

App Promotional Communications Plan

Problem/Challenge/Opportunity:

The first time that a college student moves away from home is a transition for both parents and students. Parents want to know that their young adult is safe while they are away. When an emergency does occur, students and parents are rarely prepared with the information they need to be able to access in order to get help quickly. Umergency was created to address this gap and is preparing to launch in the Spring/Summer of 2016.

Situation Analysis:

A major concern for parents of college aged students is campus safety, so there is a need and market for a tool that will keep families connected and place important information at their fingertips. In addition, the college safety market is estimated at approximately \$500 million per year and growing. It may be difficult to stand out in an already competitive environment.

Umergency Strengths – usability, accessibility, extensive feature set, ability to work with any campus, 1,200 campus pre-loaded into the system. This is not just another “app,” this is a Health/Safety/Emergency service provided through an app. Brings Specific Campus & Local Community health, safety, emergency and location services into one convenient place.

There are four partnership schools as of March 2016. These campuses provide advisory input and are committed to offering Umergency to students.

Umergency can be purchased by individuals, primarily expected to be parents of high school and college aged students and also by campuses looking to provide the service to all students as part of their value to families. It will initially be offered for free.

Goals:

- Increase awareness of the issue and the app
- Increase downloads during first year of implementation

Audience 1: PARENTS

(specifically Moms of HS-graduating / College Age students)

Messages

- Tell the Umergency “origin” story
- Safety away from home (tools) - recognize parents’ fear

- Peace of mind
- Empowerment (for the student & family) / Managing fear
- Connection & communication (to students)
- Being prepared (with insurance cards, waivers and locations of emergency services)

Objectives

- 25k downloads per month (for July, August?, Sept., Oct., Nov., Dec.?)

(PR - Agency; Umergency - Uteam and interns)

Tactics/Tools	Timeline	Responsible	Evaluation
Facebook > Friends & family sharing > Articles, Ads development > Articles, Ads implementation	Pre-Launch Prep in July/August for Launch	Agency & Uteam Agency Agency & Uteam	# of Likes, downloads # of Likes, ad metrics (click throughs)
Blogs > Develop list & sample posts > Publish posts	Prep in July/August for Launch	Agency Agency	# of blogs published (2 per month) and readership based on available metrics
General Media Human Interest Stories > Tie in to college acceptance / college moving / shopping	Prep in July/August for Launch	Agency	# of articles published (2 per month)
LinkedIn Profile > Expand Profile & Connections > Draft articles > Publish articles	Prep in July/August for Launch	Agency & Uteam Agency Uteam	# of LinkedIn connections # of downloads Publish 2 articles per month
Social Media launch campaign > Develop content calendar	Prep in July/August for Launch	Agency Agency Uteam	# of followers, # of downloads FB metrics

> Develop content points > Ongoing posts, link to current articles			Send out at least 5 “tweets/posts” per month
CRM List - >Provide list of current contacts >Develop online system for organizing and tracking >Track partner / customer/ influencer & contacts	Prep in July/August for Launch	Uteam Agency Agency & Uteam	Online tracking system developed # of partnerships established
Content Toolkit for Parents	Almost complete for August Launch (postcards, one sheet, PPT)	Agency	Develop online toolkit of sample messages of varying lengths to use for variety of tactics

Audience 2: COLLEGE CAMPUSES

Messages

- Student privacy & independence
- Assist in dealing with helicopter parents (more direct communication to student)
- Highlight this is a feature the college is providing (proactive)
- Comes with messaging toolkit to make it easy (turn key)

Overall Objectives

- 12 campuses signing on as partners
- 10% of downloads within the 12 campuses

(PR - Agency; Umergency - Uteam and interns)

PHASE I: Soft Launch Objectives

- To conduct a preliminary “soft launch” mailing to the top 100 schools - with a designed, targeted email blast
- 50% OPEN rate, 25% CONVERSION rate

Tactics/Tools	Timeline	Responsible	Evaluation
CRM List -	See under Parents	See under Parents	See under Parents
College / University Association seminar speaking > <i>articles for newsletters</i> > <i>develop calendar of speaking opportunities</i> > <i>Develop spokespeople</i>	July	Agency Agency Agency & Uteam	# of seminars attended; Newsletter article templates (2 versions - current parents; alumni) Train 2 - 5 spokespersons by launch date
Campus Presentations > <i>Record voice presentation over slideshow</i> > <i>On campus presentations</i>	July Ongoing	Agency & Uteam	# of campus interactions - meetings, presentations, etc. (tracked on CRM database)
National Greek Associations > <i>Develop contact list, messaging and potential touch points</i>	July	Agency & Uteam	# of interactions - comm, presentations, etc. (tracked on CRM database)
Faith-based Community> <i>Develop contact list, messaging and potential touch points</i>	July	Agency & Uteam	# of interactions - comm, presentations, etc. (tracked on CRM database)
Partner Toolkit > <i>Develop parents' email / students, dorm flyer, orientation flyer, social media posts, articles</i>	Almost Completed	Agency & Uteam	# of new partnerships with universities Successful app adoption among partner universities

> Develop "ask" list (part of partnership agreement - their responsibilities)			
Content Toolkit for Colleges	Almost Completed	Agency	Develop online toolkit of sample messages of varying lengths to use for variety of tactics

**Audience 3: STUDENTS
(High School Seniors & College Students - Freshman / Sophomore focus)**

Messages

- Privacy and independence
- Keeping mom & dad off their back (managing helicopter parents)
- Safety - ready, prepared (when the #(shit) happens)
- Empowerment
- All right here, right now

Objectives

- See Parents

(PR - Agency; Umergency - Uteam and interns)

Tactics/Tools	Timeline	Responsibility	Evaluation
Interns as Ambassadors > Set up Twitter and Facebook accounts specific to Umergency student audience > Train as spokespersons > Ongoing postings	July Umergency staff trained; student ambassadors (tbd)	Agency Agency U-Team	Track ambassador campuses (vs. non ambassadors) Train spokespersons (5 - 10 interns) # of new downloads by students
Student Social Media Posts		Agency	# of followers,

<p>> <i>Funny, sharp copy</i> ex: <i>“Going to _____ and I’m ready for anything”</i> > <i>Ongoing postings</i></p>	<p>Launch</p>	<p>Uteam</p>	<p># of downloads</p>
<p>RA Contests > <i>Develop program</i> <i>Dorm Residence Advisors - usually 1 per floor</i> > <i>Develop relationships and Implement</i></p>	<p>Spring?</p>	<p>Agency Uteam</p>	<p># of RA contests / participants, # of downloads</p>
<p>Instagram Campaign > <i>Create series of accident stories / photos with Uemergency messaging</i> > <i>Ongoing postings</i></p>	<p>Spring?</p>	<p>Agency Uteam</p>	<p># of followers, # posts # of downloads</p>