

A guide to launching Slack apps



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Introduction

For many developers, building a product can seem like the easy part. But launching a product? That's another story.

Whether you're building a Slack-first app or an add-on to an existing business, creative foresight can go a long way toward a successful product launch. And you don't need a marketing team—or a marketing budget—to do it.

Follow these steps to get your Slack app ready for its big debut.



Planning the product launch

Here's a bird's eye view of how to plan your launch — we recommend carving out at least 6 weeks of time to plan:

Milestone	Workback	Description
Craft your messaging	 T-minus 6 weeks	First, get crisp on why users should use your app. This will be sprinkled throughout your marketing assets!
Prepare your App Directory listing	 T-minus 6 weeks	Then, craft your App Directory listing as the primary place where you'll direct users across your marketing channels.
Submit your App Directory listing	 T-minus 5 weeks	Don't forget to build in a one week buffer to get your app listing approved before launch day!
Determine your channels	 T-minus 5 weeks	Once you have a destination, plan out what channels you'll use to drive traffic to your App Directory listing.
Develop marketing assets	 T-minus 4 weeks	Now that your plan is in place, it's time to start building out assets, like blog content, videos, and more.
Launch day!		All your hard work is ready to go live!



Crafting your messaging

Well-crafted product messaging is an all-important tool for attracting happy users.

When determining how to describe your app, understanding your target users—the people you’re building for—is job one. You’re not creating something for everybody; you’re solving a specific problem for a certain group of people.

You need to describe your app using terms that your potential users will identify with. To do that, first gain a deep understanding of their “pain points” and the challenges they seek to address. Get out there, talk to your target users and ask questions. What keeps them up at night? What’s the hardest part of their job? What problem, if fixed, would boost their work productivity tenfold?

Next, explain why your solution is different and better than what already exists. (Or as marketers say, you must differentiate your app.) All of this can be captured in a positioning statement that outlines the benefits of using your app in the context of the problem(s) it solves for your customer.

Whether you’re a team of one or 1,000, setting a foundational positioning statement can help ensure that your team reinforces the same key points across all external channels—from website copy and sales pitches to investor calls and press pitches.

Here’s a widely circulated template you can work from:

For...	Target audience: Who is your app designed for?
Who want/need...	Statement of need: What is the problem your app solves?
[APP NAME]	Product statement: What does your product do?
Instead of...	Key benefit statement: What benefits and use cases does your app offer to address pain points?
So they can...	Competitive positioning: Why is your app better than an alternative solution?



Preparing your app listing

Next up is creating your Slack App Directory listing, where a lot of your positioning statement will be brought to life. Think of this listing as your app’s storefront—people will stumble upon your app and decide whether

or not to install it based on the information provided. Use this space to tell your app’s story, share a compelling preview of your app’s use cases and smooth the path toward clicking the button to install.

