Launch Guide

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It’s time to launch your new, improved, Care Friends – Turbocharged Employee Referral Scheme to your existing staff and new starters. Here we are going to walk you through the different ways to do this and provide you with loads of resources to help.

We recommend using several of the different methods below to give you the best chance of getting as many of your staff as possible to download the app and register. Which ones you chose will depend on the type and size of your business, as well as what established methods you have of communicating with staff.

If you have any questions, or would like to schedule a one-on-one call to discuss your specific launch plan, you can email [support@carefriends.co.uk](mailto:support@carefriends.co.uk) and we will be happy to provide any help or advice we can.

Tips:

* Spread your launch comms out over several days, using different methods on different days. This increases the chance of reaching as many people as possible overall.
* Make sure you repeat the comms a couple of weeks later to catch anyone who was e.g. on holiday when the first sequence went out
* Make sure you include the direct link to the app in the app store in all communications – you need to make it as quick and easy as possible for your staff. (How you do this depends on the method – see more help below)

Methods:

1. Email
   1. You can download our suggested wording for an email here. You will need to add in your company name and a few details and then copy/paste it to an email
   2. Consider what day/time you send your email – especially if you are sending to staff’s personal email rather than work email you may get more responses to emails sent in the evening than during the work day
   3. Try sending the same email with different subject headers. See which ones work best.
   4. Make sure you include the app store url:
2. Direct Mail
   1. This can be a good way to reach staff who aren’t especially technologically savvy
   2. We have a custom designed launch mailer that can be personalised to your company and distributed for you, at cost. If you are interested in this option, you can view the mailer example and estimated costing here. If you would like to take up this option, please email emma@carefriends.co.uk
3. Whatsapp
   1. This is a great quick and easy way to reach staff if you already use whatsapp to send out group messages.
   2. Here are a few suggested wordings…. (pictures of phones with the messages displayed?
   3. Make sure you include the app store link… click here to watch a video showing you how to get this…
4. Text messages
   1. This is pretty labour intensive if you have large numbers of staff and DIY, but open rates are likely to be high
   2. There are platforms that can send bulk SMS/text messages on your behalf, where you just upload a list of phone numbers, and the wording e.g. firetext.co.uk where you can send SMS for 4p per message, including links to the app store. You can also view opens, and re-send to people who haven’t opened.
5. Face to Face
   1. This can work really well for some organisations who are based at a central location. However, for some providers, this isn’t a practical option
   2. If you do want to use this option, we have a powerpoint presentation and script that you can adapt and then use, as well as a general introductory video you can use. Download the powerpoint here. Watch the video here.

*Assets to be included/linked:*

1. *Suggested email wording and headers… as an editable word doc that can be downloaded*
2. *Link to page with mailer costings and picture*
3. *App store url*
4. *Whatsapp/SMS suggested wording as phone picture with wording*
5. *Video showing how to add an app store link to whatsapp (link to this on a separate page)*
6. *Downloadable Editable powerpoint presentation*
7. *Introducing CF video*