Mobile Application Marketing Toolkit

Best Practices & Guidelines

Global Disaster
Preparedness Center

Introduction

Background on the Universal App Program

The Red Cross/Red Crescent First Aid and Hazard apps enable everyone with a phone to help in times of emergencies. Once the app goes live in your country's store, it is the responsibility of each society to market it.

There are numerous ways to promote your app. This guide will help your society determine what strategy is best for you, and how to do it based on your team's capabilities, budget, and target audience.

Purpose of this Guide

This purpose of this marketing guide is to help you to promote the app in your country in order to spread the word about its availability and to encourage users to install it in order to empower millions to save lives with preparedness for first aid and natural hazard emergencies. This training guide aims to support your national society by providing information and resources that can be utilized to market and promote the First Aid and Hazard apps. The success of marketing the apps depends on how much you work together as a team and implement the provided resources.

It is meant to provide ideas, tools and templates available for you to download and implement in your own countries.

> **Stories from the Field**
>
> Throughout the toolkit you will see quotes of stories that have been shared by users of the app using the story share feature. These quotes have been included to show the variety of places the app has been launched and to give a voice to users who have benefited from the app. Several stories are shared throughout this document, and we hope this toolkit will inspire your national society.
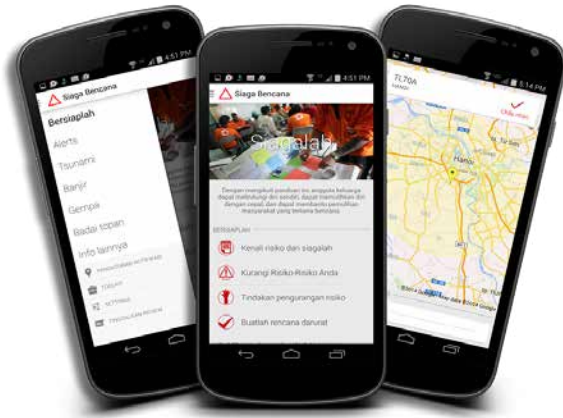
Table of Contents

Introduction

The Power of the App

The Universal App Program is an initiative sponsored by the Global Disaster Preparedness Center and is focused on providing access to high quality, lifesaving mobile applications or 'apps' to Red Cross and Red Crescent societies for release in their home markets to benefit the general public. The program currently offers national societies access to the First Aid app and Hazard App for their region.

The First Aid app puts expert advice for the most common first aid emergencies in your hands and the Hazard app provides information and tips on how to handle disasters and other situations beyond human control.

Global Disaster Preparedness Center

The American Red Cross (ARC) and the International Federation Red Cross and Red Crescent Societies (IFRC) have established the Global Disaster Preparedness Center (GDPC) as a reference center to support innovation and learning in disaster preparedness. As one of 12 reference centers in the international Red Cross Red Crescent (RCRC) network, the GDPC aims to enhance disaster management–namely preparedness–capacities of Red Cross and Red Crescent national societies through a service-oriented and demand-driven approach to building community resilience.

Global Disaster Preparedness Center

Some key features of the apps include:

- Simple step-by-step instructions to guide you through everyday first aid scenarios

- iPhone and Android device availability

- Full integration with emergency numbers to call EMS from the app at any time

- Videos and animations that make learning first aid fun and easy

- Safety tips for everything from severe winter weather to hurricanes, earthquakes, and tornadoes

- Preloaded content means you have instant access to all safety information at anytime even without reception or an internet connection

- Interactive quizzes allow you to earn badges that you can share with your friends to show off your lifesaving knowledge

Introduction

The Power of Marketing

What is Marketing?

Marketing is the action of advertising or promoting something.
Many people in the world have learned about first aid and CPR because they have heard something on the radio, received a flyer, received an email sent to them or were told by a friend. Due to marketing interactions, the use of CPR has become popular around the world. Marketing your First Aid or Hazard app using a strategic mix of organizational activities to spread the word will help save lives, just like the marketing CPR.

Various examples of marketing channels: a post campaign report from the Australian Red Cross, app promotional video posted on Facebook from the Chilean Red Cross, and a website featuring the First Aid app from the Portuguese Red Cross

Developing a Strategy

Creating a Marketing Plan

To be successful in marketing the first thing you need to do is to determine and create a marketing plan. A marketing plan is a blueprint or guide map of the different efforts and activities you and your team plan to do to inform people about the First Aid or Hazard app.

There are six (6) main things to consider:

- Audience
- Goals and Objectives
- Content
- Strategies and Tactics
- Tracking and Measurement
- Time and Budget

This is an example of the Campaign Overview from the Irish Red Cross Society.

The Irish marketing plan has been selected as an example because the national society has clearly laid out all of the key components of developing a marketing plan.

The full marketing plan from the Irish Red Cross is provided in the annex of this document for your reference and guidance.

Target Audience

Your audience is a selected group of people who you would like to download the app in your region. For example, to determine who you should focus on getting to download and use your app you need to do some basic research to find out how many people have cell phones in your community, what average age the people are in your region and how they get their information about what is happening regionally and around the world. To make it easier to develop a great marketing plan it is best to only focus first on a small set or age group of people. For example, perhaps you find that people who are 15–34 years old are the people most likely to have cell phones in your region.

Creating a Marketing Plan

Goals and Objectives

Your goals and objectives are things you want to achieve through your marketing plan. Goals help us determine our path. They keep us focused and help us to achieve what we couldn't do without a clear plan of action. A simple way to remember how to set goals is…

SMART:

- **Specific.** Create a detailed plan that outlines milestones, pinpoints problems, and potential opportunities. Preparing for hurdles and opportunities will allow you to build padding into your plan to accommodate them.

- **Measurable.** Goals should be measurable to track progress. For each goal, list your qualitative metric. This step will give you tangible evidence that your goal has been accomplished, and will eventually allow you to set new goal informed by your measured tactics and success of your methods.

- **Attainable.** Work towards goals that are challenging, but possible. Review your resources and timelines to verify that you have what you need to progress.

- **Relevant.** Ensure your objectives are directly related to your end goal and that you're addressing specific problems.

- **Time-bound.** Set a timeframe for your goals, and establish a timeline outlining your steps. Set big milestones first, and then determine each task needed to complete each milestone. This list should be comprehensive and include all tasks, communications, and responsibilities.

Consider how much time implementing your plan will take. Assign people and resources to make it happen. Be certain to discuss who will do each task and how long it will take them to evaluate if the goals and objectives you have set are attainable.

Stories from the Field:

I am a 40 year old with some heart problems. This app helps me to be informed about my condition. Thanks.

—Benjamin, Mexico

Developing a Strategy

Creating a Marketing Plan

Content

Content refers to the writing, photos, videos or recordings that your national society will create together to help promote the app to people.
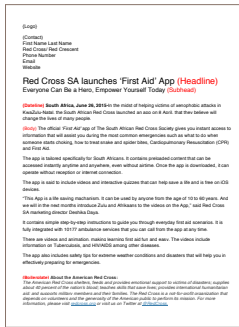
Photos, writing and video are all examples of content.

Strategies and Tactics

A strategy is the plan of action you will take to achieve your goals and objectives. A tactic is the task that you will do as part of the plan. For example, the goal could be to achieve 40,000 downloads in a month. The strategy is to post a lot of information online and the tactic is to go to Facebook and create a post.

Stories from the Field:

> I am in the Order of Malta ambulance service. I recently came across a girl that had a stroke while I was off duty and did what the app told me to do. When the paramedics came they said she would have died if I hadn't helped her. I'm so happy with myself.

—Owen, *Ireland*

How to Create Your Marketing Plan in Six Steps

Step 1 | Research People in Your Region or Community

Find out which audiences in your area are using cell phones. Are there teenagers or young adults in your community? If so, whatever information you give them about your First Aid app or Hazard app has to be interesting enough to make young people pay attention. **Here are some ways to find out information about people in your region:**

- **Online surveys.** If you have internet access, this is an easy (and often free) way to survey people in your area. You can create polls in Google Forms, Survey Monkey or Wufoo asking about your audience's mobile phone usage and emergencies they have encountered.
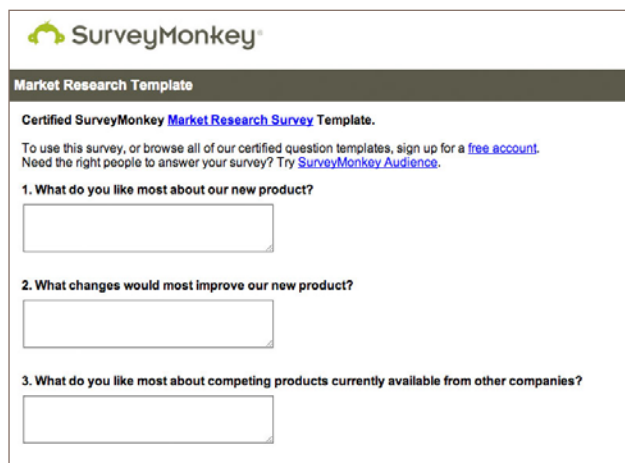
Survey Monkey Market Research Template

- **Street interviews.** Street interviews are a great way to get a lot of information from a semi-random audience. You could prepare a questionnaire for your interviews and select random people passing by for some quick questions. Make sure to record your responses for accurate records.

- **Focus groups.** A focus group is a guided discussion with a small group of 6–8 people. The purpose of the focus group is to learn more about how the app can fulfill your community's needs, and to learn about where to communicate with them. A focus group should take place in a neutral comfortable room over the course of an hour, with a set of predetermined questions to help guide the discussion.

Online Survey Resources

- **Survey Monkey:** www.surveymonkey.com
- **Google Forms:** www.google.com/forms
- **Wufoo:** www.wufoo.com

How to Create Your Marketing Plan in Six Steps

Step 2 | Focus on Your Audience

After you have done your research, you will know the people in your community better and understand what types of people are using mobile phones and applications. Knowing your audience is key in determining what type of strategies and tactics to implement.

This is an example of the Target Audience research summary from the Irish Red Cross.

Irish Red Cross

TARGET AUDIENCE

GENERAL PUBLIC

Summary:

The public associate the Irish Red Cross very strongly with disasters and emergencies. However, in Ireland emergencies tend to have more of a personal nature. However, very few members of the public undertake formal first aid training. The Irish Red Cross, with the strength of its brand, is uniquely placed to address these 'personal' or domestic emergencies with first aid training. This campaign will get basic first aid information to this wider public.

There are groups in the market who would do a first aid course: moms& dads, first-timers, educational organizations, businesses.

AUDIENCE	POSITIONING (in mind of audience)	PROBLEM	SOLUTION	COMPETITIVE ADVANTAGE (why us)	WHAT GETS IN THE WAY (inhibitors to purchase)	MOST IMPORTANT THING TO SAY	THINK / FEEL / DO OBJECTIVES	WHERE	APPROACH	WHAT DO WE NEED
THE GENERAL PUBLIC	Sector leader in emergency response category.	First Aid is a great idea but I don't have time, money.	First Aid App	The Red Cross Red is the world's largest first aid	Time Money Distraction	Downlaod the First Aid App	THINK: It's easy to download the app FEEL:	Apple store Android store Youtube	Using an integrated marketing plan.	Universal First Aid App Budget Stories for

Step 3 | Determine Your Goals and Objectives

Sometimes determining goals can be one of the hardest things to do because you want to achieve everything at once but you must step back and prioritize based on where you are in the life phase (how old your app is from the initial launch date) of the app. If your national society has yet to release the app to the local community, focus on promoting your app. Your goal should be to get as much information disseminated in your region as possible.

How to Create Your Marketing Plan in Six Steps

Step 4 | Develop Content

Content to promote your First Aid or Hazard app can be created with written stories, photos, and videos or through hosted events. Once you become part of the Universal App Program, you receive information about the details of the app. These details provided can used to promote your app. Recruit staff members or volunteers who like to write, take photos, design, create videos, host events or work with the media to help create your marketing content.

Step 5 | Determine Your Strategy and Tactics

Your target audience will determine and affect what strategies you take and what tactics you use to disseminate information about your First Aid and Hazard app. If your audience is spending a lot of time on the computer, you will want to make sure to get your content online so they can see it. If they respond well to events, create items to hand out to your audience in person, like bookmarks, postcards, t-shirts, or phone cases.

This is an example of an objective broken into tasks from the Irish Red Cross.

Irish Red Cross

Youtube				
What	**Who**	**When**	**Status**	**Notes**
1. Upload the app 12 videos and optimize for first aid	LB	09/2013	Complete	Uploaded as private. RD will check them against her stories and if any match the blog topics, the video will be released on the same day as the blog article.
PR				
What	**Who**	**When**	**Status**	**Notes**
1. Clarify media angle	RD, RR, LB	07/2013	Complete	App communications& marketing around First Aid Day theme
2. Develop media plan	RD	08/2013	To do	
3. Photo op for launch	RD	08/2013	In progress	€1000.00. Use celebrity Pippa O'Connor
3. Approach magazines	RD	08/2013	To do	
4. Approach Branches	RD/FB	08/2013	To do	
5. Approach local media-Techie, Websites-Metro, Irish Times technology pages, Primary Times	RD	08/2013	To do	

How to Create Your Marketing Plan in Six Steps

Step 6 | Track How Many People Get Exposed to Your Content

One of the easiest ways to track progress of your app is to look at your download numbers and rates. Although download rates may make it simple to see success, other methods must be used along the way especially if it is taking a while for your app to get download momentum in your region or community.

Additional tracking methods will be discussed later in this guide on in the Tracking Your Results section.
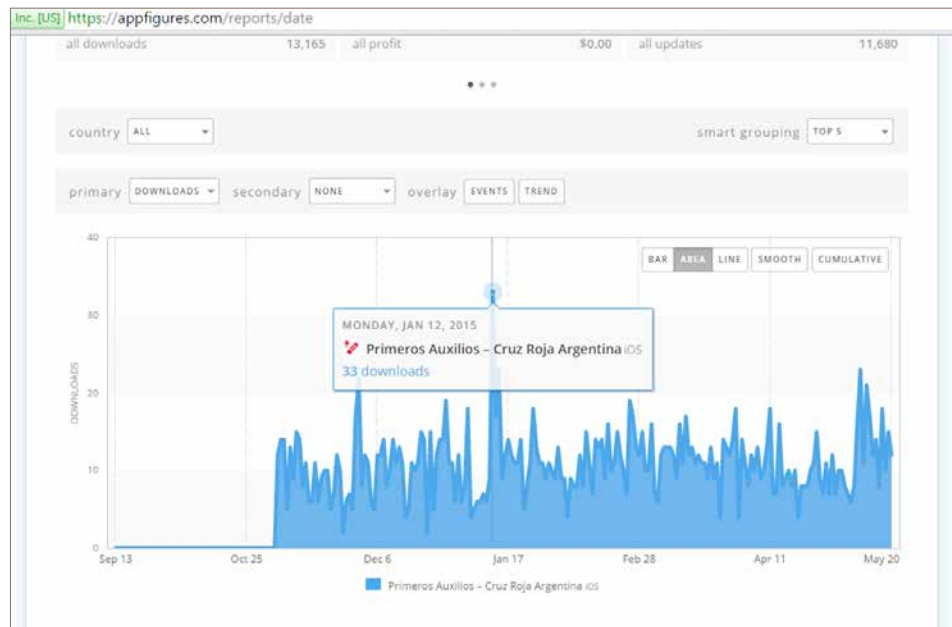
Examples of metrics tracking app downloads from the app store

Developing a Strategy

How to Create Your Marketing Plan in Six Steps

Media Strategies

Now that you have seen an overview of a marketing plan, let's focus on the key parts of the plan that you will be spending most of your time on. Once you have determined your goals and objectives you will be working on developing content and determining the strategies and tactics that will lead to successfully accomplishing your goals.

