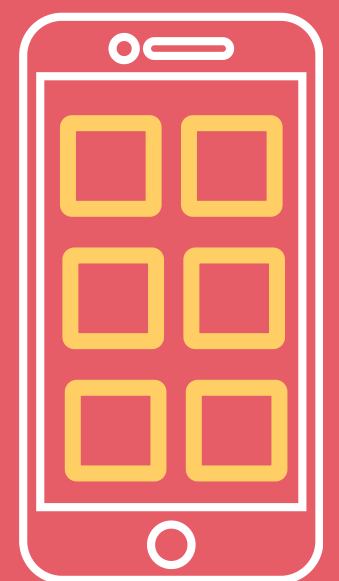




Mobile Web App Marketing Playbook

- **Announcing the Services**
- **Creating Call-to-Actions**
- **Increasing Engagement**
- **Growing Subscribers**



Contact Us

[415.615.0150](tel:415.615.0150)

www.engagebycell.com



Announcing Your New Service

Announce your new web app in digital and physical spaces to start growing your usage! We recommend leveraging the following:

- 1 Website
- 2 Social Media
- 3 Press Release
- 4 Email Signature
- 5 Signage
- 6 Advertising
- 7 Partnerships
- 8 Existing Processes

Engage by Cell offers **design and content services** for organizations without an in-house team or the bandwidth to execute these marketing strategies. Contact your Engage by Cell representative to learn how we can support you!

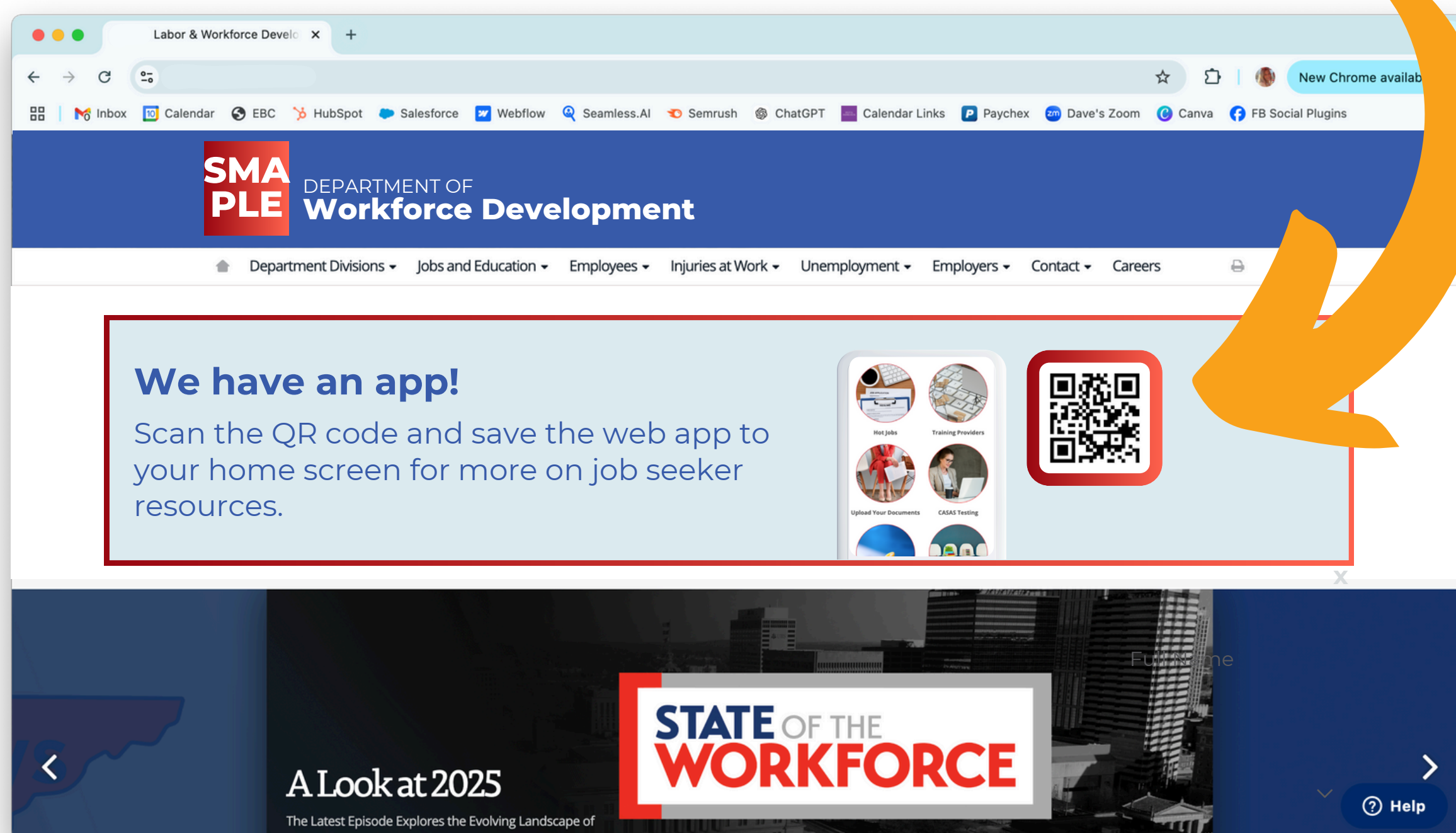


Website

Your website is often the first place people look for information about your services. Create a prominent section to highlight your new app.

Add a banner or pop-up that with the call-to-action.