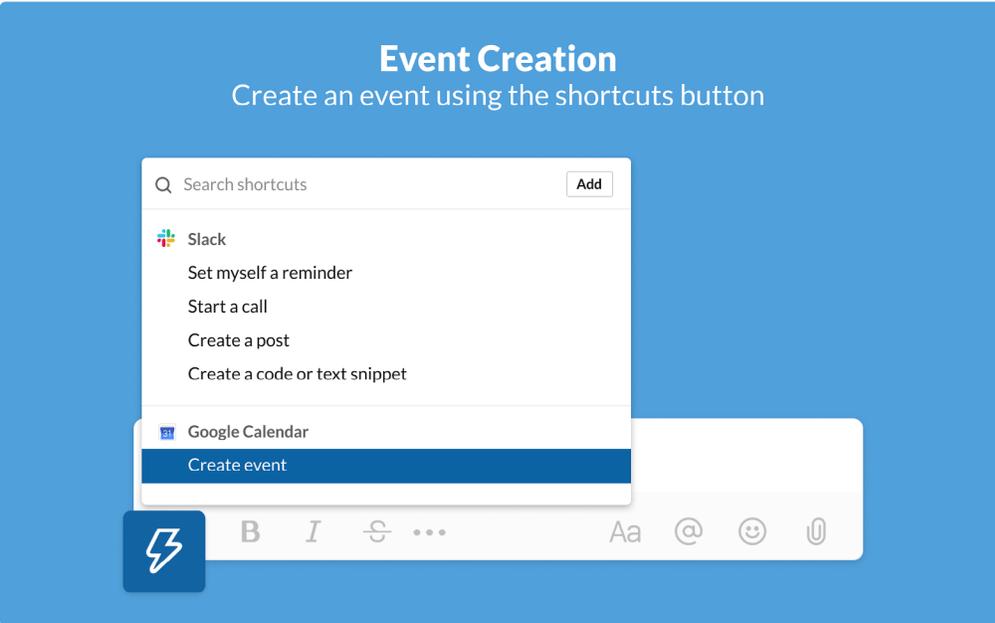
Google Calendar Event Creation

Google Calendar

Description Features Configuration Security & Compliance

Event Creation

Create an event using the shortcuts button



The screenshot shows a Slack interface with a blue background. At the top, there's a navigation bar with 'Description', 'Features', 'Configuration', and 'Security & Compliance'. Below that, the main content area has a blue header with the text 'Event Creation' and 'Create an event using the shortcuts button'. A search bar with 'Search shortcuts' and an 'Add' button is visible. Below the search bar, there are two lists of shortcuts. The first list is for 'Slack' and includes 'Set myself a reminder', 'Start a call', 'Create a post', and 'Create a code or text snippet'. The second list is for 'Google Calendar' and includes 'Create event', which is highlighted in blue. At the bottom of the interface, there's a toolbar with icons for a lightning bolt (shortcuts), bold (B), italic (I), link, and a menu (three dots), followed by text formatting options (Aa), mentions (@), emojis (smiley face), and attachments (paperclip).

From viewing your daily schedule or receiving up-to-the-minute reminders, keep your calendar top of mind without leaving Slack.



App listing tips:

- **Description:** Straightforward, straight to the point, straight to the heart. This is where your positioning statement becomes extra handy—it can help keep you honest as you wordsmith your description, making sure you don't lose any key points in the creative process.
- **Images:** Screenshots can give people a sense of how your app works, and can illustrate important features introduced by your long description. Showing is better than telling; you'll give people a peek into what they can expect after installing the app.
- **Video:** Videos might be the single most efficient way to communicate the benefits of using your app, so roll up your sleeves and get a YouTube video on your App Directory page! You don't need a full production crew. In fact, you can say a lot by creating a simple screen capture video with minimal editing.
- **Landing page:** Spin up a landing page (services like [Instapage](#) and [Unbounce](#) make this easy) to highlight your now crystal-clear messaging. Use your landing page, like this example from [Bonusly](#), to give curious readers a way to opt in to learn more.

Slack app suggestions

In addition to your App Directory listing, there are other ways users can discover your app right in Slack. For example, build in the logic for Slackbot to send a message suggesting your app when a link with the domain name associated with your app is mentioned in a conversation.

By adding a small amount of HTML metadata to your site templates as [explained here](#), app suggestions will be enabled for your app and your app will be recommended when a user could benefit from using your app most.



Zoe Maxwell 12:45 PM

https://paper.dropbox.com/doc/Laurens-Project-Planning--AbWIBKDCQ4kfJUXm_DapduXfAg-cWN6VglsA0J4r4BvtNCJG

👁 Only visible to you



Dropbox Paper APP 12:45 PM

Hi there! Linking your Slack account to Dropbox Paper will help you use Dropbox Paper in Slack (and it only takes a click or two). Would you like to set it up?

[Yes, allow](#) • [No](#)



Marketing your app

Determine your channels

Now that your app messaging is ready to go, it's time to prepare for the big reveal. How will you let people know about your app? After narrowing down your audience, you should have a better idea of the best channels to reach them. Consider press coverage (what outlets do your potential customers

follow?), community groups and your own company channels, like social media (is your audience on Twitter? Facebook?), paid promotion (think ads on LinkedIn or Google), your blog, website and emails. Throughout your marketing efforts, be sure to adhere to our brand guidelines when referencing Slack.