According to the top 10 national societies with the most downloads, a national society should focus on a multi-channel marketing strategy approach to be successful.

RANK	IOS APP NAME	AVG DWNLDS PER DAY
1	FIRST AID BY AUSTRALIAN RED CROSS	266
2	RED CROSS SOCIETY OF CHINA	237
3	PRIMEROS AUXILIOS - CRUZ ROJA (MEXICO)	221
4	FIRST AID BY CANADIAN RED CROSS	199
5	ERSTE HILFE DES SRK (SWITZERLAND)	94
6	PRVNI POMOC (CZECH REPUBLIC)	73
7	MAGEN DAVID ADOM (ISRAEL)	72
8	HONG KONG RED CROSS	62
9	PRIMEROS AUXILIOS (ARGENTINA)	54
10	PRIMEROS AUXILIO CRUZ ROJA CHILENA	52

RANK	ANDROID APP NAME	AVG DWNLDS PER DAY
1	PRIMEROS AUXILIOS - CRUZ ROJA (MEXICO)	194
2	PRVNI POMOC (CZECH REPUBLIC)	160
3	PRIMEROS AUXILIOS (ARGENTINA)	94
4	FIRST AID BY AUSTRALIAN RED CROSS	90
5	FIRST AID BY CANADIAN RED CROSS	89
6	SOCORISMO - CRUZ VERMELHA (PORTUGAL)	84
7	HELLENIC RED CROSS (GREECE)	81
8	HONG KONG RED CROSS	71
9	MAGEN DAVID ADOM (ISRAEL)	67
10	CRUZ ROJA ECUATORIANA (ECUADOR)	52

Utilization of recommended practices

This chart shows the number of national societies who are currently employing or have used the following recommended practices to promote the First Aid app.

Data was collected from each national society's app launch date to 23 May 2015. Figures do not include download numbers for the First Aid app of the Red Cross Society of China on Android.

RECOMMENDED BEST PRACTICE	# OF NATIONAL SOCIETIES USING IT
FACEBOOK	42
INCORPORATED IN COURSES	32
FEATURED WEBSITE	27
TWITTER	19
TV	19
FLYERS	19
NEWSPAPER	18
OFFICIAL UNVEILING	17
POSTERS	17
WORKSHOPS	17
RADIO	14
YOUTUBE	13
PRESS CONFERENCE	12

Developing a Strategy

How to Create Your Marketing Plan in Six Steps

Media Strategies

There are two main types of strategies that a national society can implement to market their app:

1. Traditional media strategies
2. Online social media strategies

	Traditional Media	Online Social Media
Accessibility	Owned privately or by the government	Internet or a mobile phone
Recency	Time lag between communications can be days, weeks or even months	Virtually instantaneous
Direction	Communication goes almost exclusively in one direction, *i.e. from the sender to the recipients*	Audio or video can spread quickly from one person to another
Usability	Production requires training	Most tools require no specialized skills
Credibility	Individuals may not trust media outlets	Users trust their friends to filter and pass on quality content

Paid advertising

Mobile phones

Newspaper

Online videos, tablets

Determining Your Campaign

The content you develop for your ads, videos, social posts, infographics and print materials is what turns your app into a brand and gives it a voice. To give structure to all of your communication, it is helpful to develop a campaign or theme that will guide your content and your look and feel.

For more resources on campaigns, go to: https://fednet.ifrc.org/en/resources/communications/communication-packs/may-8/comms-toolkit/

A suite of campaign materials from the Hellenic Red Cross, showing how a similar look is used across campaign elements: a YouTube tutorial, a web banner, and a Facebook banner.

Determining Your Campaign

Tone

Be positive, impactful, and succinct in your materials. Try to inspire people to know that they can make a difference, and that the First Aid and Hazard apps will empower them to do so.

The following are examples of key messages for you to consider:

- **The Power of Help.** First aid saves lives. Every individual with the app has the ability to take effective action when emergency strikes.

- **Creating Solutions.** In times of crises, large or small, these apps empower individuals to create change in their communities through preparedness and knowledge.

- **Protecting Our Communities.** Our communities and our families are everything. In emergencies, 90% of lives are saved by local people. Being armed with the apps reduces vulnerability and helps build resilient communities, guiding people to make swift and knowledgeable decisions to save lives.

- **Access to Knowledge.** Being informed is critical in survival. The apps are the functional all-in- one toolkit for emergencies. The more people who are armed with the app, the more prepared we will be to help one another.

- **Building Hope.** Whether our world-view is long-term or one-day-at-a-time, these apps empower humanity to get through the big disasters and individual ones through thoughtful action.

Stories from the Field:

" I love this app for the simple act of learning beautiful things such as saving a life or being able to help. It is with great pleasure I can tell you that I could help a two-year old kid who was choking. I could also help my grandmother when she suffered a bone fracture after she fell down. My family is very proud of me. I want to get my degree and be a part of the Red Cross. To be a good paramedic, that is my dream.

—Brenda Nuñez, *Mexico*

First Aid & Hazard App Promotion Guide

Campaign Samples

The following four ideas are examples of campaigns and templates that you can create for your own national society. Use these as a starting point, or create your own.

Idea 1 | Step Up and Take Action

At some point, most of us have been called upon to "seize the moment" or "rise to the occasion". These enduring phrases speak to the universal aspiration of meeting the challenges before us, whatever they may be. When emergency situations arise, to step up and take swift action to help others is the noblest response. We want to highlight the First Aid/Hazard app as the tool that prepares and empowers us to do so.

There are countless stories to tell, from common to catastrophic; from a young woman assisting an elderly man who has fallen, to a father of three providing support to his community in the midst of a flood. In sharing these experiences we show that everyday people, equipped with the First Aid/Hazard app, are ready and able to help when needed. Presented with this call to action "to step up and take action" the audience is inspired to reach for this lofty ideal.

This concept could employ uplifting, empowering imagery, depicting literal or metaphorical "stepping up" that will appeal to the desire in all of us to take action in order to help our community and ourselves.

**Step Up.
Take Action.**

Click to download the First Aid app »

**Web Banner
Skyscraper — 160 × 600**

Stepping Up to Help
An event to benefit hurricane victims

Thursday, July 2
7:00 pm
101 Broadway
Tickets at the door

Sponsoring Company Logo

Event Flyer

This
phone
saves
lives.

Phone Case

Campaign Samples

Idea 2 | Be a Hero

There is a hero in all of us. Whether it is a life-changing experience, or merely opportunity—it takes an extra element to bring the hero out of each of us. In this case, the First Aid/Hazard app is that opportunity— empowering everyday people to save the lives of our community, and to take care of those around us with accessible information.

This campaign invokes an inclusive nature that highlights the common aspirations between all of us to protect each other. Be a Hero could pair unassuming people with bold statements that summarize their honorable and compelling stories, i.e.: a photo of a teen paired with the statement "I saved my father from a stroke." Be a Hero positions the campaign as proactive and action-oriented, promoting the download of the app. Knowledge is power—super powers, too.

I saved my neighbor's life.
Manny Correa, Everyday Hero

Learn more about the First Aid app
redcross.org/firstaidapp

Implementing Your Strategy

Campaign Samples

Idea 3 | Help is Just a Touch Away

In times of need, whether day-to-day or catastrophic, there is comfort in knowing that help is always by your side. The First Aid/Hazard apps can be that aid—all the time—providing education and support to those in the midst of disaster, and taking preventative steps to prepare. This theme introduces the concept of touch, which applies to the app, while sharing the human side to its usefulness.

Lifesaving knowledge at your fingertips.

Download App »

Facebook   Twitter   Website   Instagram

E-Newsletter Template

Help is Just a Touch Away
Lifesaving knowledge at your fingertips

Learn more about the First Aid app
redcross.org/firstaidapp
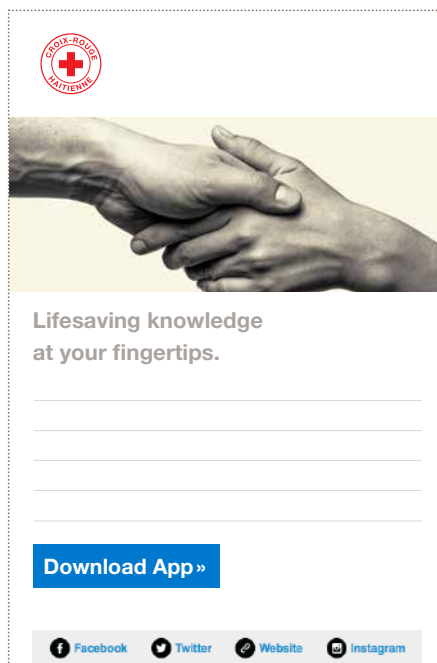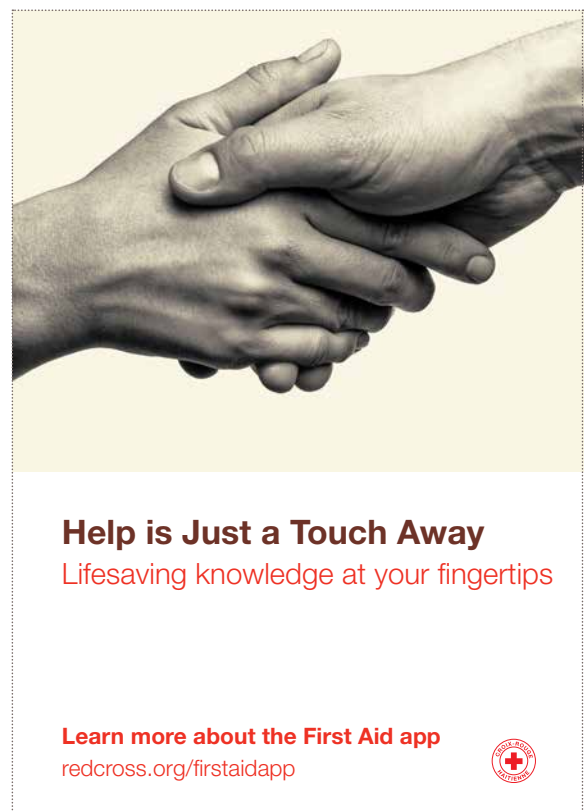
Poster

851 px

315 px

Help is Just a Touch Away

Facebook Banner Image

Campaign Samples

Idea 4 | Breaking Barriers

What keeps people from helping others in need? Thinking someone else is better equipped, fear, shock and outside influences paralyze people from helping when an emergency or disaster arises; if these barriers were broken imagine what could happen.

Breaking Barriers appeals to the mental and emotional side of humans when faced with emergencies and disasters: the helplessness when faced with situations that are beyond our control; fear that holds us back from doing something we may not know how to do, and the understanding that we're part of a global community that each human looks out for one another, despite "mental borders."

This concept seeks to encourage and inform. While we all feel helpless at times, the First Aid/Hazard app is a solution that will break barriers, helping people and their communities.

Breaking Barriers
Click to download the First Aid app »

Web Banner: Full Banner — 468 x 60

Breaking Boundaries
Boundless help, endless hope
Learn more about the First Aid app
redcross.org/firstaidapp

Our capacity to care i[...]
divisions, no boders, [...]
to provide lifesaving h[...]
brings us together.

Download it here:

Available on the App Store

Get it on Google play

World Culture Day Picnic
A day of fun and breaking boundaries

Saturday, July 4
11:30 am
Centennial Park
Free admission!

Sponsoring Company Logo

Event Flyer

Postcard, front and back

The Toolkit

Toolkit

Clear communication is key to a successful campaign—verbally and visually. Maintaining the brand integrity of the Red Cross and Red Crescent will establish immediate trust with your audience.

In this section, a series of branded templates have been provided for your communication needs. This toolkit will inform you of your communications options and guide you through each step, whether it is naming your app, developing a social media strategy, or reaching out to the press.

Directory

Preparing Your App for the App Stores — During a Development Cycle[*]

Naming Your First Aid or Hazard App

This process will take place while you are developing your app. You can have an app store name and an app device name. The app store name is what your app will be called in iTunes or Google Play. Your app device name will appear underneath your icon on your phone or tablet's home screen, so it has to be short. When naming your app, consider names that are memorable and expresses what the app does.

App store name examples:

- The Chilean Red Cross Primeros Auxilios
- Lebanon Red Cross First Aid
- Hazards by Jamaica Red Cross

Device name examples:

- First Aid
- Cruz Roja
- Hazards

[*] A development cycle is the time period with which you work with the GDPC to localize content in the CMS. You should be selecting the icon during the development cycle that will then be used for your app campaign. You should also be planning your marketing campaign for how you will launch the app.

Banners from Red Cross Society of Côte d'Ivoire and the Philippine Red Cross displayed in the Google Play store.

Preparing Your App for the App Stores — During a Development Cycle[*]

Keywords

For the iTunes and Google Play stores, you can choose keywords to associate with your app. People will use these keywords to search for your app in their app store. As with the name, keywords should be simple, easy to remember, and express what the app does. These keywords have to be less than 100 characters, so be sure to choose them carefully.

Examples from other societies:

- Medical
- Health
- First aid
- Medical treatment information

Slogan for Android Google Play Store

If you have a Google Play store in your country, you will also be required to develop a slogan for your app. This has to be less than 80 characters and should, in as few words as possible, be a catchy phrase that people can associate with the app. A good slogan should be considered essential to successful promotion of your app.

Examples include:

- First aid in your pocket
- Disaster preparedness in your pocket
- Premiers secours dans votre poche par Crois-Rouge Camerounaise

Developing Your App Icon

Will You Use a Standard Icon or Create Your Own?

Every app needs an icon to display on iOS and Android phones and devices. Your national society has the option of simply using a standard First Aid icon (either Red Cross or Red Crescent). Alternatively, you may choose to create your own unique icon, in which case the following guide will help you through the process.

Why is the App Icon Important?

As your app icon may be the first experience users have with your app. It is important to stand out and make a good first impression. It is also important to maintain the Red Cross and Red Crescent branding to establish immediate credibility and trust.

An effective icon communicates the app's key capabilities, benefits and value. Imagine yourself shopping in the app store. Browsing through dozens of icons, knowing little about the apps themselves, wouldn't you be drawn to the app with the most attractive icon? Keep in mind, the design of your icon can easily be the difference between a user discovering and downloading the app, or passing it by entirely. So it's well worth the time and effort to make it great.

What Makes a Great App Icon?

To create an app icon that works, there are two key steps that must be followed. First, the icon must be well designed; and second, it must be formatted correctly in order to display properly across iOS and Android devices. We'll guide you through both steps.

Stories from the Field:

"My grandmother was unwell, and because of this app I could get information to help her.

—Josed, *Uganda*

Developing Your App Icon

What Are Some Tips for Designing an App Icon?

1. **Be relevant**

   It's important that your app icon speak to the function and benefit of the First Aid or Hazard app. Think about all the great things the app can do— all the people it can help. Try to create a design that conveys the idea of help, assistance or rescue, using an image directly related to first aid.

2. **Draw inspiration from successful logos by other national societies**

   What has worked well for other national societies? For example, the Icelandic Red Cross created a lovable cartoon mascot, while the Hong Kong First Aid or Hazard app utilizes a simple graphic of a person performing CPR. What makes these icons successful? They are instantly recognizable, clearly related to First Aid, and draws users in by highlighting the benefits of the app. Please note that you can be inspired by another national societies icon, but you cannot use the exact icon created by another national society.

