

# HOW TO GET APP USERS

The ShareCentive platform is easy to use and will make a big difference in your marketing and social media strategy. However, one of the most important things you need to do is communicate to your loyal customers and brand fans that the ShareCentive app (with all of those great incentives) is available to them.

As a business owner or manager, you can have all the best plans for how you'll use ShareCentive, but a key ingredient to success is having a lot of users who will share your content. In order for your clients and customers to share your content, they'll need to download the ShareCentive app.

So, how do you get users to download the ShareCentive app? Well, that depends on your business, how it works, and how your customers and clients interact with you. Don't worry, we won't leave you hanging! Here some ideas to get started.

## WAYS TO GET USERS



### **Sticker or Sign by Register**

If you're a retail business and you have clients and customers come check out at a register or a computer, one of the best ways to let them know about ShareCentive is to have a sign or sticker that's highly visible right where they check out.



### **Note on Receipt**

If you can personalize your receipts, a great thing to add is a note about the ShareCentive app and the great benefits of using it.



### **Cashier Explanation**

One of the best marketing tools? Word of mouth. Tell those who have the most facetime with your customers to talk about the ShareCentive app. Give your cashiers, front desk workers, or receptionists all the information they need to help you spread the word about the app and all the fantastic prizes.



## Email Your Customers/Clients

If you have an email list, use it! Share the ShareCentive story with those people who already opted to hear more about your business. You can also add a note about the ShareCentive app to the footer of all your emails.



## Share on Your Social Media

Tell your followers on social media about ShareCentive! Social media is a great place to share this message because you can direct your followers directly to where they can download the app and start sharing your content.

# CONSISTENT MESSAGING



No matter which or how many of the above choices you decide to use (or something else), the messaging should be consistent:

1. Use the ShareCentive logo and make sure the name is visible so potential users will recognize the name when they search through apps.
2. Explain to customers and clients how they can earn money/rewards by sharing your company's content.
3. Say where clients/customers can download the app for FREE.
4. Link to app store and google store.

# INCENTIVIZE DOWNLOADS



Another tool you can add to your toolbelt is incentivizing your users to download the ShareCentive app by offering them a discount on a product or service. For example, if one of your clients/customers downloads the app in your store or location, they receive 10% off their purchase that day. You can also offer some free points to people for just downloading the app.