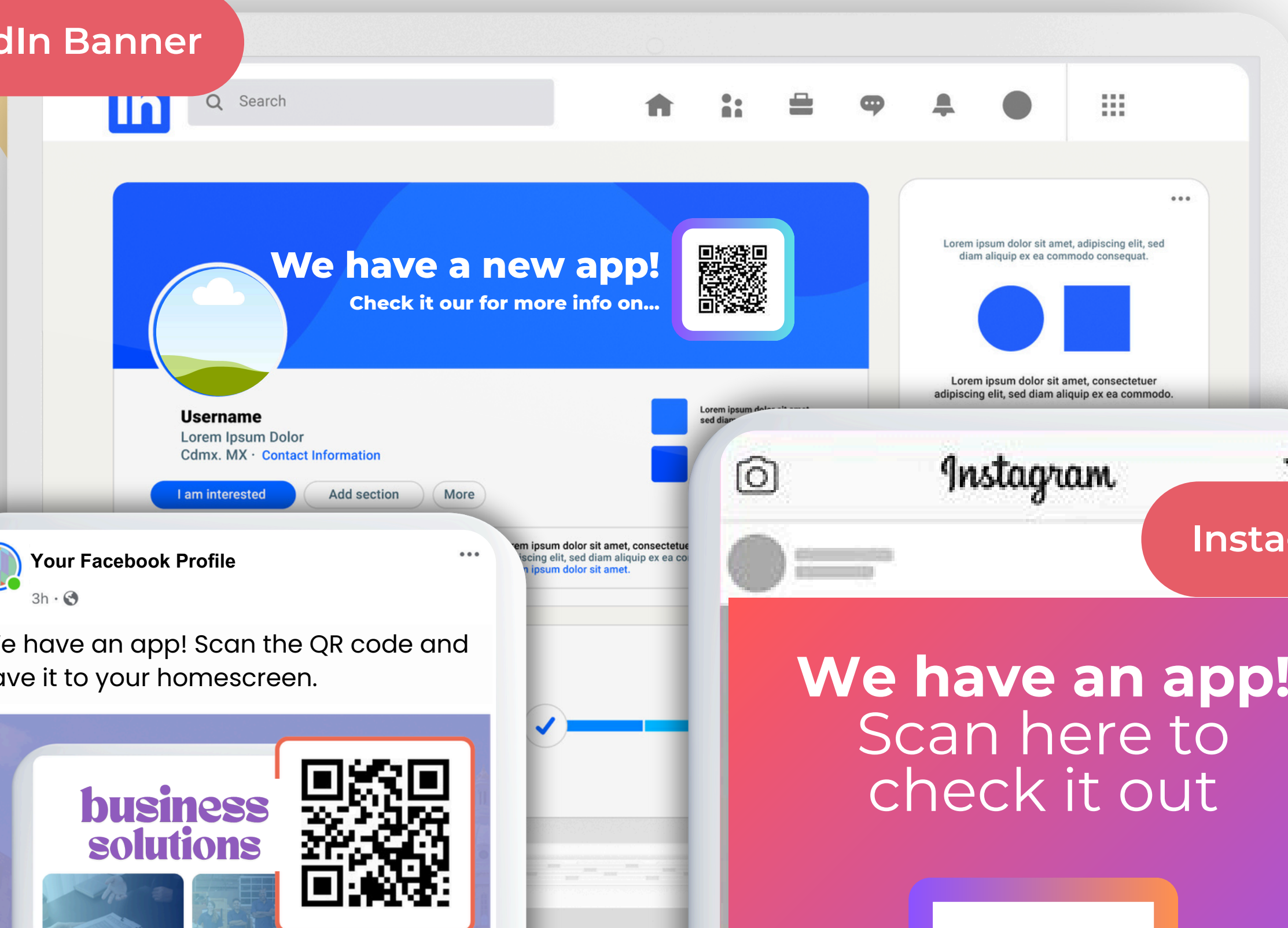
An example would be “Scan the QR code to visit our mobile web app. No downloads are required!”



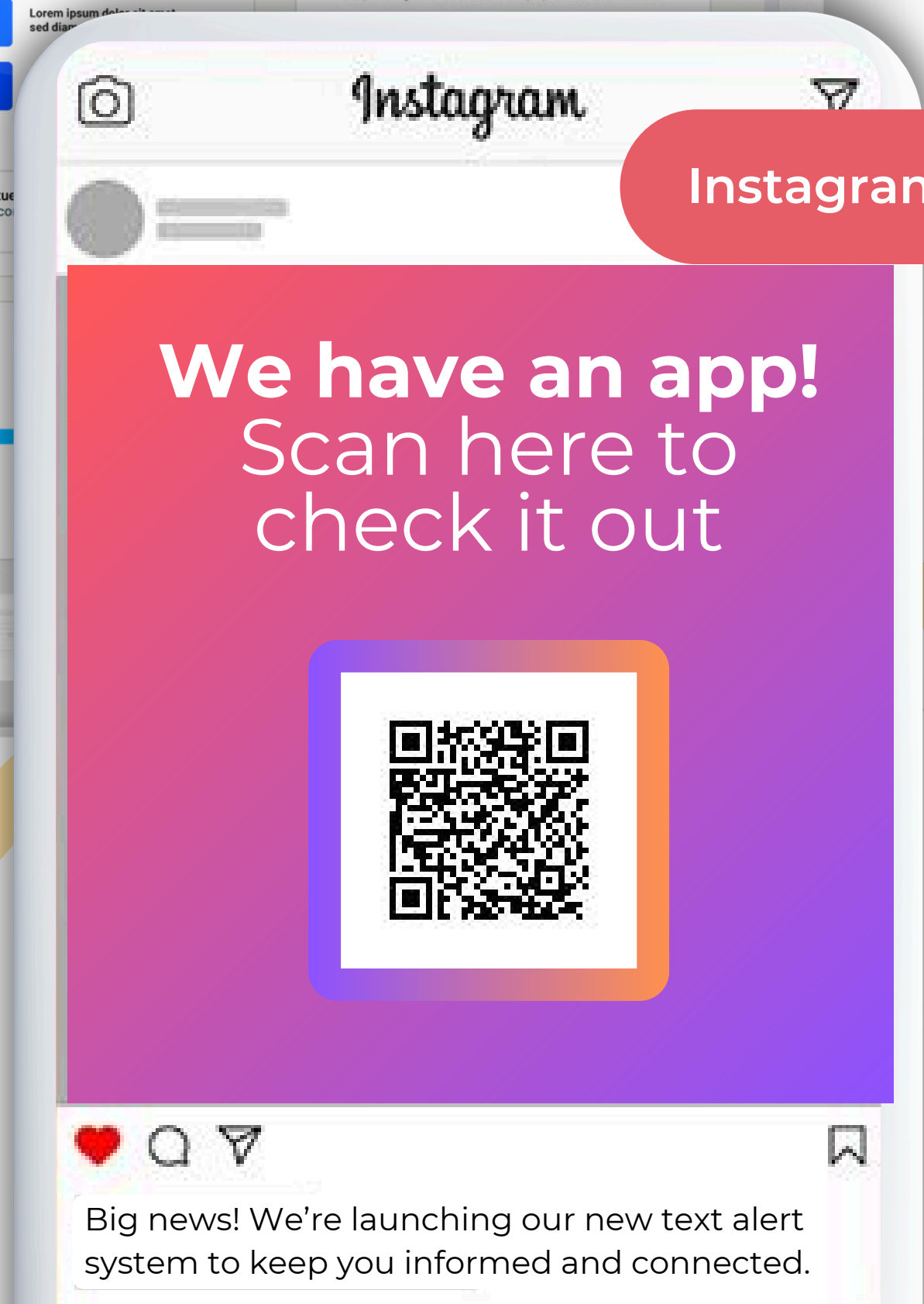
Social Media

Use your social media platforms to create excitement and reach a wider audience. Create posts, banners, and stories that include your value proposal and call to action.