Examples of app icons created by national societies

Developing Your App Icon

What Are Some Tips for Designing an App Icon?

3. **Use the icon as a first aid campaign**
    Iceland is an example of a national society that turned their icon into a national first aid campaign with a series of images, materials and videos that uses the same character for all.

A suite of materials from the Iceland Red Cross, showing how their app icon was leveraged into a campaign.

4. **Be original**
    While it's great to get creative ideas from others, your app icon must be original and unique. Among dozens of app icons on a user's screen, you want your icon to stand out, and be instantly recognizable as your app, and only your app.

5. **Keep it simple**
    When it comes to app icon design, less is more. Consider the small size at which users will view your icon on their mobile devices. A simple design will ensure users can easily see and recognize the app icon, even on a small handheld screen. Avoid using words in your icon design, as they will be too small for users to read. Focusing on a single visual element or concept will be the clearest and most attractive presentation to entice users to download the app.

6. **Use vibrant colors, especially IFRC Red:**
    RVB 220:40:30, WEB #EE3224
    It is recommended that you incorporate red into your app icon. Remember, mobile phone and device users have the option to customize their home screen with any background image they like. Not only will red stand out against a wide variety of backgrounds, users already associate the color with first aid, thanks to the work of the Red Cross and Red Crescent societies.

7. **Export a quality high-resolution icon**
    You can come up with the greatest design concept in history, but if your final product isn't sharp, vivid, and polished, it won't work. Use a professional design program to achieve the best results.

Developing Your App Icon

The Design is Done. What Now?

Once your app icon design is finished, it's important to format the right kind of file to ensure iOS and Android users see your icon as you intended it to look.

Follow these rules for success (outlined in your welcome packet):

- The final app icon should be a square shape saved at 1024 × 1024 PX square (not rounded) corners.

- No transparency (the background should cover the entire area).

- Save as a .png file.

- Share your design with the GDPC and they will then send your design on to the vendor who will do final editing.

1024px

1024px
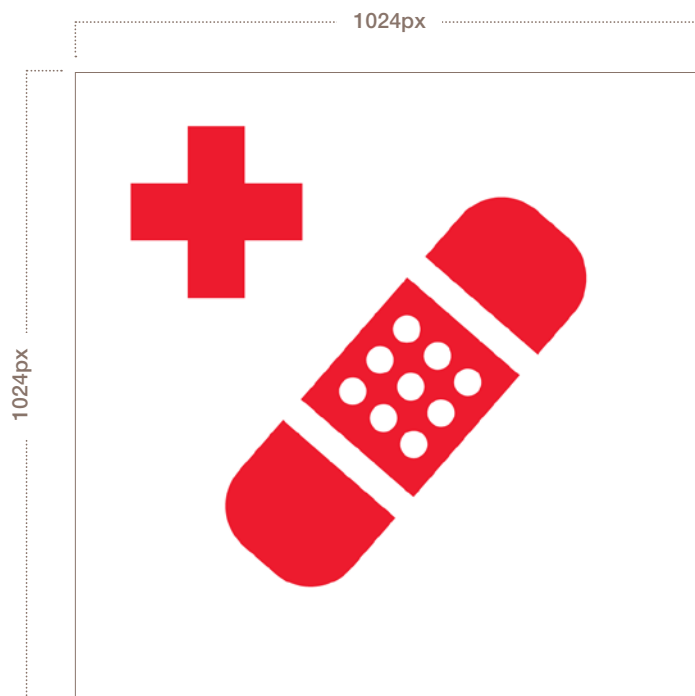
The Toolkit

Social Media

To get the most out of social media tools you need to plan to communicate differently than you would in person or in print. Here are some ways that you can communicate effectively.

Communicating Effectively Online

A few tips:

- **Keep your messages simple and clear.** Readers' attention spans are short. Simplify and use lists when possible.

- **Important information at the top.** Place your most important information at the top of the page and at the top level of your website.

- **Use headlines and headings.** A strong, attractive headline at the top of a page can make the difference between the page being read or ignored. Once you have attracted the eye of the reader you need a headline to keep them reading.

- **Hyperlink effectively.** Write short, to the point pages and link to other pages on or off your site to allow visitors to find more information.

- **Build trust.** Let visitors think of your site as a center for good information, whether that information lives on your website or not, reference where or how the information you write about is related to the First Aid or Hazard app.

Indonesian Red Cross Society's Facebook promotion

Indonesian Red Cross Society's website

Stories from the Field:

> I was eating when a lady began to choke and fainted. Everyone was scared. I told everyone to be calm. The lady was already purple and not breathing, so I gave her five taps on the back and she began to breathe. And she rewarded me for helping her.

—**Miguel Arreola,** *Mexico*

The Toolkit

Social Media

Communicating Effectively Online

- **Be Creative.** It can be difficult to come up with things to write that will grab the attention of your users and potential users. **Try these tips:**

  » Create a photo submission competition that relates to your campaign as a way to increase the app downloads.

  » **Link to a series of posts from other organizations or nationals societies in your region that users, friends and followers can relate to.**

  » Review the comments you've received and use them to create great content.

  » **Make a list of weekly user tips.**

  » Host an online open forum for a day on one of social networks like Twitter or Facebook.

  » Pull quotes, news clips or opinions about topics related to First Aid or Hazards and make sure to reference the original news source.

  » Invite one of your friends, followers or users to write a blog post for the week.

  » Relive an old online post about an incident where the First Aid or Hazard app would have been useful.

  » **Post an entertaining video, cartoon, image or joke.**
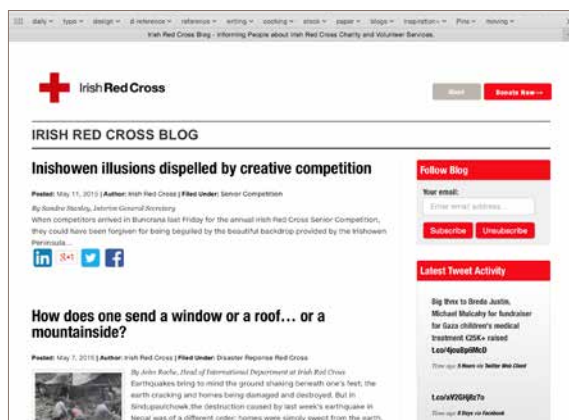
  » Update your readers, followers and friends with statistics or project stats.

  » **Give a countdown on your different media channels of how many days are left to the launch of your app to create excitement.**

  » **Showcase news stories you have read that relate back to the First Aid or Hazard app.**

The Toolkit
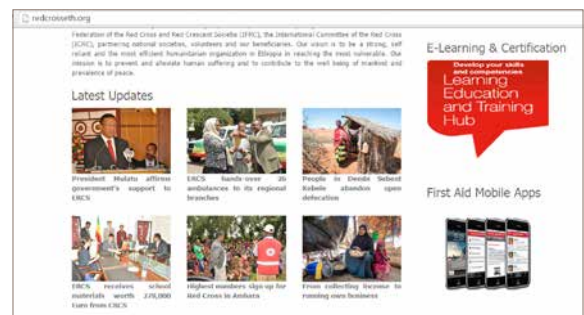
Social Media

Communicating Effectively Online

- **Always include a call to action.** Include links to download the app (or to your microsite, if applicable) in all of your messages. Use a URL shortener to abbreviate your character counts for social media, such as tinyURL.com, tiny.cc, bit.ly, or goo.gl.

- **Choose images and words that are positive and impactful.** Because the messages are short, they can sometimes read as terse. Choose your words and images wisely.

- **Encourage conversation with your online communities** to engage and share their personal stories.

- **Consider your communication outlet first, then post accordingly.** Communication styles and expectations are different on each social media outlet, for instance:

  » Twitter limits your tweets to 140 characters (117 if you use an image). Succinct and clever is most important.

  » Facebook posts solicit a higher responses when photos and videos are integrated in the post.

  » Instagram is all about the power of the hashtag. Create hashtags that are focused and lead to a call to action.

- **Invite the world to carry your message.** Develop a campaign that the public can easily replicate and post.

From left to right, top to bottom: The Barbados Red Cross Society's Facebook page, the Chilean Red Cross's tweet redirects to Facebook, and a website promotion from the Chilean Red Cross

The Toolkit

Social Media

Determining Your Social Media Strategy

One of the most widely used online tools used in marketing is social media. Facebook, Twitter, Instagram and YouTube are the most popular networks used among the national societies.

Social media has changed the way people interact with organizations. Social media is collaborative and community-driven so the sooner you engage, the more contacts and presence you gain. Social involvement will be determined by many things: the online connectivity of your country, your organizational and national cultural, and the amount of time you devote.

Things to consider when incorporating social media as part of your marketing plan:

- **Profiles take time to maintain.** The number of available tools is staggering, so focus on just a few sites to manage and converse efficiently.

- **Social media removes control.** Users may say and do things that you do not expect.

- **Social media complements the work that you are already doing.** Increasing amounts of people are engaging in social media because it offers "word-of-mouth" advertising in a digital format.

- **Keep your goals in mind each step of way.** Be cautious so that you can evaluate your strategy and get support from your team.

- **Create a personal profile to practice.** Practicing on your own personal account can allow you to test things without any consequences.

- **Start an organizational presence.** Once you have had time to practice with your own personal social media account, create one for your organization. Think of it as building a community. Get to know the people who join and participate, keep discussions going and nurture and support your profile. Learn the interests of your community members, find out why they befriended you or the organization and think about how you can engage them in conversations.

- **Share the workload.** If you do not have someone on your staff that can manage your social media networks get some outside help. Recruit an intern or volunteer who can spend time managing your social media networks.

- **Establish a routine.** Become disciplined with the time you spend maintaining your social networks. Decide if you will go online everyday for an hour or if you will spend two hours three days a week writing and posting information.

The Toolkit

Social Media

Introduction to Top Social Media Tools and Platforms

FACEBOOK

Facebook has over one (1) billion monthly active users on its mobile app so it must be included in your outreach and marketing efforts. It is the perfect platform to reach and foster relationships with app users.

GOOGLE+

Google+ is the second largest active social network in the world. Google+ can help improve Google search results for your app, engage communities through Hangouts, enhance performance on Google Ad networks and aid in tracking in Google Analytics.

TWITTER

Twitter is the best platform to engage potential app users and get feedback about your app. The goal in Twitter is to take part in the conversation.

INSTAGRAM

Your national society Instagram account should post engaging and relevant photos. When you post pictures, include your marketing campaign hashtags as well as your standardized national society hashtags. This will help you gain followers and potential new app users.

LINKEDIN

LinkedIn should be used for professional outreach, and can be useful in creating partnerships for events or marketing promotional campaigns.

YOUTUBE

YouTube is another must for national societies since it serves as the second largest search engine in the world. If your national society creates a promotional video for the First Aid or Hazard app, YouTube is the best place to share it.

Social Media Management Tools

Social media management tools like HootSuite or Buffer can schedule tweets and posts for your society. You can also use these tools to track metrics on your social media activity.

- **Hootsuite:**
  hootsuite.com
- **Buffer:**
  buffer.com

How to Select Your Social Media Tools for Your Marketing Plan

When you begin to develop a marketing plan that includes the use of social media it is important to decide what tools and platforms you will use to implement strategy. Since there are many to select from it is important to know which ones will lead you to the most successful results. Majority of national societies who are part of the app program have found Facebook, YouTube, Twitter, Instagram, LinkedIn and Google+ offer the best results for their marketing efforts. Knowing which ones will work best for your national society is part of comparing results from national societies that are similar to yours and testing through trial and error.

The following pages will teach you about the social media tools available to help your national society decide which platforms are right for your organization.

Whatever social network your national society decides to choose, make sure to engage with your friends and followers and in the social networks regularly. **Ask your friends and followers to:**

- Promote your page
- Visit your other social media sites you maintain
- Join email lists or volunteer for specific events
- Offer your website or email address so people connect you directly

The Toolkit

Social Media

Facebook www.facebook.com

Facebook is a social media website where users can join networks organized by city, workplace, school and region to connect and interact with other people.

Facebook enables your national society to:

- Create a group or fan page for users
- Organize existing supporters
- Recruit new supporters
- Update your supporters about events and programs
- Post links and articles of interest
- Get to know supporters better
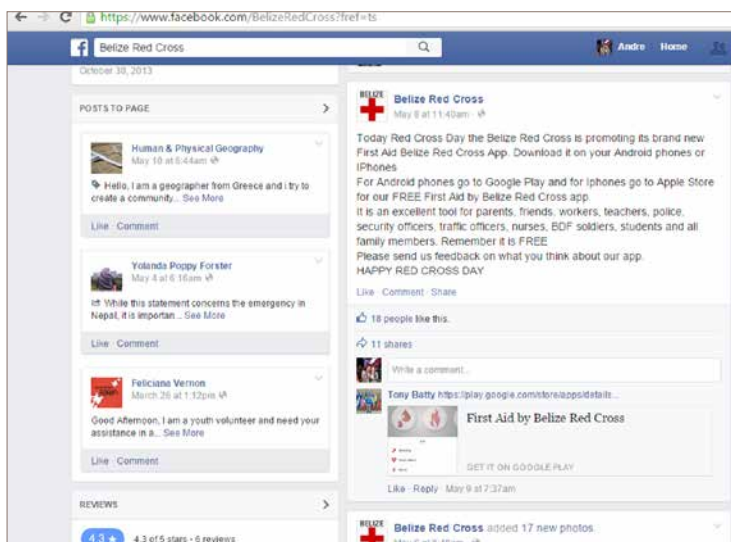
From left to right, top to bottom: Facebook pages from Belize Red Cross, Chilean Red Cross, Dominican Red Cross, Guyana Red Cross Society

Social Media

Facebook www.facebook.com

Facebook Features

1. **Pages:** Create an official First Aid or Hazard app page on behalf of your national society. Pages allow you to integrate other social media websites so that you can showcase your most recent photos, videos and more. Updates to the status of your page will be shown in the in the newsfeed of all your fans.

2. **Newsfeed:** Use your homepage to stay up-to-date on what your friends are doing. View when they make an action through the site, like sharing a link, uploading a photo or writing on the wall of a friend. This is one of the defining parts of Facebook that makes it interesting to users.

3. **Status Updates:** Communicate to your friends and fans on Facebook with a short message. Update them on new information about your app, upcoming events or workshops or any fun facts to gently remind them that you are there as a resource.

4. **Links:** Share your own stories, articles from the media or other content on the internet by posting it on your public profile. You can post websites, blogs, videos, photos, notes or anything you think will be interesting to the users in your community.

5. **Photos and Videos:** Upload an unlimited number of videos and photos to your profile showing the latest event or photos of people the First Aid or Hazard app has helped.

6. **Favorite Pages:** Highlight other public profiles on Facebook you are affiliated with. Some examples might be other non-profits or communities you support or collaborate with, or other organizations you respect and care about.

7. **Notes:** Share current activities, thoughts and more with people you are connected to through blog entries. Fan can comment on your notes and you can add images and links to any entry.

Social Media

Facebook www.facebook.com

Facebook Features

8. **Discussion Boards:** Discussion boards can be used to create a conversation between supporters or get feedback on a particular topic.

9. **Events:** Organize trainings, workshops and special events and let the people in your online user community know about them to get support, increase attendance and give details about the development of the event.

Events page from Red Cross Bahamas, showing upcoming and past events

10. **Targeted Updates:** In addition to news feed distribution, you can send private messages to your supporters and followers about upcoming events. For example, you can target supporters within a specific age-bracket or a geographic location. Use this feature sparingly, so your followers know that these messages are important and worth reading.