Encompass all channels



Things to keep in mind:

1. **Target Audience** — who is your app for? What problem are you solving for them? How can you best reach them?
2. **Call to Action** — When writing these launch announcements, make sure you have a place to point readers to, or in marketing speak—a “call to action.” What next steps do you want them to take? Where should they click to learn more, download the app and connect to your team?
3. **Voice** — You should keep all messaging consistent with your brand’s voice, while keeping the tone upbeat and the content centered on why your launch should matter to your target audience.



Marketing channels to consider



Public relations

Starting with PR, think strategically about your target outlets. Narrow your focus by considering how your story will be uniquely interesting to a specific publication's readers—whether it's in a particular vertical, related to a recent story it's published, or maybe it's a competitor to a company it's covered. Craft a well-written pitch, tailored to each publication.

Elements of an effective PR pitch:

- What problem your product is solving, and who it's for
- Why your solution is innovative, unique or surprising
- Why it's better and different than the alternative
- Why it matters to that specific writer at that specific publication
- Any other newsworthy information: Is your growth rate impressive? Do you have big-name, ecstatic beta users? Are you the first to do something? Are your founders well-known or uniquely qualified to solve this problem?
- The date and time when the news should go out (the embargo date)



Marketing channels to consider

Dropbox

HOME SERVICES NEWS EDUCATION ABOUT USLog In Sign Up

Dropbox Introduces New Workspace to Bring Files, Tools, and Teams Together

Company releases new desktop app; integrates cloud-based content; partners with Slack, Zoom, and Atlassian

June 11, 2019 01:30 PM Eastern Daylight Time

SAN FRANCISCO--(BUSINESS WIRE)--Today Dropbox, Inc. (NASDAQ: DBX), a leading global collaboration platform, unveiled a new integrated workspace, the biggest user-facing change in the company's history. With updates to the Dropbox desktop experience, dropbox.com, and the mobile app, users get a single workspace designed to bring files, fragmented work tools, and teams together. The update includes [early access](#) to a new desktop app designed to provide a convenient new access point to the workspace.

"The new Dropbox experience offers a modernized central workspace where users can access all of their files- including web-based and traditional files, seamlessly integrate popular tools, and better coordinate with team members. It's the first time anyone has natively integrated these new modes of work in one place."

[Tweet this](#)

"Work has become scattered—files are spread across devices, in the cloud, and on our hard drives. We're working across multiple apps that don't talk to each other, and teams are struggling to keep up," said Drew Houston, CEO, Dropbox. "We're focused on removing the friction from that experience, pulling everything together in a way that nobody has done before. The new Dropbox helps you quiet the noise and find focus at work."

Bring content together

The new Dropbox brings cloud-based content into the Dropbox file system to provide one central location for all content, including:

- **Cloud-based content** like Google Docs, Sheets, and Slides, which users can now create, access, and share within Dropbox. Users can

DROPBOX, INC.
NASDAQ:DBX

Tweets by @Dropbox

Dropbox @Dropbox
Listen to episode 2 of our Passion Economy podcast, where music producer Dave Marx talks about the challenges of starting a business in the middle of a pandemic, how remote collaboration actually helped his creative process, and why he's motivated to empower independent creators.
Jun 21, 2021

Dropbox @Dropbox
Can we build work around our lives instead of building our lives around work?
bit.ly/35tcjgo
Jun 17, 2021

Dropbox @Dropbox

When drafting your press release, please follow this handy, Slack-approved [Template](#). Once finalized, submit to pr@slack.com for approval, at least two weeks prior to launch



Marketing channels to consider

Social media

Amplifying your story through social networks can help drive traffic to your app's page. Make sure you craft a unique message for each platform, whether it's Facebook, LinkedIn, Instagram, Twitter or another destination popular with your audience.