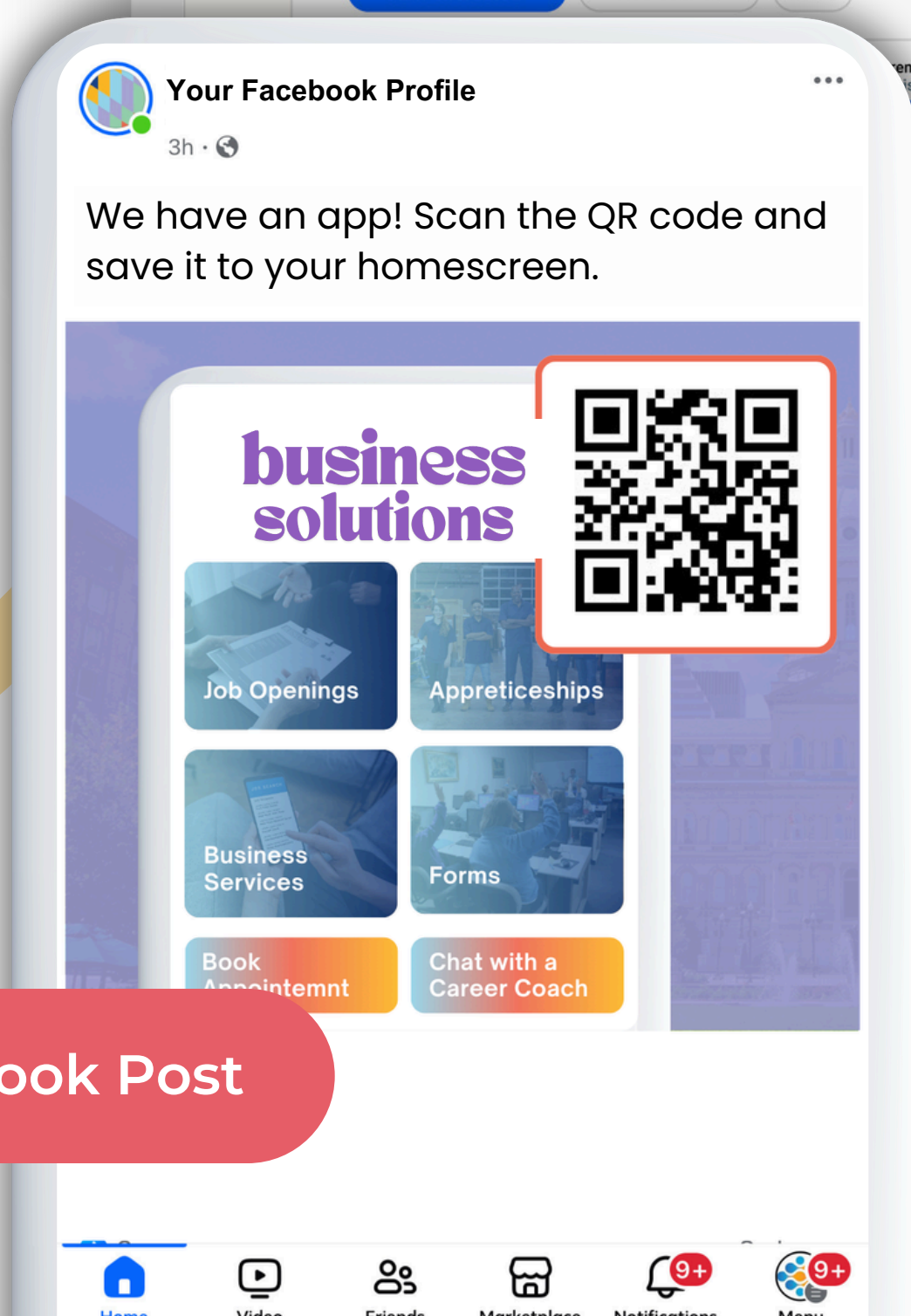
LinkedIn Banner



Instagram Post



Facebook Post





Press Release

A press release can help amplify your message and reach local news outlets. Include a clear value proposition and instructions on how to find the mobile web app . Below is sample verbiage for a press release of this nature.

FOR IMMEDIATE RELEASE

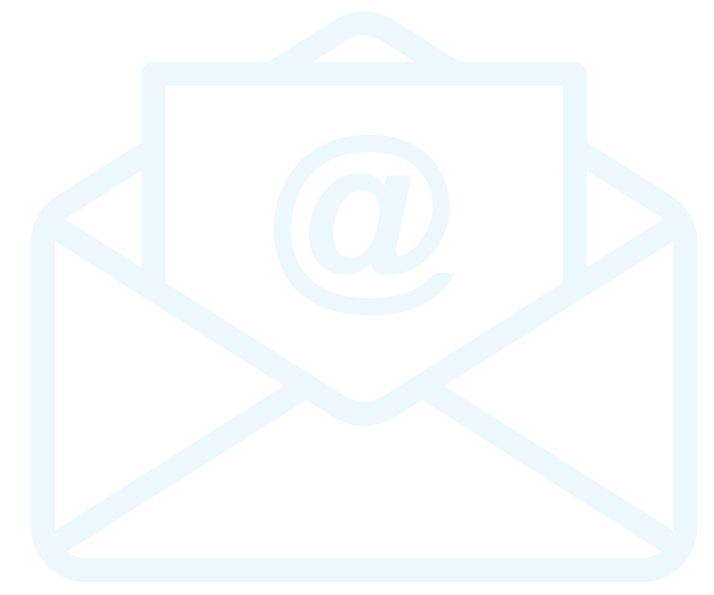
[Your Organization] Launches New Mobile Web App to Boost Customer Engagement and Access

[City, State] – [Date] – [Your Organization] is proud to announce the official launch of its new mobile web app, a user-friendly platform designed to help job seekers and program participants stay informed, engaged, and connected, anytime, anywhere. This new mobile experience delivers real-time updates, program resources, personalized alerts, and exclusive opportunities directly through a web-based interface optimized for any smartphone or tablet. There's no need to download anything—just visit [insert app URL] from your mobile browser to get started. With a clean design and intuitive navigation, the app allows users to:

- Access important program updates instantly
- Receive event reminders and time-sensitive alerts
- Explore opportunities tailored to their needs
- Stay connected with staff and community resources

For more information about the new mobile web app, visit [website URL] or follow [Your Organization] on social media.