11. **Groups:** Connect followers through a group, which allows you to also share photos, send messages and facilitate discussions. Groups offer less functionality than pages, which is why it is recommended to create a page. You may choose to make groups private, so that people cannot join unless you extend an invitation.

Social Media

Facebook Cover Image

Your Facebook profile picture will cover a small section in the lower left hand corner of your cover image, so avoid placing any important content in that area.

1. **Place your background image.** Choose a high quality image that is related to the app, and works well with the fixed dimensions of the 851 × 315 px space.

2. **Confirm that your national society's logo is your profile picture,** or be sure to add it to your cover image.

851 px

315 px

Everyday Hero.

CROIX-ROUGE HAITIENNE

1

851 px

315 px

Lend a Helping Hand.

CROIX-ROUGE HAITIENNE

2

The Toolkit

Social Media

Twitter www.twitter.com

Twitter is a micro-blogging site that allows people to publish brief text updates or micro-media. Twitter facilitates communication through status updates about certain topics or events. It asks you to answer the question, "What are you doing?" in 140 characters and pushes your tweet to followers. Twitter is commonly the social media site that is characterized by the use of the hashtag "#".

The benefit of Twitter is that it allows you to a direct conversation with one person or make a statement to many people.

Twitter offers national societies the ability to:

- Offer information for current events
- Link to video or photos
- Discuss upcoming national society events
- Provide personal First Aid app or Hazard app testimonials
- Promote contests
- Ask questions to users
- Answer questions
- Inform users of app updates
- Retain current users
- Get different feedback from those who have used the app
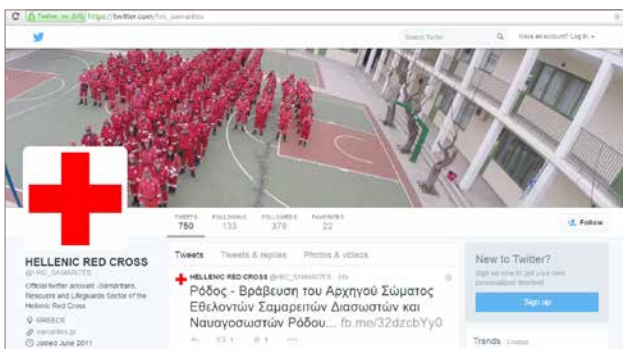
Twitter feeds from the Hellenic Red Cross and the Nigerian Red Cross Society

URL Shorteners:

- bit.ly
- goo.gl
- tinyURL.com
- tiny.cc

Helpful tips when using Twitter:

- Use a URL shortener to shorten web links to information so that you still have space to write your message. Some examples are bit.ly, goo.gl, tinyURL.com, and tiny.cc. With these tools, you can track how many people click on the short URL.
- Recent updates are listed first and your tweets will be archived into a list.
- To know who replied to your message look for the "@" which will indicate the recipient of the message. For example, to address the Red Cross you should write "@RedCross".

Social Media

Twitter Cover Image

Compelling imagery works best for Twitter headers. Including text or your logo is not necessary.

1. **Place your background image.** Choose a high quality image that is related to the app, and works well within the fixed dimensions of the 1500 × 500 space.

1500 px

500 px

1500 px

500 px

The Toolkit

Social Media

Instagram www.instagram.com

Instagram is an online photo and video sharing social network website allowing you to share photos around the world. The photos are stored on the site and available for users to find, view and share with friends. The photos may be linked to your emails or placed on additional social network websites such as Facebook and Twitter. Your national society can find people that can be potential app users by seeing which people view or following the photos you post online.

Instagram allows your national society to:

- Share your photos with the public
- Use albums to organize your photos and hashtags
- Use groups and privacy controls to target specific audiences
- Show where photos were taken and see photos taken near you

Samples of Instagram photo sharing from Bahamas Red Cross
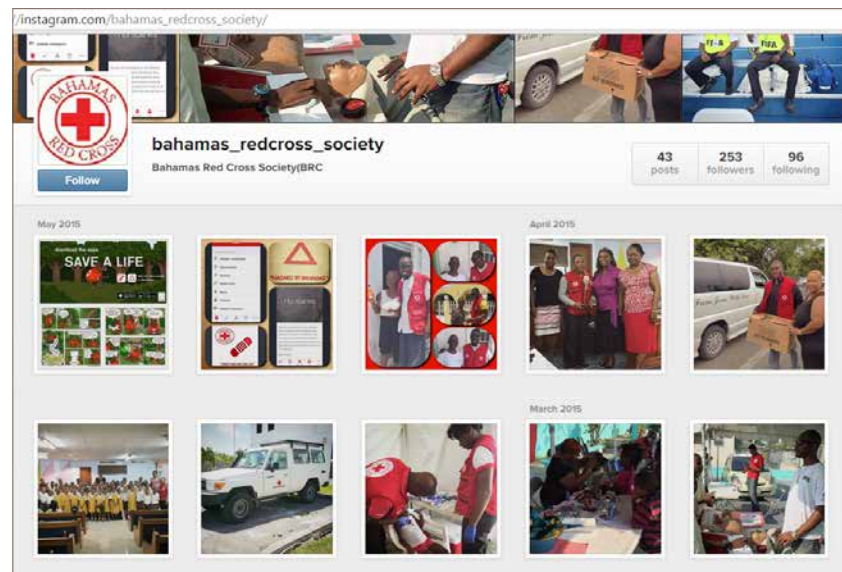
Social Media

Instagram www.Instagram.com

Helpful tips in photo-sharing

1. **Name and describe your photos.** Take your time naming and labeling your photos. When deciding on a name think of how you would search online for the photo. For example, you might search for the First Aid or Hazard app online by putting "life-saving app" in the Google search box.

   » Always include the name of the country where the photo was taken in the title or the caption event if it is your own photo

   » Include the copyright information and credits. For example, the American Red Cross includes the sentence: "This photo is available for media distribution. Photo courtesy <Name of photographer>/American Red Cross."

2. **Use Groups to share your photos with others.** Sharing photos with your friends and users on social media is the key in attracting attention to your account and profiles online. Many users will follow the photo updates you post online if you select topics to categorize them under.

   Ways that you can be creative using photo-sharing websites to attract new users:

   » Ask people to document the use of the First Aid or Hazard app in specific regions of your community

   » Ask people to send photos of themselves using the app

   » Upload photos of people holding signs with their user testimonials

   » Ask people to document a powerful experience in pictures

   » Create a photo contest

3. **Tags for photos and videos.** When uploading and sharing content via social media for networks such as Instagram and YouTube, you have the option to "tag" your photos or video that you plan to share with your followers and friends. This is important because it will help followers, friends and potential users to find your national society content when searching for your photos and videos. When you create tags make them intuitive for example, "FirstAidapp".

   Tips for successful tagging:

   » Standardization of tags will enable you to quickly categorize all photos and videos

   » Pick tags that seem to have the most links

   » Check how other people are tagging content similar to yours by going to www.google.com/insights/search

   » Underscores and dashes are fine to use as long as the tags do not already exist in a non-underscored form and do not use commas as part of your tag name since this is how different tags are separated

Examples of tagging in a post. The tags are prefaced with an "@" symbol. Hashtags are preceded by a "#".

bahamas_redcross...   FOLLOW

21 likes   2w

bahamas_redcross_society Great day at The 9th annual blood drive hosted by @mybtc in conjunction with Bahamas Red Cross Society Public Hospital Authority and Doctors Hospital #redcrossbahamas #BRC #giveback #impact4good #volunteer #btc #redcross #donatebloodsavelives

xox.v @lionessneka @myzmegs

lionessneka Very nice 😍😍 @xox.v @myzmegs @leiyante.a you missing man... Lol

First Aid & Hazard App Promotion Guide

Social Media

Google+ plus.google.com

Similar to Facebook, Google+ provides a medium for you to converse with your audience and share photos, videos, and all of your beautiful stories to your community of followers and supporters. Google+ also allows you to use Google Hangouts to host live video conferences with individuals across the world. You're even able to tailor and target your message to your Google Circles, creating communities within your larger Google+ community for volunteers, donors, sponsors, and even your staff.

How national societies can benefit from Google+:

- Can help raise awareness about the app because of the robust tools it offers for free.
- Can help develop your online community through the hangouts feature.

A Google+ page from Philippine Red Cross
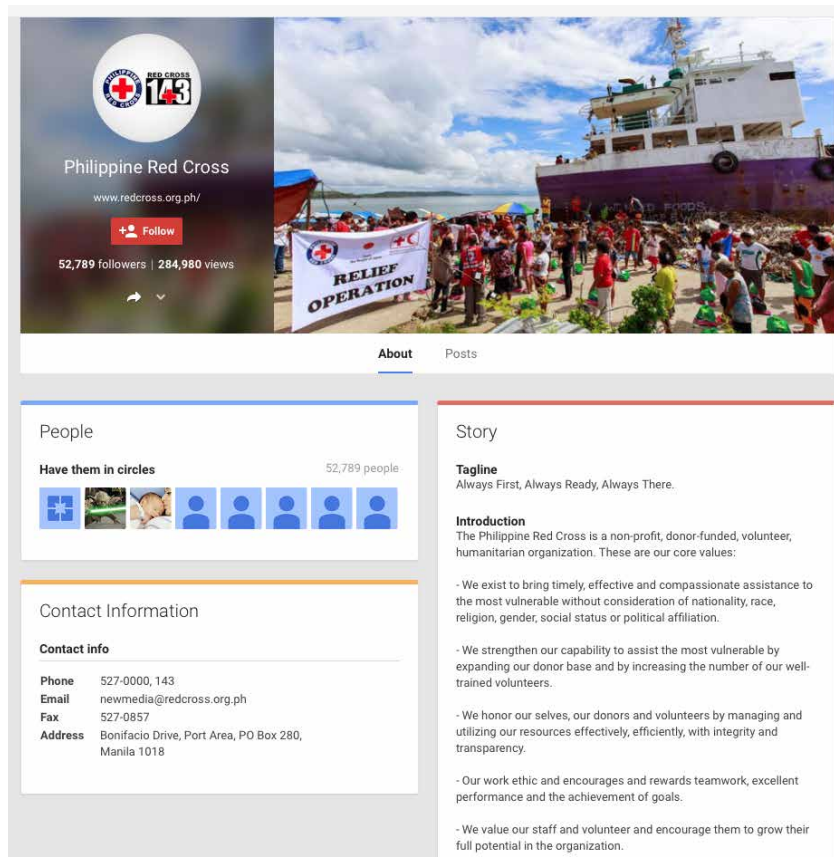
The Toolkit

Social Media

YouTube www.youtube.com

YouTube is the leading video-sharing website where people can upload view and share video clips. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos. Videos also may be embedded into other websites by copying and pasting code provided by YouTube.

YouTube enables your national society to:

- Educate people about an issue, event, or your national society
- Encourage people to take action

Sample of National Societies in the Universal App Program YouTube Postings and Channels. A video from The Bahamas Red Cross Society on the left, and the Czech Red Cross on the right.

Use YouTube to:

- Ask app users and supporters to send in videos
- Document use of the First Aid or Hazard app in particular areas
- Explain why the app is important and post it online
- Post coverage from an event you hosted or went to about the apps
- Interview people who have used the First Aid or Hazard app
- Show a series of your photos set to music in a video

The most important things to remember when creating a video for YouTube is to make it funny, compelling, or informative to motivate viewers to share it with their friends. People have short attention spans, so keep your videos short. No more than 2–3 minutes.

Social Media

Creating Great Online Videos

Online videos are a great way to spread the word about your national society. Online video watching is on the rise so taking advantage of this medium is important.

Four tips to help market your videos:

1. Make the title of your video fun or interesting.
2. Provide excellent content, and showcase the resources the app provides.
3. If you have a national society website, include your URL in the video.
4. Place your app logo in the corner of the video.

Promotional app video on YouTube by the Icelandic Red Cross.

Platforms for Posting Videos

- **Youtube:** www.youtube.com
- **Vimeo:** www.vimeo.com
- **YahooScreen:** www.screen.yahoo.com
- **Hulu:** www.hulu.com
- **LiveLeak:** www.liveleak.com
- **Dailymotion:** www.dailymotion.com
- **Twitch:** www.twitch.tv
- **Metacafe:** www.metcafe.com

First Aid & Hazard App Promotion Guide

Social Media

National Society Videos

Australia

- **Band-Aids can't fix everything**
  https://www.youtube.com/watch?v=1vxVofQKeA4

- **Paperclips can be dangerous**
  https://www.youtube.com/watch?v=qJAaI6iGCOk

Band-Aids can't fix everything, from Australian Red Cross

Video from Czech Red Cross

Video from Mexican Red Cross

Costa Rica

- https://www.youtube.com/watch?v=gi2qVGOkqoE

Czech Republic

- https://www.youtube.com/watch?v=BWBWRG7Yg7E

Ecuador

- https://www.youtube.com/watch?v=m2tEHM3WQFI&feature=youtu.be

Iceland

- https://www.youtube.com/watch?v=ek1sYKmXZQA

Mexico

- https://www.youtube.com/watch?v=H7sYgYq2XP0

Greece

- https://www.youtube.com/watch?v=LkkfUs4gdsU

Bahamas

- https://www.youtube.com/watch?v=Drxxq6izFhg
- https://www.youtube.com/watch?v=SUdkRMt2kbk

Social Media

Hashtags

Social platforms: Twitter, Sina Weibo, Facebook, Google+, Diaspora, Vine, Snapchat, Tumblr and Instagram

Hashtags are common to social media where users attach a word or phrase preceded by a "#" (pound sign) to communicate with larger audiences of similar interests. Ideas behind hashtag standardization may have a much larger influence.

Hashtags enable you to track conversations, allowing you to measure how, when and where people are talking about certain topics. With the knowledge that you gain from hashtag use, you will come to understand the best timing in which to share your content, and gain the ability to measure your influence.

Panama Red Cross using hashtag #InnovaiónCruzRoja on Twitter. Hastags are preceded by the "#" symbol.

Standardization of National Society Hashtags

We recommend you use one consistent hashtag whenever you talk about your app. This will allow you to effectively document social media conversations, as well as track, measure and brand your app.

For your standardized app hashtag, consider something short (less than 140 characters) and easy to remember. Remember to use your standardized hashtag consistently each time you tweet or post.

The Toolkit

First Aid & Hazard App Promotion Guide

Social Media

Best Practices for Hashtags

- Do not use spaces in your hashtags.

- Too many hashtags in a tweet devalue your message, but you can follow up with additional relevant hashtags in your social media conversations. Choose a your most important for your original message.

- Avoid starting a tweet with a hashtag. This gives a robotic and spam-like impression.

- Go big, *and* small: In addition to creating your own hashtags, find hashtags by performing a keyword search like you would on Google. Use keywords that move fast and seem to best fit your topic. Tagdef.com can also help find popular hashtags.

- Hashtags.org gives you an edge on hashtag performance by the hour

- Tagboard.com is an engagement tool that allows you to see hashtags across all social media platforms.

- Use capital letters in your hashtags to help differentiate words. Hastags with caps are tracked the same as all lowercase hashtags, and this will make it easier for your audience to understand, for instance #firstaidapp, versus #FirstAidApp. The second hashtag is easier to read. As long as you have the # sign next to the phrase, your hashtag will be tracked with all of the matching phrases.

