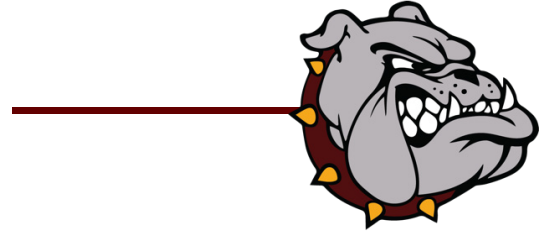


Templates for Madison Central School District's App Launch Marketing Plan



Facebook

Post #1: We're thrilled to announce Madison Central School District's new app! It's everything Madison, in your pocket. Download the app on Android: <http://bit.ly/2T1Oy6W> or iPhone: <https://apple.co/2EqGvfX>.

Post #2: We are loving our new app! Access sports scores, cafeteria menus, news updates, and even emergency notifications, right from your pocket. Download the app on Android: <http://bit.ly/2T1Oy6W> or iPhone: <https://apple.co/2EqGvfX>.

Post #3: Catch up with the latest student stories, sports scores, and news updates. It's everything Madison, in your pocket. If you haven't already, download the app on Android: <http://bit.ly/2T1Oy6W> or iPhone: <https://apple.co/2EqGvfX>.

Twitter/Live Feed

Tweet #1: We're thrilled to announce Madison Central School District's new app! Access sports scores, cafeteria menus, news updates, even emergency notifications. Download the app on Android: <http://bit.ly/2T1Oy6W> or iPhone: <https://apple.co/2EqGvfX>.

Tweet #2: We are loving our new app! Access sports scores, cafeteria menus, news updates, and even emergency notifications. Download the app on Android: <http://bit.ly/2T1Oy6W> or iPhone: <https://apple.co/2EqGvfX>.

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News Feed

Article #1: We're thrilled to announce Madison Central School District's new app! It's everything Madison, in your pocket.

[INSERT LAUNCH VIDEO]

With the new app, you can access sports scores, cafeteria menus, news updates, and even emergency notifications. Download the app on Android: <http://bit.ly/2T1Oy6W> or iPhone: <https://apple.co/2EqGvfX>.

Email

Email #1:

[Subject Line] Madison's New App

Dear Madison community,

Madison Central School District is thrilled to announce our new app for mobile phones! Stay up-to-date with access to real-time sports scores, the daily cafeteria menu, news from administrators, student stories, and even emergency notifications.

[INSERT LAUNCH VIDEO LINK]

You can download the app for free on both Google Play or the Apple App Store.

Download for Android: <http://bit.ly/2T1Oy6W>

Download for iPhone: <https://apple.co/2EqGvfX>

Best,

Superintendent Joel Jorgenson

Text Message

SMS #1: Madison has a new app! Find sports scores, menus, and news updates. Download on Android: <http://bit.ly/2T1Oy6W> or iPhone: <https://apple.co/2EqGvfX>.

SMS #2: If you haven't already, download Madison's new app on Android: <http://bit.ly/2T1Oy6W> or iPhone: <https://apple.co/2EqGvfX>.

SMS #3: Catch up on school updates! Download Madison's new app on Android: <http://bit.ly/2T1Oy6W> or iPhone: <https://apple.co/2EqGvfX>.

Email #2:

Subject: RE: Madison's New App

Dear Madison community,

We are loving our new app! Stay updated with access to real-time sports scores, the daily cafeteria menu, news from administrators, student stories, and even emergency notifications.

[INSERT LAUNCH VIDEO LINK]

If you haven't already, download the app for free on Google Play or the Apple App Store.

Download for Android: <http://bit.ly/2T1Oy6W>

Download for iPhone: <https://apple.co/2EqGvfX>

Best,

Superintendent Joel Jorgenson