Media Contact:
[Your Name]
[Your Organization]
[Your Contact Info]



Email Signature

Your email signature is a subtle but effective way to spread the word. Add your call to action before the signature, or after your information. You may also include a QR code to the mobile web app.

Hi there,

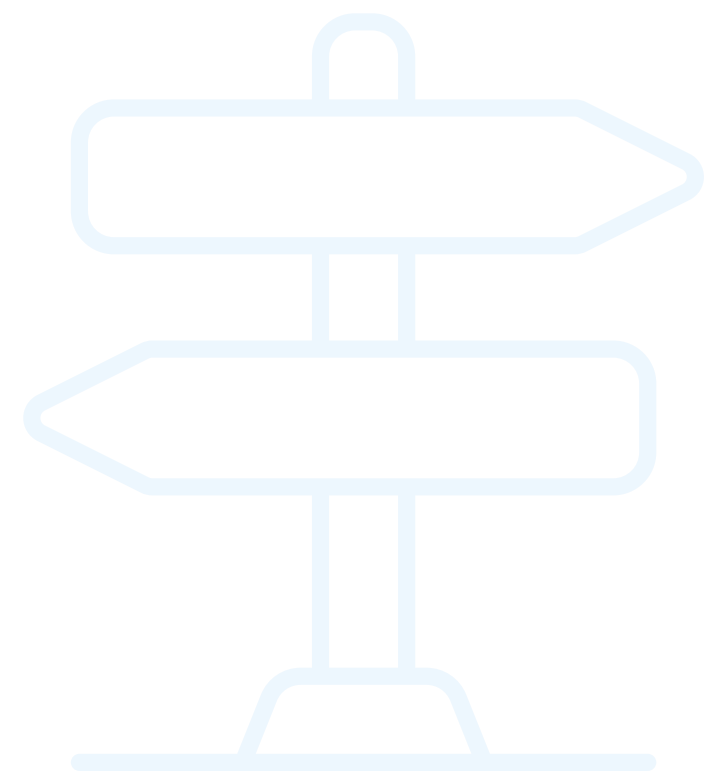
This is a sample email signature with a suggested call to action.