First Aid app hashtag ideas:

- #firstaid

- #FirstAidApp

*The Red Cross Society of Panama's Facebook page
using hashtag #InnovaiónCruzRoja in the post*

The Toolkit

Social Media

Kickstart Signs for Social Media Campaigns

A kickstart sign is a sign that can be printed and reproduced to feature in photography on social media posts. The signs can be easy to produce by either writing on a sheet of paper, or printing. Once created, societies can hand out the signs to their community of staff, volunteers and followers for them to take photos of the sign (inclusive of your campaign hashtag) to post to social media.

Sample kickstart sign

Kickstart sign example from The Bahamas Red Cross Society and the Argentine Red Cross.

Social Media

Email Marketing

Email marketing is a type of direct marketing where the email is the vehicle used to promote a campaign. Email marketing is as excellent tool because it is direct and easy to be measure (by opened email and clicks).

Many different email marketing providers are available on the internet, here are some options:

- **Mail Chimp:** www.mailchimp.com
- **Constant Contact:** www.constantcontact.com
- **Campaign Monitor:** www.campaignmonitor.com
- **Email Brain:** www.emailbrain.com
- **Stream Send:** www.streamsend.com
- **Benchmark Email:** www.benchmarkemail.com

Some of the email services provide free accounts until you reach a certain number of email addresses. Email Campaigns are a great way to reach new users, promote your app or inform the public about what your app does.

Email Signatures

Integrate your campaign into your email signatures so your immediate contacts can easily become aware of and advocate for your campaign.

Social Media

IOS   ANDROID

CRUZ ROJA ARGENTINA
DESCARGA LA APLICACION GRATIS
en App Store o tienda Google Play.

Here's an example email signature, with integrated QR codes (explained on page 49) so readers can easily link to download your app.

Social Media

Email Newsletter Template

Email newsletters are effective in updating large communities with lots of information economically. National societies can send a newsletter to all of their contacts at once. Because the newsletters are going to their mobile devices it's easy for audiences to link to download the app.

Design tips:

Use a vertical layout for your email newsletter. Shorter lines of text and frequent line breaks are easier for users to read than long lines of text and left-to-right scrolling.

1. **Place a header image.** Use the highest quality photos or graphics available to you. Choose an image that is relevant to the app.

2. **Title your newsletter with an impactful headline.**

3. **Place your national society's logo.**

4. **Place your news story body copy.** Keep the copy informative, but focused, using an easy-to-read font.

5. **Add a call to action** to download the app as a button at the end of the e-newsletter.

6. **Include your societies social media links.**

Now, Everyone Can Be a Hero

Download App »

Facebook   Twitter   Website   Instagram

Help is Just a Touch Away

Download App »

Facebook   Twitter   Website   Instagram
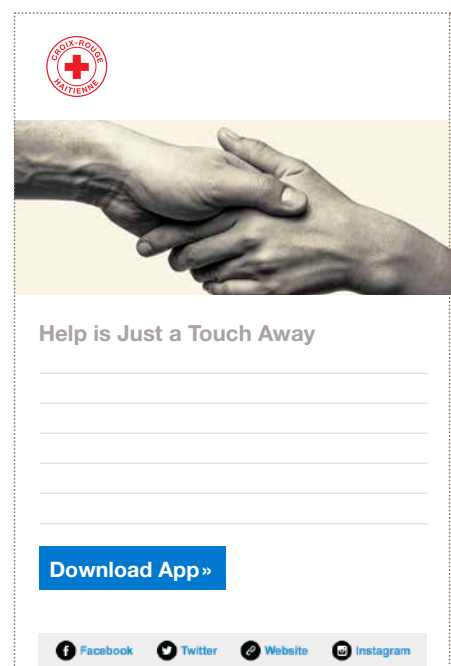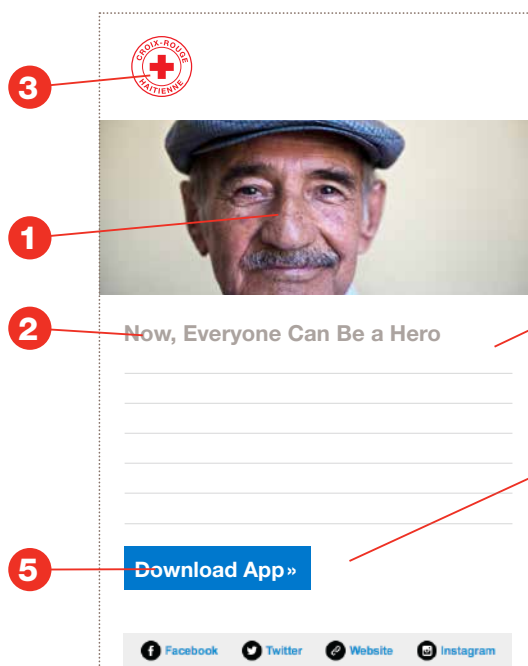
QR Codes

Quick Response Codes work like a barcode with fast readability and a greater store capacity.

The QR code is beneficial because it can provides a way to access a page on your website about the app quicker than by manually entering a URL. A smartphone uses a QR code scanner, displaying the code and converting it to some useful form, such as a standard URL for a website.

Here's a resource to create QR Codes:

https://www.the-qrcode-generator.com/

Some examples of QR codes integrated into national societies' communications

Social Media

Blogs: www.wordpress.com

A blog is a regularly updated website or webpage, typically written in an informal or conversational style.

Blogs can function as online journals for your national society allowing highly personal commentary or news on particular subjects. A great way to use a blog would be to write about the personal testimonials you have received from your app users or victories your national society experienced or received because of the app.

A typical blog combines text, images and links to other blogs, webpages and multimedia content related to its topic. Allowing your blog readers to lead comment may help create ideas on what to write about on the blog in the future.

Wordpress website from the Chilean Red Cross

Blogs offer national societies the ability to:

- Post information on current events
- Provide links to videos and photos
- Discuss events
- Provide personal accounts and stories
- Promote contests
- Ask questions
- Answer questions

How to promote your blog. Promoting a blog can help to increase your download rate and followers. **Here are some tips and ideas on how to do it:**

- Link the blog prominently from your homepage and the rest of your website.
- Link the blog from your email signature file.
- Mention the blog in newsletters or emails.
- Create a blogroll (listing of blogs you read). This will create a sense of community around your blog and will lead other blog readers to your content.

Two of the most highly recommended blog platforms are Wordpress and Google Blogger. Both of these platforms are great because they integrate with other social media tools.

Social Media

Designing a Webpage

If your national society already has a website, the app webpage should continue the same look and feel.

A website can be a great hub for your all of your campaign efforts. It is a good opportunity to maintain and share your most relevant information, resources, links to download the app, and links to all of your social media platforms. It can also include easily downloadable resources for press releases, and keep your audience up to date with news and events related to your app.

The site could simply be a micro-site embedded into your national society's website or simply displayed as a link.

1. Your national society logo should be at the top left of the page, and clicking on it should take the user back to your homepage.

2. Include a short statement or facts about the app, and invite users to view videos. If your national society has not produced a video, substitute graphics that demonstrate the benefits of the app.

3. Provide clear and concise instructions on how to download the app.
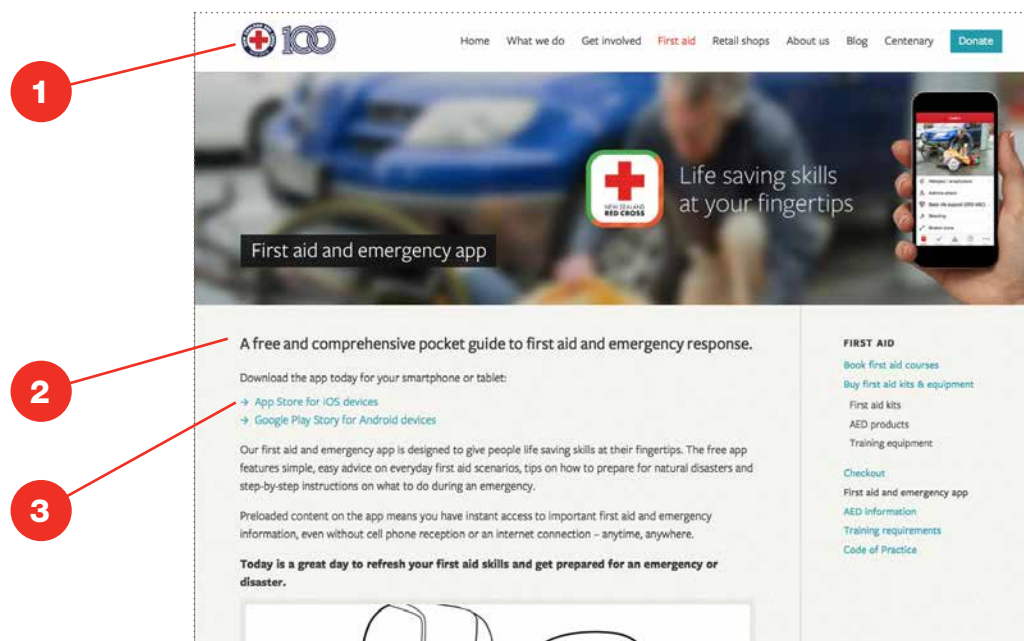
Website from the New Zealand Red Cross

Social Media

Web Banners

Sizes:

- 160 × 600 PX

- 300 × 250 PX

- 728 × 150 PX

Design tips:

These are proposed template dimensions for promotion on national society websites. If you opt to promote with web banners externally, your dimensions will be dictated by your ad buy.

Since space is limited, and often oddly shaped. Be sure to include just the essentials on your banners for the most impact.

1. **Place your background image.** Use the highest quality photos or graphics available to you. Take note of where on the web the banner will appear, and choose and image or background color that will stand out from its surroundings.

2. **The headline is your one chance to capture attention.** Keep it brief and impactful.

3. T**ell users to "click here to download the app",** and be sure to set up a hyperlink so that when clicked, the banner takes users to your app download page.

4. **Place your national society's logo.**

1

3

Be an Everyday Hero

Click to download the First Aid app »

Skyscraper — 160 × 600

2

Be an Everyday Hero

Click to download the First Aid app »

Square — 300 × 250

4

Be an Everyday Hero
Click to download the First Aid app »

Full Banner — 468 × 60

Traditional Media

Design Overview

1. **Familiarize yourself and be consistent with the IFRC's brand guidelines**, which can be found on the FedNet: https://fednet.ifrc.org/en/resources/communications/communication-tools/corporate-identity/

2. **Photography and imagery**
   All photos should reflect the positivity, instilling hope and the good intentions of the IFRC. Photos should help tell your story and evoke emotion. Be sure to include photo credits when applicable.

3. **At a minimum, include the following elements:**
   » Headline
   » A call to action
   » URL and/or hashtag
   » National society logo

4. **Consistency across you campaign pieces is important to build brand recognition**, carving out a little piece of your audience's memory to build curiosity and take action, leading them to download the app.

A flyer from the Portuguese Red Cross

✱ Environmentally friendly papers and printing

Whenever possible, publications should have a low carbon footprint. Environmentally friendly or recycled papers should be used. This decision can start with your printer and paper selection. Choose printers who use vegetable inks and recycle. They are certified FSC, and do use chemicals in the printing process.

Traditional Media

Dos and Don'ts

To ensure that your campaigns are impactful and successful, observe the following guidelines:

Don't show negative imagery. Instead, display images that inspire.
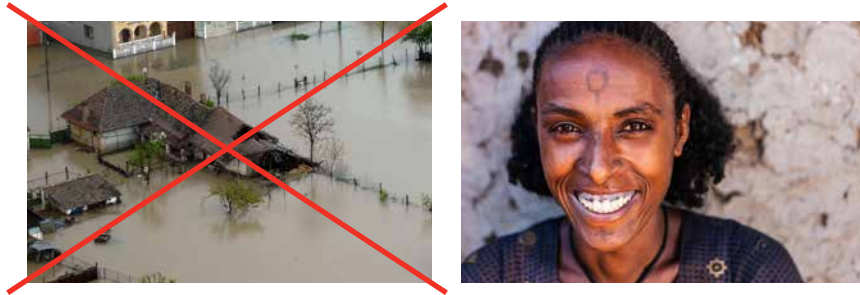
Minimize your "design moves." Do not use unnecessary effects.
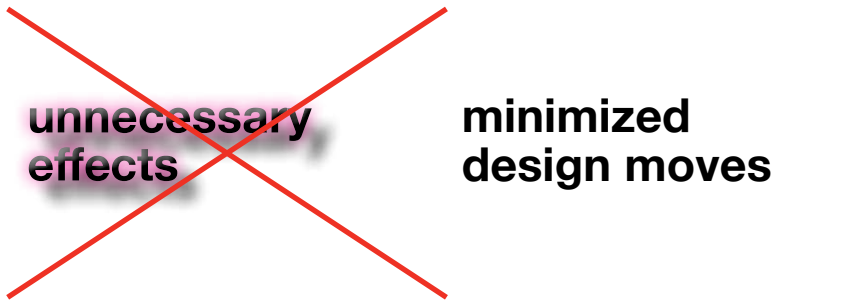
Use typography the way it was intended. Do not stretch your letterforms.
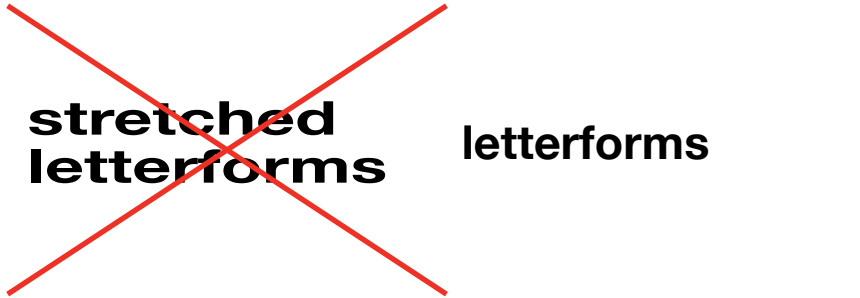
Use your photography the way it was intended. Do not color or alter the images. Do not stretch images.

Don't try to fill every corner of the page. Give the page elements space to breathe.

Traditional Media

Poster

Recommended sizes:

- A2 594 × 420 mm (larger)
- A3 420 × 297 mm

Stock:

Work with your printer to select a paper that will be durable when exposed to many people or the weather, depending on where your posters will exist.

Design tips:

Be clear and impactful. The bolder your poster is the better chance it has of catching someone's attention. You have less 2 seconds to maintain readers' attention. Summarize key points without excess details.

1. **Place your background image.** Use the highest quality photos or graphics available to you.

2. **The headline is meant to capture attention.** Use large, bold fonts to ensure the headline stands out, and is easy to read. The poster headline should be able to be read from over 5 feet away.

3. **Your tagline or slogan is a short, compelling message using key words from your app marketing campaign.** Use it to make a connection with the audience.

4. **Provide a call to action** leading to your microsite or a unique campaign hashtag that will eventually prompt readers to download the app.

5. **Place your national society's logo.**

1

2

3

I saved my neighbor's life.