Elements of a click-worthy social media post:

- Keep it catchy and engaging
- Add a visual to capture attention
- Be sure to link to your app directory listing
- Include a “call to action” — what step do you want them to take? Head straight to the app directory listing, share this post, or visit another page first?

Workday



The image shows a tweet from Workday (@Workday) announcing its presence in the Slack App Directory. The tweet text reads: "We're excited to announce that we're now live in the @SlackHQ App Directory! Here are the details: wd.inc/2mzQWa9 #productivity". Below the text is a video thumbnail featuring the Workday logo, a person's hands typing on a laptop, and the Slack logo. The video title is "workday FOR slack".

PagerDuty



The image shows a tweet from PagerDuty (@pagerduty) announcing the general availability of its Slack integration. The tweet text reads: "We're excited to announce that #PagerDuty's @SlackHQ integration is now generally available. After becoming one of our top-used integrations—while still in beta—over the last few months. Explore some of the key features of the #Slack integration here:". Below the text is a graphic titled "PagerDuty" with "Actionable Context" and "slack" below it. The graphic also features logos for AWS, Atlassian, Datadog, Zendesk, and ServiceNow, and a list of Slack channels: # noc, # itops, # devops, # customer-service, and # security. The tweet text at the bottom reads: "Announcing General Availability of PagerDuty's Slack Integration | PagerDuty The Slack integration is officially GA! Read about some of the features, including running a response play and spinning up a war room directly out o... pagerduty.com".

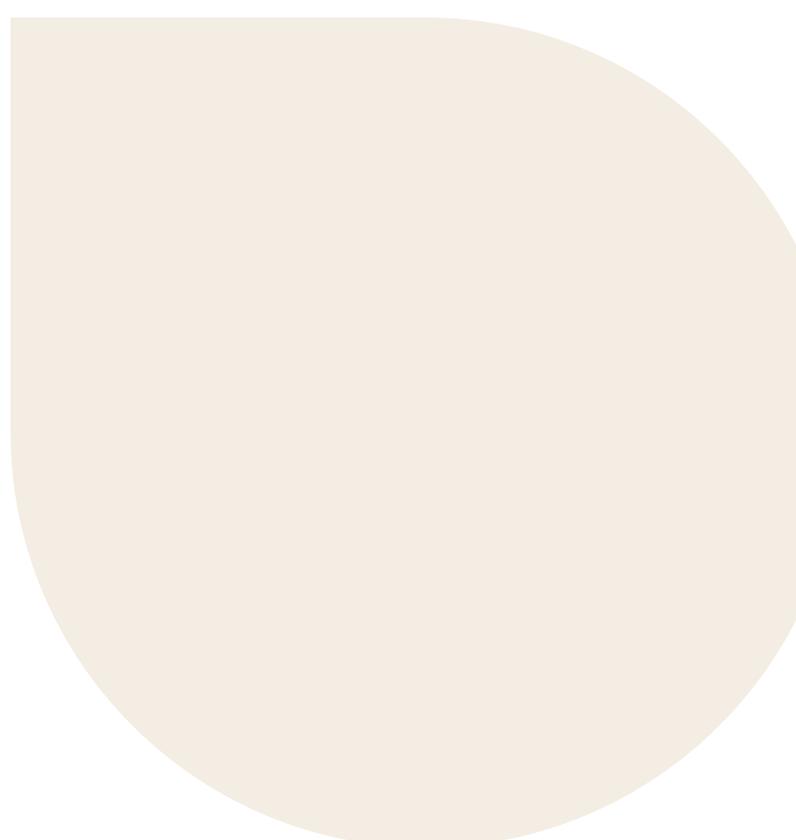


Blog

A blog is where you can tell the full story of what your app is all about, why you created it, how it solves a problem for your customers, and where they can go to learn more. This is your chance to make this app shine!