Sample

Thanks,
Anna

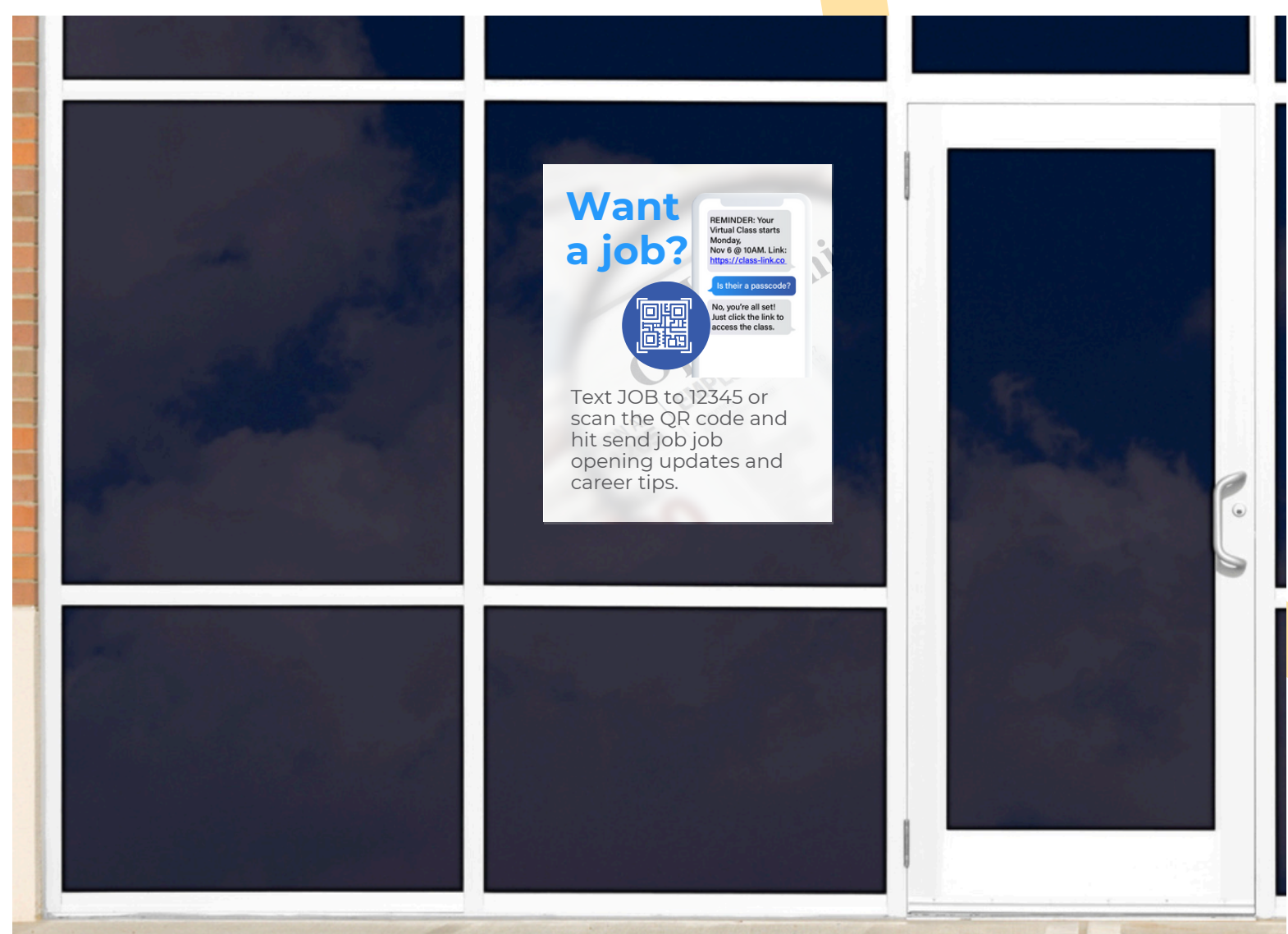
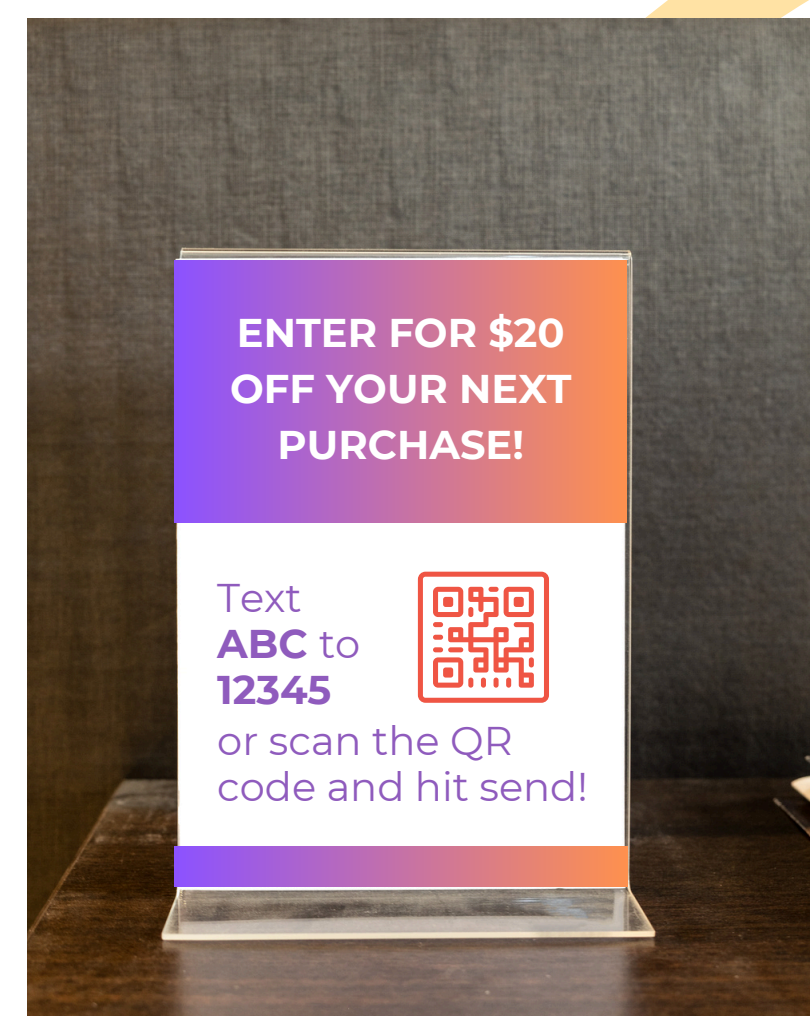
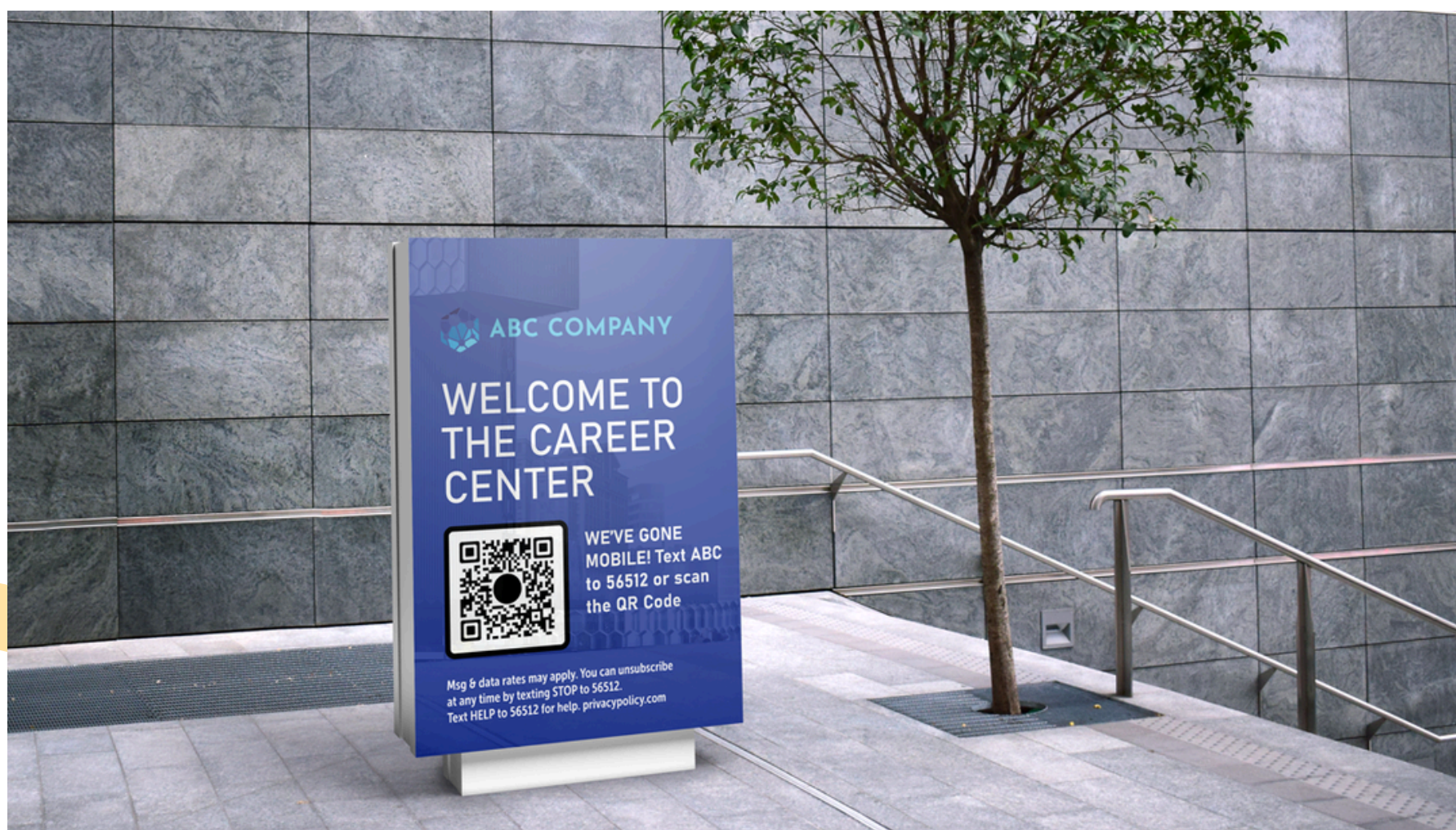