Manny Correa, Everyday Hero

4

Learn more about the First Aid app

redcross.org/firstaidapp

5
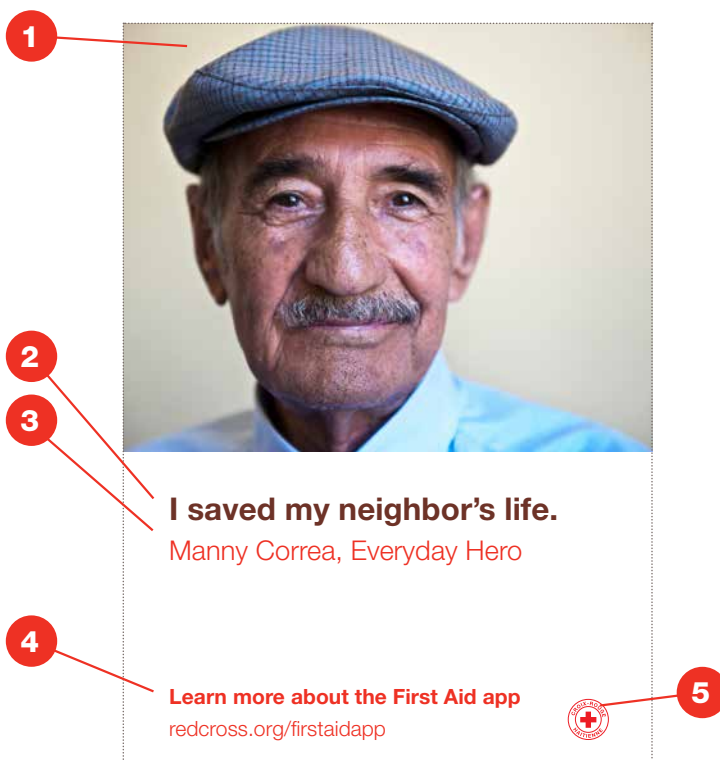
Traditional Media

Postcard

Recommended sizes:

- A5 210×148mm
- A6 148×105mm

Stock: Cover 250g, Uncoated paper, FSC

Design tips:

This will be something that people tuck into their pocket or purse to carry with them. You have a minimal amount of space to make an impact, and make them take action before they dispose of the postcard. Use clear, concise language to summarize key points without excess details.

1. **Place your background image.** Use the highest quality photos or graphics available to you.

2. **The headline is meant to capture attention.** Use large, bold fonts to ensure the headline stands out, and is easy to read.

3. **Include a short statement or facts about the app's benefits.**

4. **Provide clear and concise instructions on how to easily download the app.**

5. **Place your national society's logo.**

1

3 **4**

I saved my neighbor's life.
Manny Correa, Everyday Hero

Learn more about the First Aid app
redcross.org/firstaidapp

2

3

When Manny Correa found his neighbor unconscious, he used knowledge from the First Aid app to administer CPR. Thanks to Manny, his neighbor survived. The First Aid app gives everyone the power to come to the rescue in times of need and save lives.

Download it here:

Available on the App Store

Get it on Google play

Learn more about the First Aid app, and link to download:
redcross.org/firstaidapp

5

Traditional Media

Brochures

Size: Varies, depending on content

Stock:

- Uncoated paper: Professional offset or digital printing should be used
- Cover: 250g Uncoated paper, FSC
- Inside pages: 90g, Uncoated paper, FSC

Design tips:

1. **Place your cover image.** Use the highest quality photos or graphics available to you.

2. **Choose a title that will grab attention.** Use large, bold fonts to ensure the title stands out, and is easy to read.

3. **Use a compelling subheading to further draw the audience in,** convince them to read the brochure, and learn more about your app.

4. **Place your national society's logo on both the front and back covers.**

5. **Keep the content brief and informative.** Place your brochure body copy on the inside of the brochure. Create a skimmable layer of content through headings, lists, tips, and instructions as sidebars.

6. **Break up the body copy with imagery that helps to tell your story.**

7. **Feature instructions on how to download the app.**

8. **Provide contact information,** your website, or campaign hashtag and social media links for your national society. Invite the audience to learn more about the app.

For inquiries,
call XXX-XXX-XXXX
email info@redcross.org
or visit
redcross/org
Facebook.com/redcross
Twitter.com/redcross

Be an Everyday Hero
The First Aid app

Learn more
redcross.org/firstaidapp

Download the First Aid app here:

Back Cover

Front Cover

Inside Section

The Toolkit
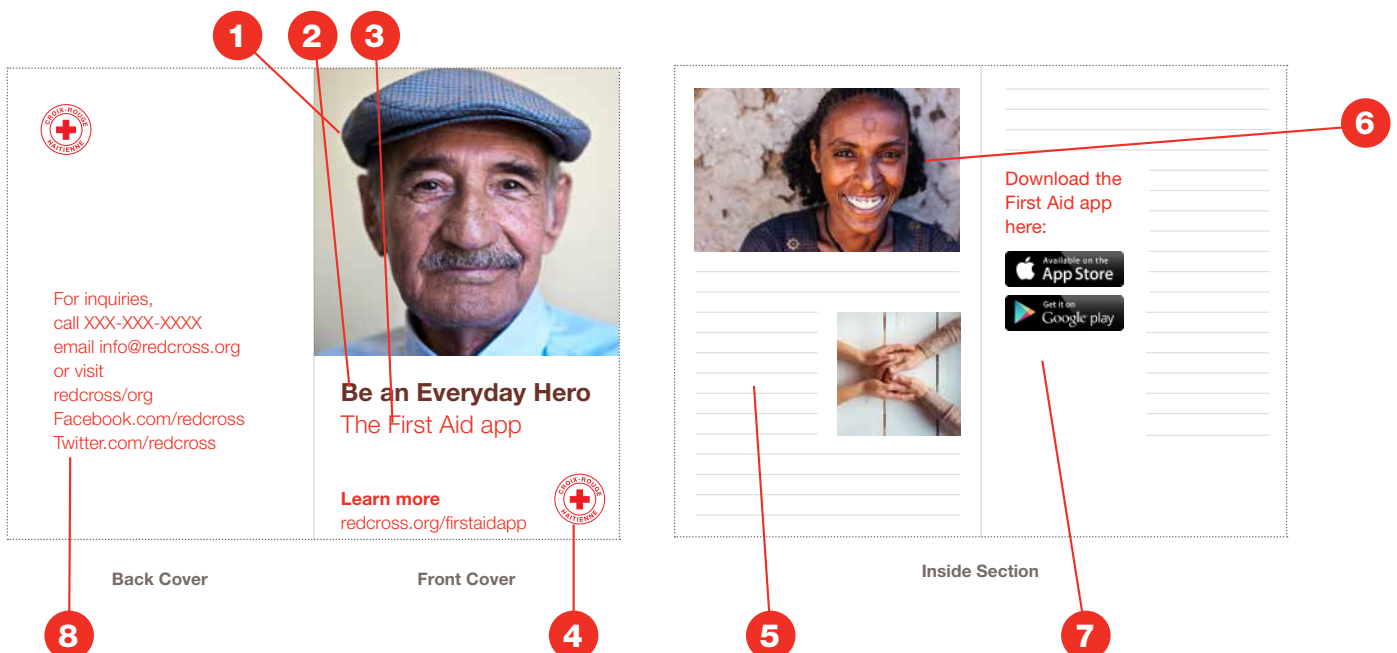
Traditional Media

Promotional Items

Benefits of promotional products:

1. Creates positive impact for users and possible partners

2. Retains app users because it will act as a reminder

3. Establishes your app brand by bringing it to life through tangible items

*Sample branded
promotional items*

*Example of branded t-shirt
from New Zealand Red Cross*
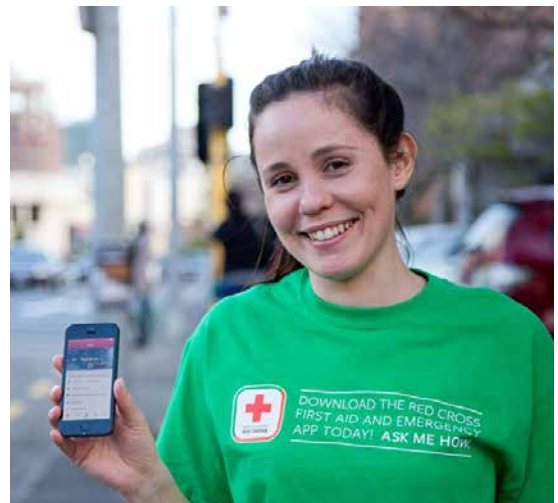
Traditional Media

Television

Despite the Internet's steady rise in popularity over the last few years, television remains the dominant medium in most households. On average, the general population spends over four and a half hours a day in front of the tube, making TV watching one of the most common modern leisure activities. Is it any wonder then that television advertising is also the most powerful form of advertising?

Advertising on television allows you to show and tell a wide audience your First Aid and Hazard app. It allows you to actually demonstrate the benefits of using the app because people can see it in action on TV.

To create an effective television ad, it's first necessary to have a good script that highlights a strong offer. Ads must also be effectively produced, and it's for this reason that it's often better to enlist the services of an advertising agency, which can help you create an entire campaign.

Some advantages to advertising on television:

- Reaches a much larger audience than local newspapers and radio stations, and it does so during a short period of time

- Reaches viewers when they're the most attentive

- Allows you to convey your message with sight, sound, and motion, which can give your app instant credibility

- Gives you an opportunity to be creative and attach a personality to your app

Some disadvantages to TV advertising:

- TV advertising can be expensive

- In order for your ads to be effective you will need to have your ad run a number of times

- It is difficult to change your look and feel of your ad because it requires additional time and money

First Aid & Hazard App Promotion Guide

Traditional Media

Radio

Radio is targeted. Each radio station is operated with specific market segments in mind, so despite there being many radio stations nationwide there are particular stations that target your specific market. In the car, at the office, in the garden you can reach your customer on the radio throughout the day or night. This increases the frequency that your message can be delivered.

Radio reaches your customer with frequency. Advertising works by repetition. You may need to be exposed to a commercial three or four times before you take action. To reach this "viable frequency" radio advertising is often more cost effective than other media.

Radio offers additional promotional opportunities. Announcers in your store, sampling your app on air, running a competition for your national society. Hard to do with print or on TV, but radio can offer this sort of "added value."

Sound is memorable. Sound is stored in the memory more effectively than the written word. The spoken word offers emotion and encourages the listener's imagination to produce their own desirable image of a product. Radio is theatre of the mind.

Stories from the Field:

" My friend fell and broke his arm. Thanks to the application, I could help him.

—Mariana, *Portugal*

Press Release Guide

Press Release Guidelines

A press release or a news release is a written or recorded communication for members of the news media for the purpose of announcing something newsworthy. For something to be consider newsworthy it usually has to meet the following criteria:

1. **Timing.** Current topics are good news. Consumers are used to receiving the latest updates, and there is so much news about that old news is quickly discarded. A story with only average interest needs to be told quickly if it is to be told at all. If it happened today, it's news. If the same thing happened last week, it's no longer interesting.

2. **Significance.** The number of people affected by the story is important. Natural disasters make bigger headlines when they affect urban areas than rural ones.

3. **Proximity.** Stories which happen near to us have more significance. The closer the story to home, the more newsworthy it is. Proximity doesn't have to mean geographical distance. Stories from countries with which we have a particular bond or similarity have the same effect.

4. **Human Interest.** Human interest stories are a bit of a special case. They often disregard the main rules of newsworthiness; for example, they don't date as quickly, they need not affect a large number of people, and it may not matter where in the world the story takes place.

   Human interest stories appeal to emotion. They aim to evoke responses such as amusement or sadness. Television news programs often place a humorous or quirky story at the end of the show to finish on a feel-good note. Newspapers often have a dedicated area for offbeat or interesting items.

Press Release Guide

Press Release Components

To ensure your press release will be successful, include all of the necessary elements to attract media professionals to publish your story.

1. **Headline.** The headline should grab a reader's attention and draw them in for more. It should also be short enough to be tweeted, about 100 characters, leaving your audience some space to add hashtags and comments.

2. **Subhead.** This is where you can add more detail with a descriptive subhead, which informs search engines and further engages readers.

3. **Dateline.** Includes the city of origin and the date of release.

4. **Media contact information.** Be sure to include a contact name, phone number, and email address for journalists and bloggers to use if they are considering picking up your story and require more information.

5. **Body.** This is where you tell the details of your story.

6. **Boilerplate.** This is the space to tell your readers about your organization. Keep it brief, avoid jargon and include your website URL.

(Contact)
First Name Last Name
Red Cross/ Red Crescent
Phone Number
Email
Website

Red Cross SA launches 'First Aid' App (Headline)

Everyone Can Be a Hero, Empower Yourself Today (Subhead)

(Dateline) South Africa, June 26, 2015-In the midst of helping victims of xenophobic attacks in KwaZulu-Natal, the South African Red Cross launched an app on 8 April, that they believe will change the lives of many people.

(Body) The official 'First Aid' app of The South African Red Cross Society gives you instant access to information that will assist you during the most common emergencies such as what to do when someone starts choking, how to treat snake and spider bites, Cardiopulmonary Resuscitation (CPR) and First Aid.

The app is tailored specifically for South Africans. It contains preloaded content that can be accessed instantly anytime and anywhere, even without airtime. Once the app is downloaded, it can operate without reception or internet connection.

The app is said to include videos and interactive quizzes that can help save a life and is free on iOS devices.

"This App is a life saving machanism. It can be used by anyone from the age of 10 to 60 years. And we will in the next months introduce Zulu and Afrikaans to the videos on the App," said Red Cross SA marketing director Deshika Daya.

It contains simple step-by-step instructions to guide you through everyday first aid scenarios. It is fully integrated with 10177 ambulance services that you can call from the app at any time.

There are videos and animation, making learning first aid fun and easy. The videos include information on Tuberculosis, and HIV/AIDS among other diseases.

The app also includes safety tips for extreme weather conditions and disasters that will help you in effectively preparing for emergencies.

(Boilerplate) About the American Red Cross:
The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or visit us on Twitter at @RedCross.

Press Release Guide

When Should You Write a Press Release?

You should write a press release for the following reasons:

- You have big or important news. Launching the First Aid or Hazard app in your area is big news because it saves lives.

- You want to inform the public about new features or information the app will provide.

- If you have something to announce like a special event.

- When you are offering a special promotion tied to a marketing campaign.

- If you have a unique story to tell about how the app helped save someone's life.

Create Great Copy

What are the communication goals? Are you launching your app and need to inform the public? Interested in growing your app user base by showcasing how your app recently helped someone in the community? Do you need media coverage because no one in your region knows the app exists?

Who is the intended audience? Is your press release intended for the media, analysts or potential sponsors? Make sure to tailor your writing to the audience you intend the story to reach.

Are there links? Including links in your press release to photos, additional materials and videos will add substance to your release and encourage journalists to select your story to publish because the research has already been done.

Results. Is there something that you want people to do after reading your story you have written? Make sure you are clear with your call to action. For example, if you want people to sign-up for a workshop after reading your story make sure you tell to them where to sign-up and where the workshop is located.

A press release from the South African Red Cross Society

Press Release Guide

Benefits of Press Releases

Inform journalists about new information and news. Journalists and news media are constantly looking for something to write about so your press release helps them to easily find stories.

Helps your story get selected by publications. Usually if your story gets published once it is likely that it will get published again on another publication because it was deemed newsworthy by the first publication.

Improves the ability of your national society to be found online. The more information your national society has about it online the easier it will be for it to be found in a Google search.

Press releases let you tell the story from your prospective. Since you will be writing the story you can help guide what information get published.