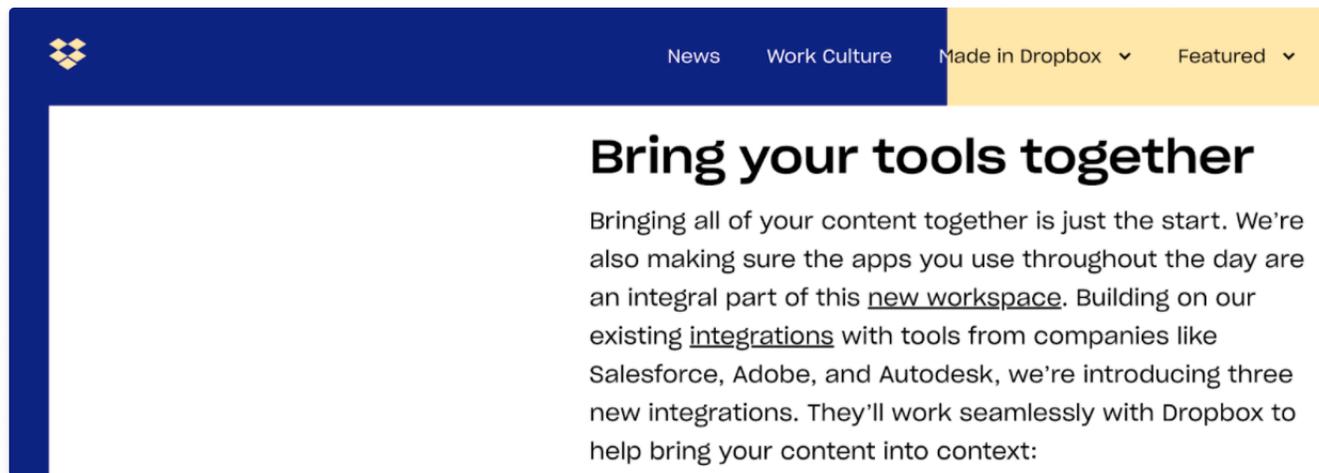
Elements of an engaging blog post:

- Title with specific benefit
- Interesting and easy to understand language
- Highlights why app is unique or what problem it solves
- Subheadings to detail the features, customer examples or interesting stats
- Example product images or GIFs
- Call to Action (**HINT:** Link to your App Directory Listing!)
- Conclusion and summary