Scan the QR
code to visit
our **NEW**
mobile web
app!



Signage

Capture the attention of walk-in customers by adding eye-catching signage. Place a sign at your entrance, front desk, check out counter, monitors in waiting or break rooms, restrooms, etc.





Advertising & Partnerships

Paid advertising can significantly boost traffic to your mobile web app by reaching a broader audience. You can leverage social media ads, Google Search ads, banner ads, commercials, or traditional print and radio ads.

Clients have also partnered with local businesses to display signage in their brick-and-mortar locations or digital spaces.

Client Commercial



Sample



Existing Processes

You can integrate your web app into your existing client, employee, participant, customer, or membership onboarding processes.

You could do this by having them click a link or scan a QR code to receive certain resources, or adding consent language to existing forms or checkout processes. Have them bookmark the app to their homescreen for future reference.

Welcome to The Program!

Stay up to date, get resources, and connect with your support team anytime, anywhere.

✓ Step 1: Open the App

Scan the QR code below using your smartphone camera:

Or go to:

www.bycell.co



✓ Step 2: Save the App to Your Home Screen

So you can open it just like any other app – no downloads required!

📱 iPhone (Safari):

Tap the Share icon (square with an arrow) at the bottom of the screen.

Scroll down and tap "Add to Home Screen."

Tap "Add" in the upper-right corner.

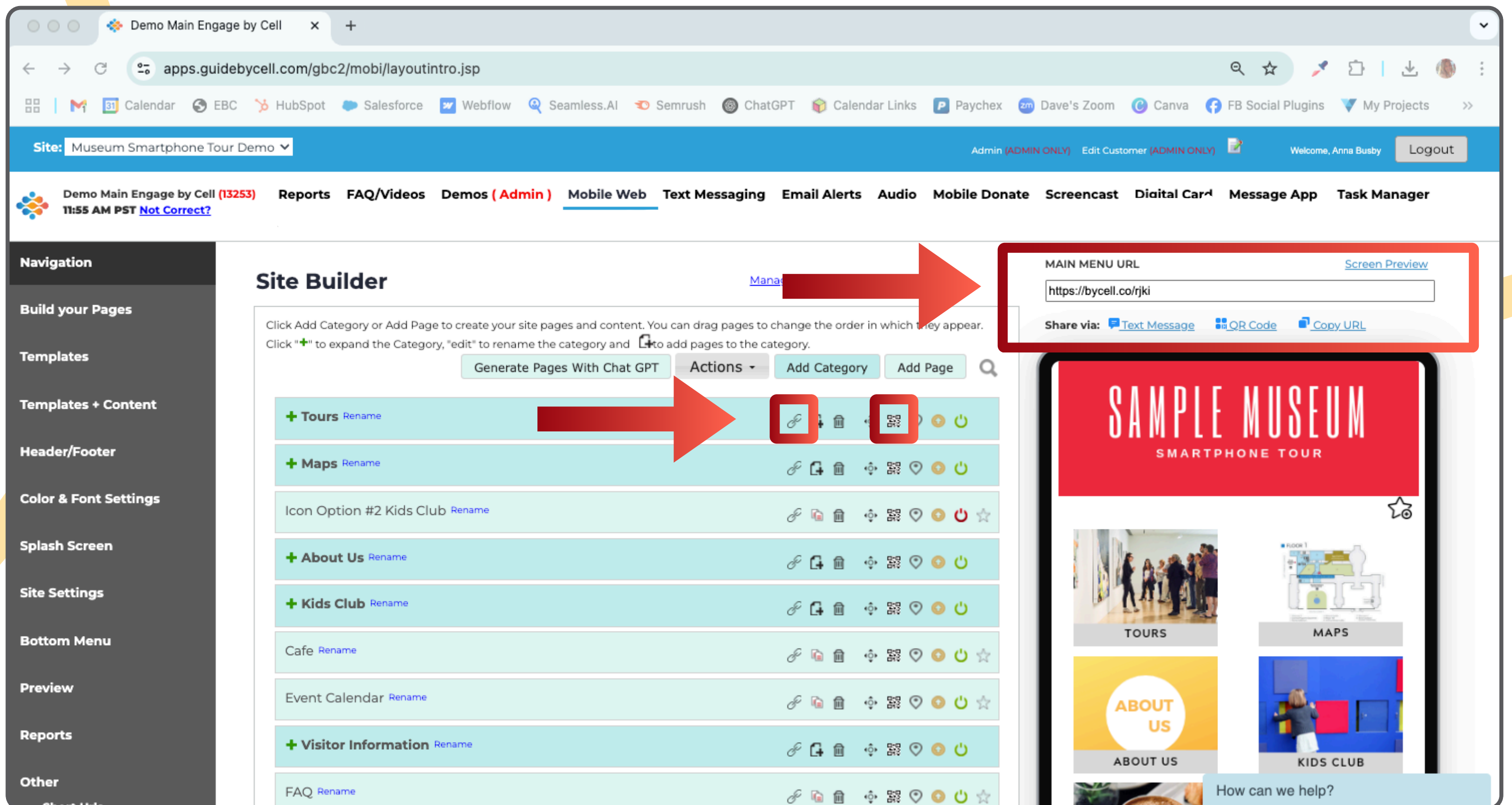
🤖 Android (Chrome):

Tap the 3-dot menu in the upper-right corner.