Press releases help build credibility for your organization. The more coverage you have about your First Aid or Hazard app in the media, the more positive coverage your app receives in the media will make it seen as beneficial to the public.
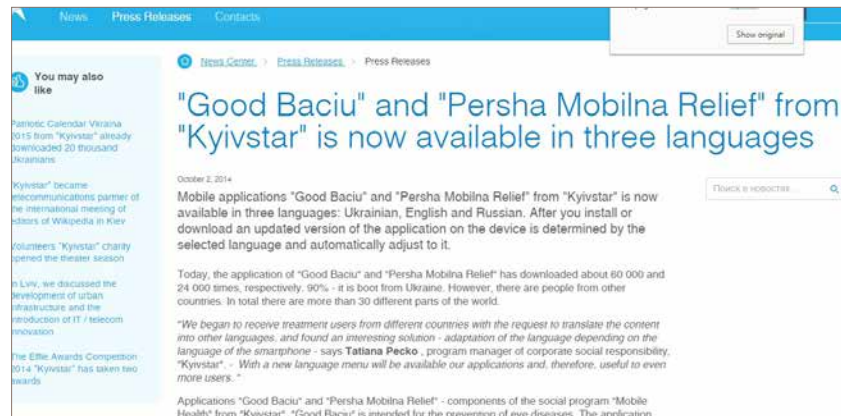
Press release from Ukraine Red Cross Society

Press Release Guide

Letterhead

Size: A4 297×210mm

Stock:

A quality uncoated, recycled, natural white paper can accentuate your the message professionally. Select a stock that will work with your printing method (offset, digital, or inkjet).

Design tips:

The design on the letterhead should be minimal, allowing your letters to carry the message.

1. **Place your national society's logo.**

2. **Include your campaign headline and tagline.**

3. **Include a call to action.**

Campaign Headline
Tagline or Subhead

Call to Action
#hashtag or URL

Press Release Guide

Sample Press Release Letter

Red Cross SA launches 'First Aid' App (Headline)

Everyone Can Be a Hero, Empower Yourself Today (Subhead)

(Dateline) South Africa, June 26, 2015-In the midst of helping victims of xenophobic attacks in KwaZulu-Natal, the South African Red Cross launched an app on 8 April, that they believe will change the lives of many people.

(Body) The official 'First Aid' app of The South African Red Cross Society gives you instant access to information that will assist you during the most common emergencies such as what to do when someone starts choking, how to treat snake and spider bites, Cardiopulmonary Resuscitation (CPR) and First Aid.

The app is tailored specifically for South Africans. It contains preloaded content that can be accessed instantly anytime and anywhere, even without airtime. Once the app is downloaded, it can operate without reception or internet connection.

The app is said to include videos and interactive quizzes that can help save a life and is free on iOS devices.

"This App is a life saving mechanism. It can be used by anyone from the age of 10 to 60 years. And we will in the next months introduce Zulu and Afrikaans to the videos on the App," said Red Cross SA marketing director Deshika Daya.

It contains simple step-by-step instructions to guide you through everyday first aid scenarios. It is fully integrated with 10177 ambulance services that you can call from the app at any time.

There are videos and animation, making learning first aid fun and easy. The videos include information on Tuberculosis, and HIV/AIDS among other diseases.

The app also includes safety tips for extreme weather conditions and disasters that will help you in effectively preparing for emergencies.

The Toolkit

Events

Benefits of Events

Events are particularly successful in driving app downloads and in creating effective marketing campaigns. The face-to-face interaction leads almost immediately to increased app downloads. National societies should try to host events, sponsor local events that complement the app, or form partnerships with companies and organizations to push the app out into the public. Also including promotional marketing tactics like street teams, distribution of postcards or display booths will excite people to want to know more.

> **"First Aid Day"** is a great opportunity to host an event for your app and promote it in social media.

Hellenic Red Cross PR event

The Myanmar Red Cross Society's app launch event

PR events from the Red Cross Society of China (above and below)

Events

Event Flyer

Size: A4 297x210mm

Best practices:

- **Choose a publication that targets the right audience.**
- **Check the publication's circulation.** Ask a sales rep about their numbers, distribution areas, and pricing. Be sure to focus on actual subscribers. Choose magazines with a respected image.
- **Select your ad placement, depending on your budget and content.**
- **Be positive and impactful to catch readers' attention.**

Design tips:

1. **Place your background image.** Use the highest quality photos or graphics available to you. Choose images that are relevant to the event, and will make people want to attend.

2. **The event name is meant to capture attention.** Use large, bold fonts to ensure it stands out, and is easy to read.

3. **Use a short tagline or slogan** to explain the purpose of the event, and convince audiences to attend.

4. **Provide details about the event—**when it will occur, where it will be held, and how to get tickets (if applicable).

5. **Place your national society's logo, as well as the logo(s) of other partnering organization(s) sponsoring or collaborating on the event.**

1

2 **Honoring Everyday Heroes**

3 An event to celebrate community

4 **Sunday, July 5**
12:30 pm
527 Main Ave.
Free admission!

5 Sponsoring Company Logo | CROIX-ROUGE HAITIENNE

Helping Hands Beach Cleanup

Come together and lend a hand

Friday, July 3
7:30 am
North Beach
Meet by the flagpole

Sponsoring Company Logo | CROIX-ROUGE HAITIENNE

Events

Course Integration/Outreach

Many of the national societies offer a wide variety of classes that meet the needs of the general public, workplaces, schools and organizations.

Some of the courses and workshops that the society hosts are:

- Healthcare & Public Safety
- First Aid, CPR and AED
- Babysitting
- Lifeguarding
- Nurse Assistant Training & Caregiving
- Instructor Training
- Preparedness Programs

These training are opportune time to mention the First Aid and Hazard apps. In fact many of the national societies with the top download rates mention as one of the number one ways they get new users.

App promotion at a training course in Singapore

Regional App Download Competitions

National societies that had slow adoption of the use of the app in their region, found that they had to develop creative methods to promote and increase app download rates. One of the most creative ideas used in Myanmar and the Caribbean national societies were app download competitions. These competitions proved successful in increasing app download rates. The Myanmar competition took place on Facebook with people being asked to post their pictures with the app online as many times as they could. In the Caribbean competition, winners were judged by a series of points awarded in categories such as: downloads, social media reach, traditional media reach and creativity.

Sponsorship Guide

Benefits of Partnership

Partnerships are beneficial because they provide access to new contacts, information, and exposure that your national society would not easily be able to attain by itself.

How to Build an Effective Corporate / Nonprofit Partnership

Determine what assets you have to offer. Before you approach another organization for a cause partnership, consider what it is you have to offer. For companies, this often includes cash to help support activities, but may also include assets like technology or staff time and expertise. For national societies, your strongest asset is the ability to rally people into action to use the First Aid app ad Hazard app creating compelling life saving stories.

Map roles and responsibilities at the start. Each partner will bring certain assets to the table, but it is unlikely that all program needs will be covered. Determine who will be responsible for the remaining needs and who will take the lead on responsibilities not yet covered. Knowing what role each partner plays from the start allows everyone to be accountable the project, avoiding potential finger-pointing if something goes awry.

Be transparent about your goals. Be up front with your corporate partner. Let them know why you wanted to partner with them or ask them why they want to partner with you. Being transparent will help you and your partner be on the same page, and will lead to a more fruitful relationship over time, where each partner can support each other's unique interests.

Measure outcomes and adjust. Once goals are set, determine how you will track mutual success of your partnership. The easiest way is to write out a list of benefits both of you with get during your partnership and make sure the benefits happen for both of you.

Sponsorship Guide

Identifying Potential Sponsors

1. **Look for companies that sponsor other events, activities and organizations similar to yours.** Use the research that other organizations have done before you to help give you an edge. If you are looking for a special event sponsorship for a walk or running event, look at other runs in your area and look at who the sponsors were. This could be a good place to start.

    » If your event is athletic in nature, consider Nike, Adidas, and other sports-related organizations as possibilities.

    » If you're holding a music event or concert, consider local radio stations, music publications, and other ventures that have similar interests.

2. **Create a list of potential sponsors.** A big list of potential sponsors is great, but you don't want to simply ask every person and company that you know to be a sponsor. Your list needs to be a list of actual potential sponsors, meaning people or companies that you think will actually consider your sponsorship request. Include companies that have been sponsors for you in the past, companies that have sponsored other ideas similar to yours and people or companies that you have a personal connection with that would be able to be a sponsor.

3. **Research every company or person on your list.** Having background information on the potential sponsor will go a long way in helping you gain a sponsorship. Look for reasons why it would benefit the potential sponsor to sponsor you.

4. **Anticipate the needs of each potential sponsor.** If you learn the demographics, business model, and the goals of your potential sponsors, you can start developing some sense of the way you might pitch the sponsorship.

    » For this reason, more localized businesses are often a safer bet than larger corporations

    » Consider leveraging potential sponsors against one another. If one sporting goods store from the West side of town has already pledged at a certain level, mention that to the sporting goods store on the East side of town. They'll get the hint.[*]

[*]*Australian Red Cross Campaign Report, see the full report in the annex.*

Partnership event with Coca-Cola in Russia

Sponsorship Guide

Creating a Sponsorship Packet

1. **Write a summary of what the organization is about.** A sponsorship packet must always start out with summary, or mission statement about the event or venture you hope to have sponsored. This should be around 250-300 words that describes in detail what a sponsorship will fund, why you seek sponsorships, and how being a sponsor will benefit them

   Remember to thank the sponsor for considering your offer. Use a friendly and professional working tone illustrating your level of seriousness and professionalism.

2. **List the different sponsorship levels.** If you haven't already, outline your budget so you know how much to ask for in sponsorship money and decide what it is you hope to acquire from sponsors. Create different "levels" of sponsorship that potential sponsors may commit to and explain what you are asking for at each level and why you need sponsors for each level.

   Explain what's in it for the sponsor. Entice the potential sponsors by using your knowledge of their business model, audience, and goals, explaining how their sponsorship will benefit them. You might include arguments about press coverage and other promotional opportunities.

3. **Provide a call to action.** Your call to action can be a form they fill out and send to you or your contact information asking them to call you to set up the sponsorship.

   Make sure that the sponsor has a specific task to fulfill in order to move the process forward. The easier it is for them to complete the task you're requesting, the more likely it is that they'll say yes.

4. **Be polite but direct.** You're writing to marketers, entrepreneurs, and business people, outline the business advantages for the sponsors, and end it quickly. Short and sweet.**

Irish Red Cross Marketing Report, see the full report in the annex.

Sponsorship Guide

Contacting Potential Sponsors

1. **Send out your sponsorship information.** Be focused in sending out sponsorship information, send only to the companies you honestly think will be interested.

2. **Get Personal. Personalize every single email, packet, and correspondence you send out.** Taking the lazy way out will only ensure that your project never gets the sponsorship it deserves.

3. **Follow up with a phone call.** Wait a few days and then call the people you sent sponsorship packets to. Ask them if they have received your request. Find out if they have any questions. Make sure they know where to reach you when they make a decision.

4. **Customize your approach to each sponsor as they get on board.** If you have one company contributing $10,000 to your event, you should treat them differently than the other company contributing less money? The difference should be notable and substantial from the benefits to the way you talk with them on the phone.

Sponsorship Guide

Sponsorship Packet Template

This template shows the components of your sponsorship packet, including event details, an overview of the importance of the apps, a overview of your sponsorship levels, and contact information.

(Place main event image here)

(Insert event name)
(Insert event tagline)

(Insert event date and location)
Event Partnership Package

YOUR LOGO

Event Details
(Here, insert information about your event or sponsorship opportunity)

The Power of the Apps

The Universal App Program is an initiative sponsored by the Global Disaster Preparedness Center and is focused on providing access to high quality, lifesaving mobile applications or 'apps' to Red Cross and Red Crescent societies for release in their home markets to benefit the general public. The program offers national societies access to the First Aid App and Hazard App for their region.

The First Aid App puts expert advice for the most common first aid emergencies in your hands and the Hazard app provides information and tips of how to handle disasters and other situations beyond human control.

Some Key Features of the apps include:

- Simple step-by-step instructions to guide you through everyday first aid scenarios
- iPhone and Android device availability
- Fully integrated with local emergency numbers from the app at any time
- Videos and animations that make learning first aid fun and easy
- Safety tips for everything, from severe winter weather to hurricanes, earthquakes and tornadoes (Hazard App)
- Preloaded content means you have instant access to all safety information at anytime even without reception or an internet connection
- Interactive quizzes allow you to earn badges that you can share with your friends and show off your lifesaving knowledge

Saving Lives With the Touch of a Finger
(Here, insert a story/testimonial from a local app user about how a life was [or lives were] saved using the First Aid or Hazard app)

Sponsorship Levels

Event Sponsor: $15,000
As the Event Sponsor your company will be a partner of the *(Insert event name)*, being featured on all promotional materials.

The benefits of Event Sponsorship include:

- Company name on event promotional and marketing materials with recognition as "Event Sponsor"
- Speaking opportunity during the event
- Guaranteed participation on a panel of your choice (date, time and subject of panel TBD)
- Large, prominent logo with link included on website, flyers, and print ads
- Logo included on prominent on-site signage
- Company exhibit table at event

Lunch Sponsor: $3,600
As the Lunch Sponsor your company will be recognized in the marketing of the *(Insert event name)* and at the event.

The benefits of Lunch Sponsorship include:

- Logo exposure at event
- Logo on event website
- On-site signage with recognition as lunch sponsor
- 2 complimentary conference passes to the event
- Ability to place company information or give-a-way in event bag

Continental Breakfast Sponsor: $1,650
As the Breakfast Sponsor your company will be recognized in the marketing of the *(Insert event name)* and at the event.

The benefits of Breakfast Sponsorship include:

- Logo exposure at event
- Logo on website
- On-site signage recognition as breakfast sponsor
- 2 complimentary conference passes to the event

Contact

Be a sponsor or be part of our upcoming event, *(Insert event name)*. For further information about sponsorship, please contact:

Red Cross/Red Crescent Point Person
Phone number
Email
Website

App Downloads & Users

First Aid App Downloads

The majority of the First Aid app users are on iOS phones with a 39% higher use of iOS vs. Android users. The current First Aid app download count is 1,045,637.

Hazard App Downloads

The majority of Hazard app users are on Android phones with a 44% higher use of Androids vs iOS users. The current Hazard app download count is 2,768.

Tracking Your Results

App Store Rankings

Mobile applications (apps) are ranked in app stores. Each app store (App Store for iPhones and iOS, Google Play for Android, and BlackBerry World for BlackBerry) has it's own algorithm (a way to classify and rank the app) but most of the principles are very similar. These algorithms are based on app ranking numbers, downloading acceleration and user ratings, **like the formula below:**

[weighted sales in the past 1–4 days + weighted sales in the past 1–4 hours + your star rating + revenue generated + user engagement]

The result is what you see in an app store:

Top apps are ranked in the app store
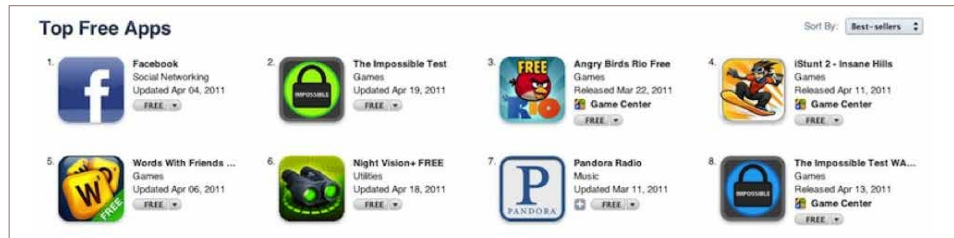
Two things can be done in order to improve your rank position, one of them is ASO (App Store Optimization) and the other is AdMob. The main difference between both is that ASO is free, your ranking is related to things you can do improve how you are found on Google search and AdMob is when you paid to important where you come up on search.

ASO

App Store Optimization (ASO) is the process of improving the visibility of a mobile app in an app store, in other words, getting a better positing in the rank. Just like search engine optimization (SEO) is for websites, App Store Optimization (ASO) is for mobile apps. ASO is important because ranking higher in search results will drive more downloads for an app.