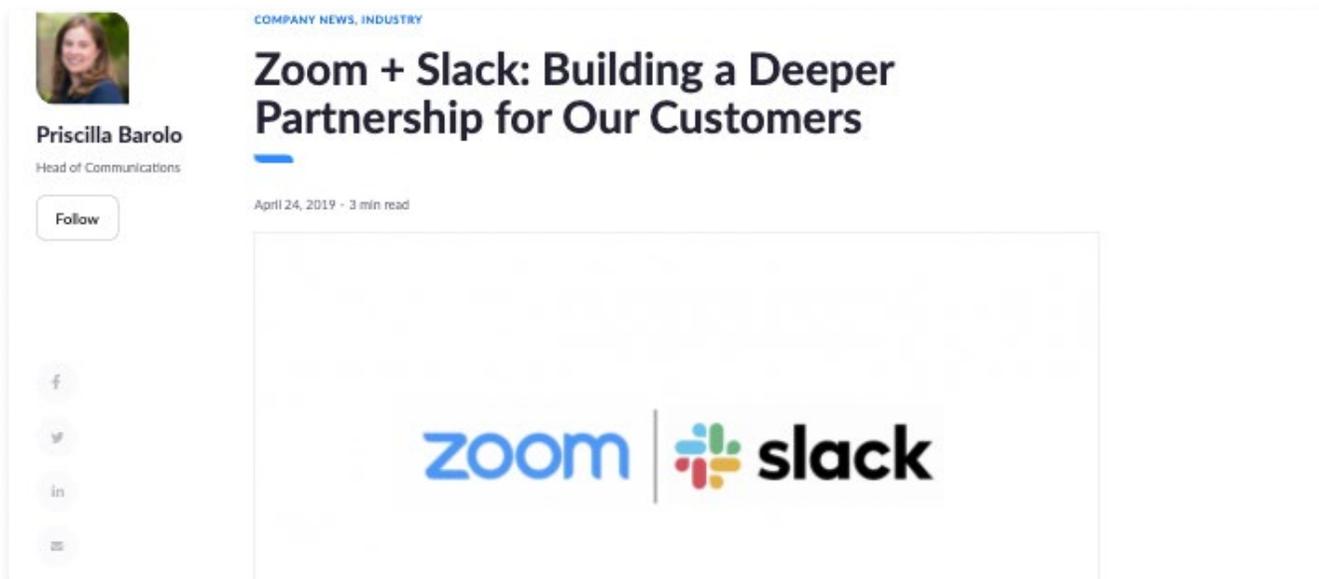
Marketing channels to consider

Dropbox



The image shows a screenshot of the Dropbox website. At the top, there is a dark blue navigation bar with the Dropbox logo on the left and menu items: "News", "Work Culture", "Made in Dropbox" (with a dropdown arrow), and "Featured" (with a dropdown arrow). Below the navigation bar, the main content area has a white background. The headline reads "Bring your tools together" in a large, bold, black font. Below the headline, the text says: "Bringing all of your content together is just the start. We're also making sure the apps you use throughout the day are an integral part of this [new workspace](#). Building on our existing [integrations](#) with tools from companies like Salesforce, Adobe, and Autodesk, we're introducing three new integrations. They'll work seamlessly with Dropbox to help bring your content into context:"

Zoom



The image shows a snippet of a blog post or article. On the left, there is a profile picture of Priscilla Barolo, a woman with long brown hair. Below the picture, her name "Priscilla Barolo" is written, followed by her title "Head of Communications". There is a "Follow" button below her name. To the right of the profile picture, the text "COMPANY NEWS, INDUSTRY" is displayed in a small, blue, uppercase font. The main headline of the article is "Zoom + Slack: Building a Deeper Partnership for Our Customers" in a large, bold, black font. Below the headline, there is a blue horizontal line. Underneath the line, the date and time "April 24, 2019 - 3 min read" are shown. The main content area of the article features a large image with the Zoom logo (the word "zoom" in blue lowercase letters) and the Slack logo (the word "slack" in black lowercase letters with a colorful icon to its left) separated by a vertical line.



Marketing channels to consider

Other channels

There are many other ways to reach your audience. Consider community groups, targeted events, paid promotion, your company website and email campaigns.

As always, include details about your app: what it is, why someone should care, what problem it's solving and what to do next.

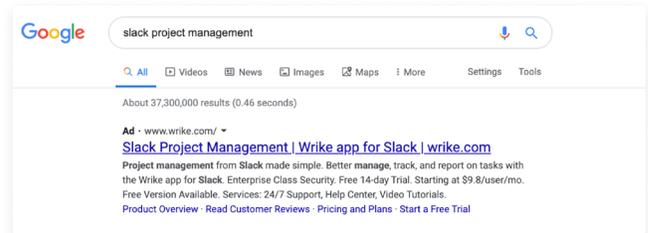
Key Marketing Actions

1. Identify your message and call to action
2. Determine the right distribution channels, whether that's PR, social media, website, paid digital, emails or others
3. Get the message out to your audience with consistent tone and coordinated timing

Email

App name	Short description
Outlook Calendar	Sync your status, respond to invites, and see your scheduler
App icon & Preview	Background color
	#004492
Long description	
Let your team know when you're busy and keep your calendar top of mind with up-to-date reminders in Slack. Available for Office 365 Outlook Calendar.	

Paid ad



Google search results for "slack project management". The search bar shows "slack project management" and the search button. Below the search bar, there are filters for "All", "Videos", "News", "Images", "Maps", "More", "Settings", and "Tools". The search results show "About 37,300,000 results (0.46 seconds)". The first result is an advertisement for Wrike, with the text: "Ad · www.wrike.com/ · Slack Project Management | Wrike app for Slack | wrike.com". The ad text continues: "Project management from Slack made simple. Better manage, track, and report on tasks with the Wrike app for Slack. Enterprise Class Security. Free 14-day Trial. Starting at \$9.8/user/mo. Free Version Available. Services: 24/7 Support, Help Center, Video Tutorials. Product Overview · Read Customer Reviews · Pricing and Plans · Start a Free Trial".