Links & QR Codes

Each app main menu and individual page has its own link and QR code. You can find those here:



The screenshot shows the 'Site Builder' interface for 'Museum Smartphone Tour Demo'. The left sidebar contains navigation options like 'Build your Pages', 'Templates', 'Header/Footer', 'Color & Font Settings', 'Splash Screen', 'Site Settings', 'Bottom Menu', 'Preview', 'Reports', and 'Other'. The main area displays a list of categories: 'Tours', 'Maps', 'Icon Option #2 Kids Club', 'About Us', 'Kids Club', 'Cafe', 'Event Calendar', 'Visitor Information', and 'FAQ'. Each category has a 'Rename' link and a set of icons for actions like 'Add Category', 'Add Page', 'Link', 'QR Code', 'Copy URL', etc. A red arrow points from the 'Tours' category to a red box on the right. This box contains the 'MAIN MENU URL' field with the value 'https://bycell.co/rjki' and a 'Screen Preview' link. Below the URL field are 'Share via' options: 'Text Message', 'QR Code', and 'Copy URL'. A red arrow also points from the 'Tours' category to a red box around the 'Link' and 'QR Code' icons in the category's action set. On the right, a preview of the 'SAMPLE MUSEUM SMARTPHONE TOUR' app is shown, featuring buttons for 'TOURS', 'MAPS', 'ABOUT US', and 'KIDS CLUB'.



Best Practices

Consider the following to increase mobile web application traffic.

1 **Meet Your Users Where They Are**

Use a multi-channel approach to advertise your mobile web app both online and offline.

Ex: “Add a banner to your homepage and a printed flyer at the front desk with a QR code leading to the app.”

2 **Make It Visual and Clickable**

Use QR codes, links, screenshots, and engaging visuals across digital and physical materials to make accessing the app intuitive.

Ex: “Scan to explore our new mobile experience—no app store needed!”

3 **Add to Email Signatures**

Place your app link and QR code with a short CTA in every employee’s email signature.

Ex: “Explore our new mobile app: [yourapp.com]”



Best Practices

4 Use Social Media to Drive Traffic

Promote the app with reels, stories, and posts showing what users will gain from it.

Ex: "Tap the link in bio to explore job listings, events, and resources, all on your phone!"

5 Highlight Benefits Up Front

Tell users what they'll get out of using the mobile web app right away i.e. speed, convenience, resources.

Ex: "No logins, no downloads, get what you need in just one tap."

6 Promote via Events and Partnerships

You can use app pages, headers and, footers as ad space for partners or sponsors.

Ex: "Scan to access our event schedule, speaker bios, and venue map."



Pair with Text Messaging

Using text messaging as the gateway to access your mobile web app creates a seamless and effective way to collect phone numbers for future marketing and communication efforts. Have users text in a KEYWORD to your TEXT CODE to receive an automated response with a link to your app. Here are a few advantages:

Instant Contact Collection: When users text in, their phone number is automatically captured. This builds your database for future communications—no extra steps required.

