# ED-Optimiser Marketing Plan

**How do we make sure millenials know about the app and download it, ready to use when needed?**

The app MUST work well! Beta test thoroughly. Work on positive reviews.

Integrate app with the Christchurch Smart City app -- a one-stop shop.

## To Students

Work with UC Health Service and UCSA as well as Ara to get info to **graduating** students about the app.

Advertise with QR code linking to the website and app in:

* In email messages to graduating students.
* The health service waiting rooms
* At the Career Centre
* At student events aimed at graduating students
* Via FaceBook
* Via Student Volunteer Army outreach

## To Workers

Work w employers to get info to new employees in their induction kits

Liaise with Chambers of Commerce of health district towns. Get ads in their literature.

Get posters (with QR code) up in chemist shops and at supermarkets

## Integrate with Existing Health-Care Providers

Make sure doctors are aware of the app and encourage millenials to use it.

Look at HealthOne (CDHB)

Pegasus Health (has a large network of health-care providers)

## Other

Get After-Hours Clinics’ signage onto FourSquare, PokemonGo, Ingress and any other augmented reality games.