# App Tips & Takeaways

**Promote your App:**
Your app needs to be engraved into every aspect of your communications. Offer the message that this app was built for Catholic Parishes, this app was designed for YOUR parish.

Leverage your mobile **Website**. Section off part of your site exclusively for the app or have a pop-up page display whenever someone visits your site.

Include the App in the Parish/Pastor's **Blog**. Tell them how this app can facilitate and make things easy for them. Include the app link, screenshots and videos to help them get a good understanding.

As a parish you may send **emails** - not including the app in each of those is a missed opportunity. Any email that is sent out, whether it be from the parish office, your newsletter or even the payment confirmation email should include a footer with one line advertising your app. Include details such as what can be accomplished through the app and a link redirecting towards the download page.

If you're already in the **social media** game and have a Twitter profile or Facebook page, make use of that space to promote your app. A simple banner with the name of your app and where to find it is all you need.

**The best way to drive ongoing app downloads is to leverage your foot traffic:**
By including a bulletin article, having promo cards available in the vestibule, verbal announcements and a banner in high traffic area, you're informing your parishioner that you have a mobile app. Something they may not know at the time.

**Push Notifications:**
Push is here to stay. Make sure you're leveraging this powerful tool as fully and effectively as possible.

Users who opt in to push messages averaged 3x more app launches than those who opted out. One of the most effective uses of push messages is to encourage inactive users to re-engage with an app. Push notifications remind users to continually return to an app, which helps keep it top of mind and strengthens relationships throughout the user lifecycle*.

Push notifications give us the power to engage parishioners, reach lapsing users and deliver urgent messages. Timing matters and so does testing. Send your Push Messages During the Week - and avoid weekends. Afternoon has the highest click rate. Check monthly analytics for Return Users.

**Messaging**

Informing the user of important updates and changes has the highest click rate. Make the message personal. It's ok to use humor.

Keep messages short. Your message is received on the amount of the words that appear on the lock screen, smartphones vary. Enter 10 or fewer words then include a return. Those 10 words should be clear, concise, and compact. Ask yourself: why should the user open this message? The answer is what you need to highlight in the first sentence.

Tell them; don't ask! Statements perform twice as well as those that ask a question.

Include "Onboarding" messages; help new users engage the app. Messages that lead them through the ins-and-outs of the app.

**Keep Your Audience Informed and Updated**

A good reason to update your app with valuable content is to keep current subscribers updated, as well as providing necessary information for new visitors to convert to return users. By keeping your audience engaged, you develop long-term loyalty, which translates into returning traffic that adds tremendous value to your app.

*Taken from December 10, 2015 2015: The Year that Push Notifications Grew Up posted by Caitlin O'Connell info.localytics.com

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