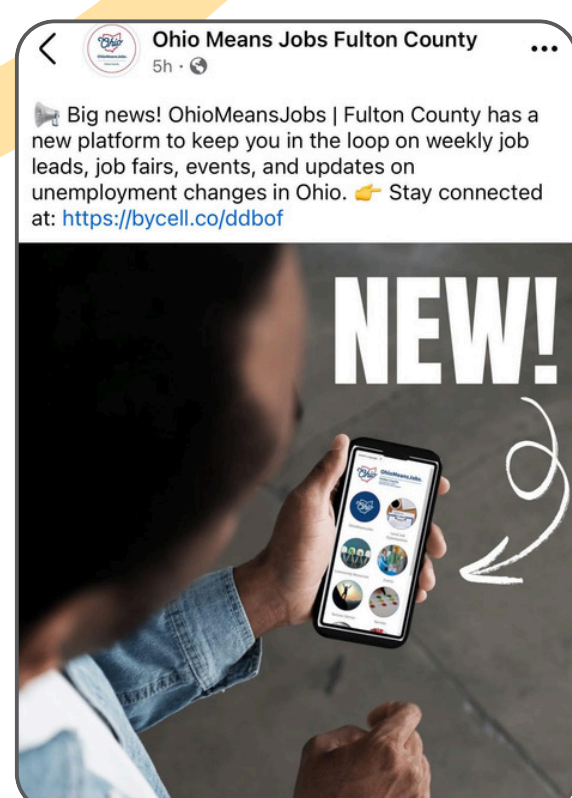
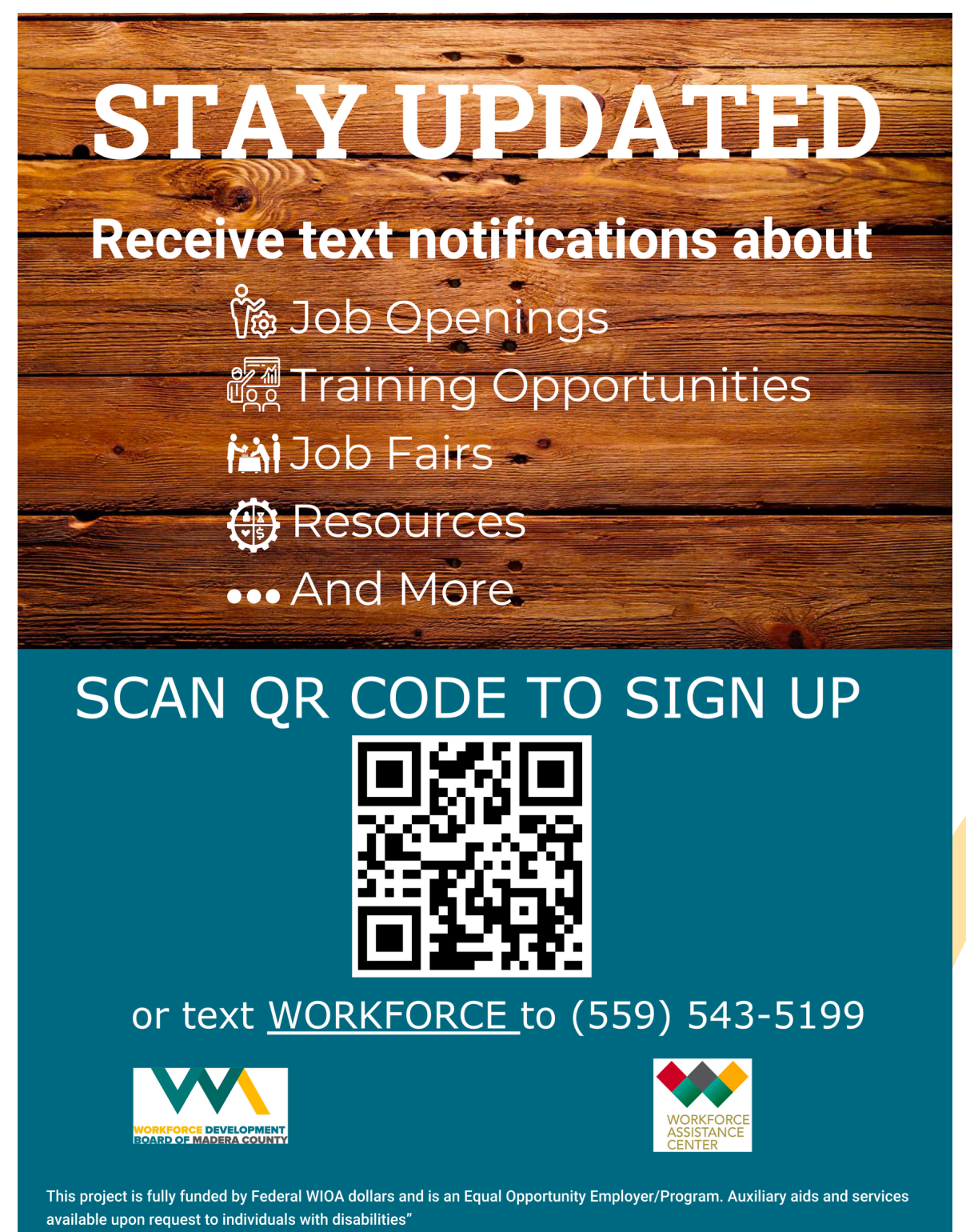
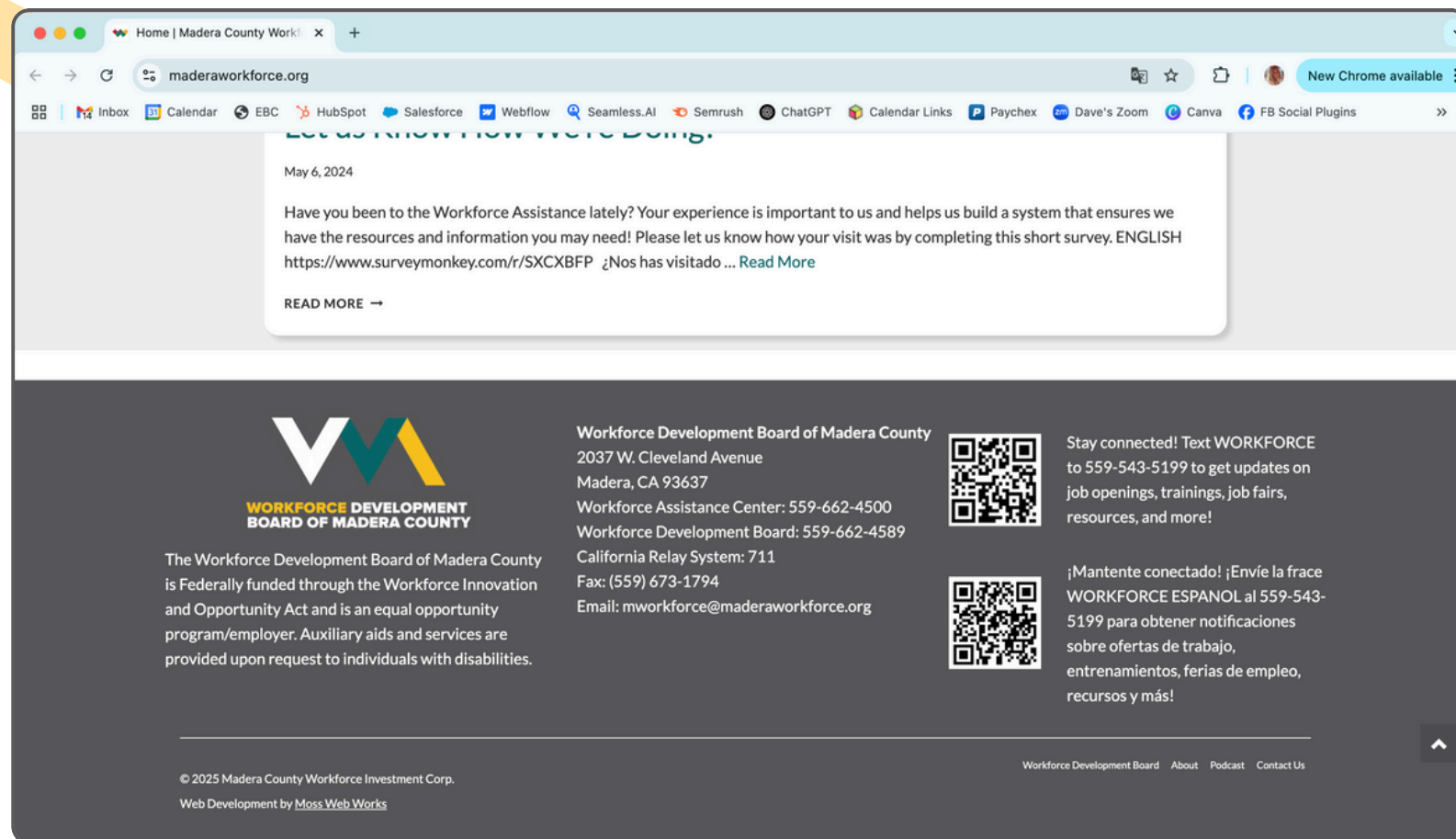
Boost Engagement: The text can include simple instructions to bookmark the app to their home screen, making your web app as accessible as a native app, encouraging repeat use.

Future-Proof Your Marketing: With a growing list of opted-in phone numbers, you can send targeted updates, alerts, and promotional messages.

Contact your Engage by Cell Representative today to add text messaging to your services!

Client Examples

Workforce Development



Client Examples

Cultural Institutions



Client Examples

HR & Training



Other

