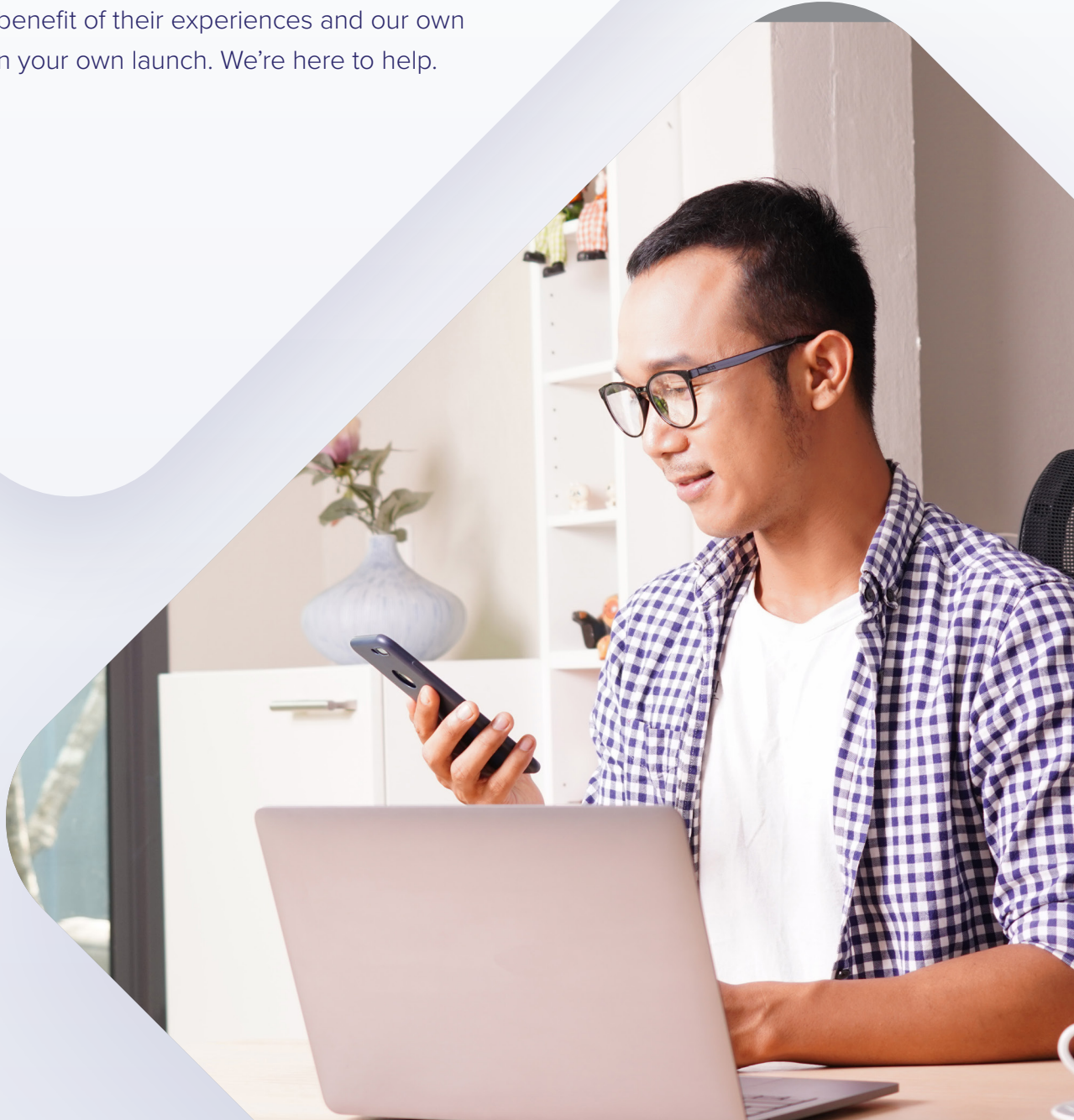
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