Important things to focus on for ASO:

- Keywords
- Description
- Icon and title

Tracking Your Results

What and How to Measure with Print

1. Post your flyers, press release and any print material your national society creates online so that you can track views.

2. Ask your users how they found out about the app.

What and How to Measure Online

1. **Usage.** How often is the app downloaded?

2. **Retention Rate.** Do people follow information about the app on your website and continue to use the app?

3. **User Acquisition.** How are you getting new users? Where do they find out about the First Aid or Hazard apps?

4. **User Feedback.** Do you have any testimonials from your users?
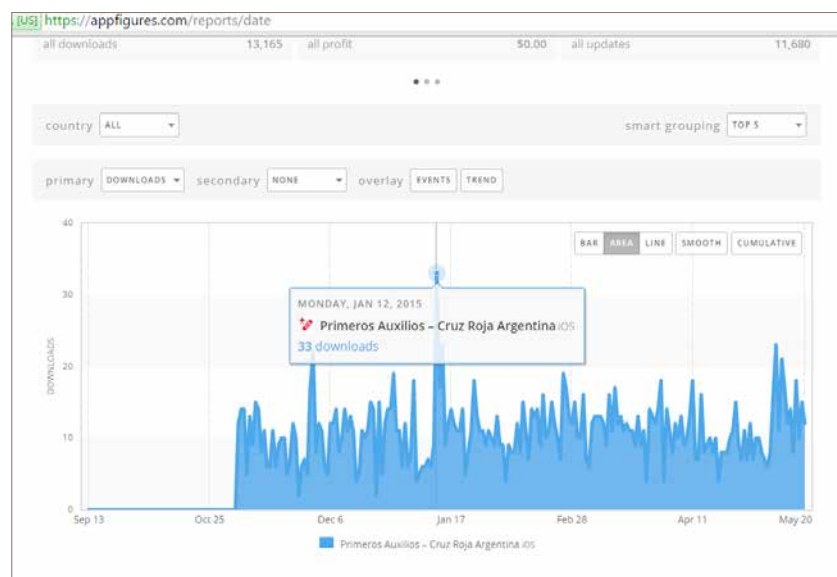
Cruz Roja Argentina's app download rates over time

Tracking Your Results

First Aid & Hazard App Promotion Guide

Google Analytics

Make sure you have Google Analytics installed for your website and for your app. This tool will help you to have visibility of many different types of information on how to track and measure your website or online app campaigns. On your website, make sure to have dedicated content in order to drive and increase traffic. Google analytics will help you understand where your traffic is coming from (direct traffic, referral, organic search, social media, etc), helping you to understand where you have to improve your communication.

Example of a Google Analytics dashboard
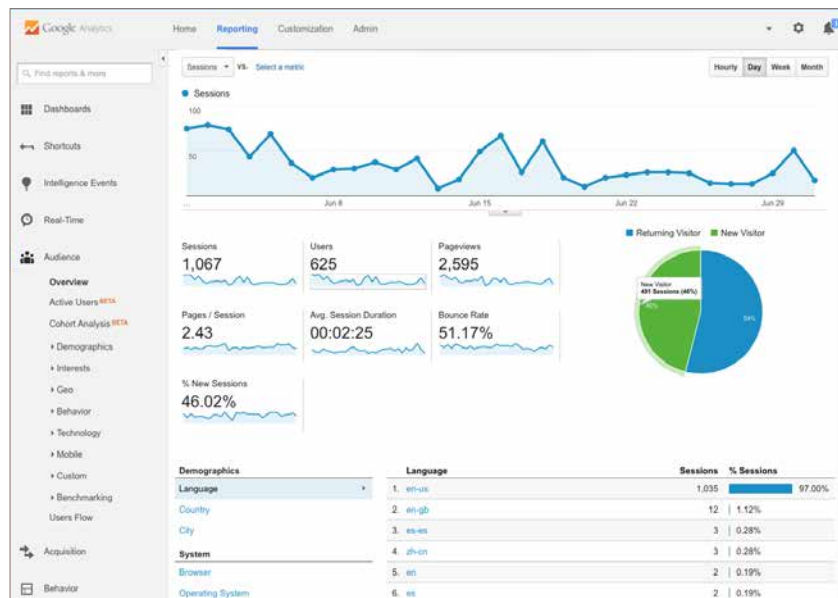
For a detailed orientation on Google Analytics go to:

www.google.com/analytics

You can create goals inside your Google Analytics. This will ensure you know how far you are from your goals, or what you have to do to achieve them.

Tracking Your Results

AdMob

AdMob means Advertising on Mobile and is Google's mobile advertising platform for mobile apps. Advertisers pay Google to use AdMob as a platform for promoting their app.

AdMob isn't the only mobile advertising network; AdMob competitors include Apple's iAd. When it comes to phone advertising, traditionally there is Android AdMob and iAd for iPhones. However, AdMob can work on iPhones as well.

While advertising on Android often equates to using AdMob, the same isn't true for advertising on iPhones. Mobile ad developers often create iAd and AdMob ads to use on iPhones.

Why is this necessary? iAds naturally flow better with Apple products, but if the iAd fails, an AdMob ad can be used as a substitute. Even iPhone advertisers sometimes prefer AdMob because historically the fill rate (how often an ad successfully appears) for iAds are considerably lower. The fill rate for iAds can be as low as 30% (which means that only ⅓ of attempts to load an ad are successful), while the fill rate for AdMob is 85%.

Results are: Understand your users, Maximize your ad revenue, Drive more in-app purchases and downloads

Example of an AdMob dashboard
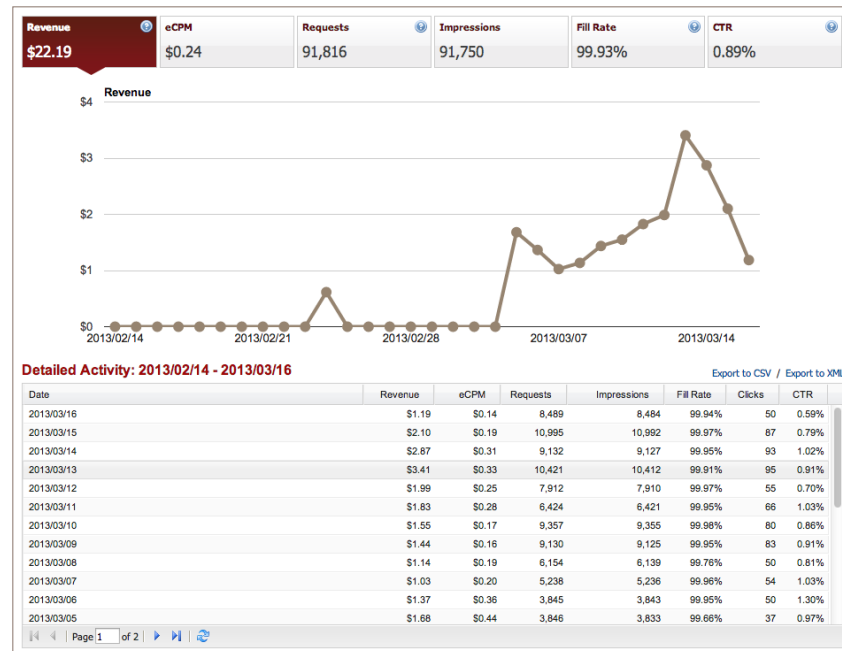
Tracking Your Results

Attract, Optimize, Convert and Retain

The Key Motto to Marketing Your App is to Attract, Optimize, Convert And Retain

Attract. Get the people in your region to notice your advertisements, articles, app promotional events and online videos by focusing on a specific part of your overall audience in the region. You may want to first focus on the people in the age range of 16–35 years old, because you have done your research and know that in your area, those are the people who are likely to own and use a cell phone. Once you have reached that group of people, move on to the next group of 36–55 year-olds until the app has reached all the people in your community.

Optimize. Are you using all the marketing and media channels available to you in your region? Are you trying to partner with organizations outside of the national society that may help in spreading the word about the First Aid or Hazard app? Have you planned out a marketing campaign? Do you know the key goals that you want to accomplish with your campaign and are they realistic? Do you understand your audience and what type of advertising will catch the attention of potential users? These are just a few of the types of questions a national society should ask itself in order to maximize the success of the apps in their regions.

A multi-channel marketing campaign may include written articles, videos, a website, and more.

It is suggested and proven by the top 10 national societies with the most downloads that striving for a multi-channel mix of media outlets in order to get the most people to know about, download and use the apps is the best method. A great example of a national society employing the multi-channel mix is the Australian Red Cross. Below are examples of a few of the different things the Australian Red Cross have implemented to market the app in their region.

Attract, Optimize, Convert and Retain

The Key Motto to Marketing Your App is to Attract, Optimize, Convert And Retain

Convert. Start getting people to download your app by giving clear instructions on all of your marketing collateral, websites, digital marketing pieces, videos and public announcements, saying what you want them to do. "Download the First Aid or Hazard App Today" by going to the app store or using the link provided. Be clear and concise with your request to yield results.

Retain. We all hope that a user does not have to keep using the app for emergencies every day, but we do want to develop a relationship with the user by making them aware of updates to the app, providing user experience stories and letting them know that when they have time, they should browse through the app to get tips on everyday health and safety. By providing information that correlates to the app's purpose, it helps to keep the target audience engaged and participatory.
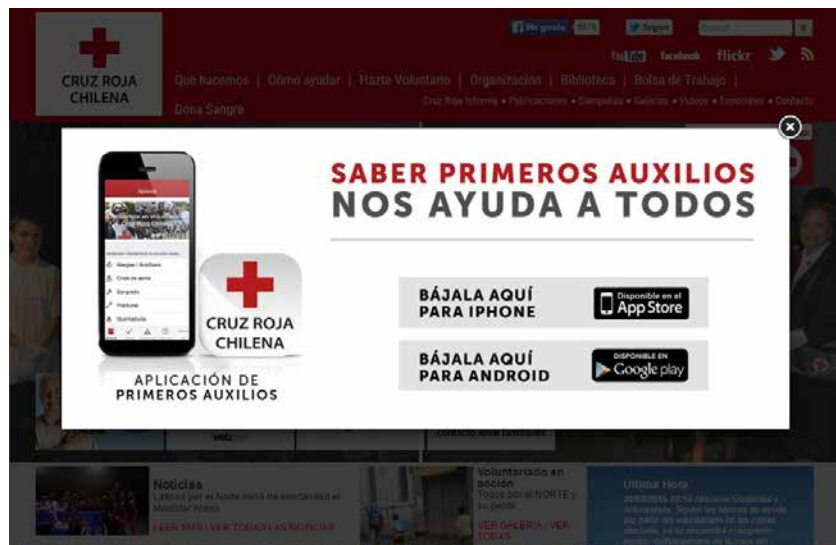
An example of a web banner by The Chilean Red Cross. Note the clear, prominent instructions to download the app for iPhone or Android.

Conclusion

Marketing Your App Saves Lives

Marketing your app is that is about more than getting download numbers. The apps are powerful and useful tools that educate, alert and save lives. The importance of life is the one thing that unites people around the world.

Even when it may seem like a challenge to get your app in the hands of the people who need it, the larger impact must be remembered. When you understand your audience and know what it will take to make them want to pay attention and download your app, it makes coming up with a marketing plan much easier. Also realize that it may take time in your region before people see how crucial the apps are to their daily lives.

In order to not get discouraged or budget incorrectly, learning to prioritize your goals and objectives will make the difference when it comes to being able to measure the effectiveness of your marketing strategies.

For national societies, the winning approach for marketing the First Aid or Hazard app is in developing informative and creative content, along with having a strong app brand. National societies that are consistent with their messages and use multi-channel strategies and tactics are the most likely to have success in downloads and reach in their communities.

Working as a team with your national society to analyze your region, develop a plan and create a strong brand presence will lead to continued success for the First Aid and Hazard apps.

Stories from the Field:

"

Saving lives is most important.

—**Alejandro Muguerza,** *Mexico*

Resources

References

A list of references/contacts from national societies.

Argentina	**Melisa Pasquali**	mpasquali@cruzroja.org.ar melipasquali
Australia	**Rebecca Bounosanto**	rbuonsanto@redcross.org.au (+61) 8 8100 5480
Bahamas	**Andrice Strachan**	andricestrachan.brc@gmail.com
Belize	**Malenie Barnes**	Malenie_s@hotmail.com malenie.barnes (+501) 227 3319/3617
Canada	**Carolyn Tees**	Carolyn.Tees@redcross.ca
Cote d'Ivoire	**Lucien Lia**	lucien.lia@gmail.com lucien.lia@croixrouge-ci.org lucien.lia11
Czech Republic	**Josef Škola**	josef.skola@gmail.com
Dominica	**Kathleen Pinard-Byrne**	directorgeneral@redcross.dm kjpb77 (+1767) 448-8280/448-2483
Dominican Republic	**Sergio Vargas**	socorros@cruzroja.org.do sergio.rafael.vargas.puente (+1829) 989-9870
Ecuador	**Diego Iván Castellanos Mosquera**	dcastellanos@cruzroja.org.ec
Greece	**Constantinos Kalfountzos**	rethymno@samarites.gr constantinos.kalfountzos (+30) 2831035083
Hong Kong	**Barbara Tai**	barbara.tai@redcross.org.hk
Ireland	**Lavinia Baciu**	lbaciu@redcross.ie
Israel	**Anat Rapaport**	anatr@mda.org.il
Macedonia	**Aneta Trgacevska**	trgacevska@redcross.org.mk

Continued

Resources

References

A list of references/contacts from national societies.

Nigeria	**Auwal Muhammad**	madobi6o@yahoo.com auwalmu (+234) 802 356 7678
Portugal	**Sofia Freitas**	marketing@cruzvermelha.org.pt (+351) 213 913 955
St. Vincent & the Grenadines	**Bernard Marksman**	bernardmarksman@gmail.com
Sweden	**Lars Adamsson**	lars.adamsson@redcross.se
Uganda	**Josed Ssenkumba**	ssenkumbajosed@gmail.com jsenkumba@redcrossug.org

Let's go help save some lives!

DOWNLOAD THE RED CROSS FIRST AID AND EMERGENCY APP TODAY! ASK ME HOW.

Resources

FedNet Links:

- **World Red Cross Crescent Day 2015-Communication Pack:** https://fednet.ifrc.org/en/resources/communications/communication-packs/may-8/

- **Words Against Ebola Campaign:** https://fednet.ifrc.org/en/resources/communications/communications/WordsAgainstEbola/

- **Website Campaign example:** http://wordsagainstebola.org/

- **Video Story Shares Campaign example:** http://wordsagainstebola.org/words-from-around-the-world/

- **Social Media Tips:** https://fednet.ifrc.org/en/resources/communications/communications/WordsAgainstEbola/social-media-strategy-/ page 26

- **Content Development – Newswire:** https://fednet.ifrc.org/en/resources/communications/communications/WordsAgainstEbola/social-media-strategy-/

- **Communication Tools:** https://fednet.ifrc.org/en/resources/communications/communication-tools/#media

- **Communication packs** https://fednet.ifrc.org/en/resources/communications/communication-packs/

- **Communication tools:** https://fednet.ifrc.org/en/resources/communications/communication-tools/

- **Communications campaigns:** https://fednet.ifrc.org/en/resources/communications/communications/

- **Examples of research:** https://fednet.ifrc.org/ourifrc/offices/africa/current-operations/ebola-virus-disease/ebola-partners-forum-working-together-to-stop-ebola---28-january-2015/ page 8