Enablement

There is one more audience to consider—your colleagues! As ambassadors of your company, you’ll want to ensure that they are aware of the newest app. In particular, if you have a sales team, make sure that they have all the materials they need to help get the word out about the newest integration. Use these helpful templates to create an internal toolkit.

Sales Tools

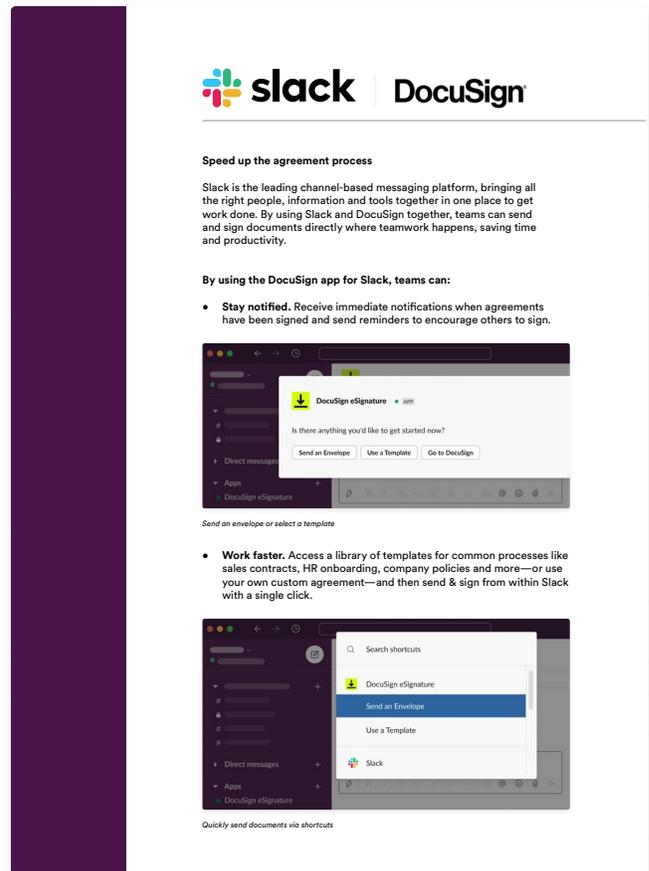
 **One pager**—Think of this as a summary and introduction to your app.

 **Slide deck**—Start with slides to provide more feature-specific details, and visual explanations of how the app works.

 **Customer story template**—Hearing firsthand from a customer who loves the product is the best validation you can find.

 **Slack messaging**—Make sure you’re mentioning Slack appropriately: “Slack is the leading channel-based messaging platform bringing all the right people, information and tools together in one place to get work done.”

 **Product demo**—Show how the product works by sharing animated GIFs or recorded demo videos with your sales teams to understand how teams actually use the integration in different scenarios.



The screenshot shows a Slack channel with the DocuSign app integrated. At the top, the Slack and DocuSign logos are displayed. Below the logos, the text reads: "Speed up the agreement process". A paragraph follows: "Slack is the leading channel-based messaging platform, bringing all the right people, information and tools together in one place to get work done. By using Slack and DocuSign together, teams can send and sign documents directly where teamwork happens, saving time and productivity." Below this, a bullet point states: "By using the DocuSign app for Slack, teams can:" followed by a list item: "Stay notified. Receive immediate notifications when agreements have been signed and send reminders to encourage others to sign." Below the text, there are two screenshots of the Slack interface. The first screenshot shows a DocuSign eSignature notification in a Slack message with buttons for "Send an Envelope", "Use a Template", and "Go to DocuSign". Below it is the caption: "Send an envelope or select a template". The second screenshot shows a search for shortcuts in Slack, with "DocuSign eSignature" listed and "Send an Envelope" selected. Below it is the caption: "Quickly send documents via shortcuts".



Keeping the momentum going

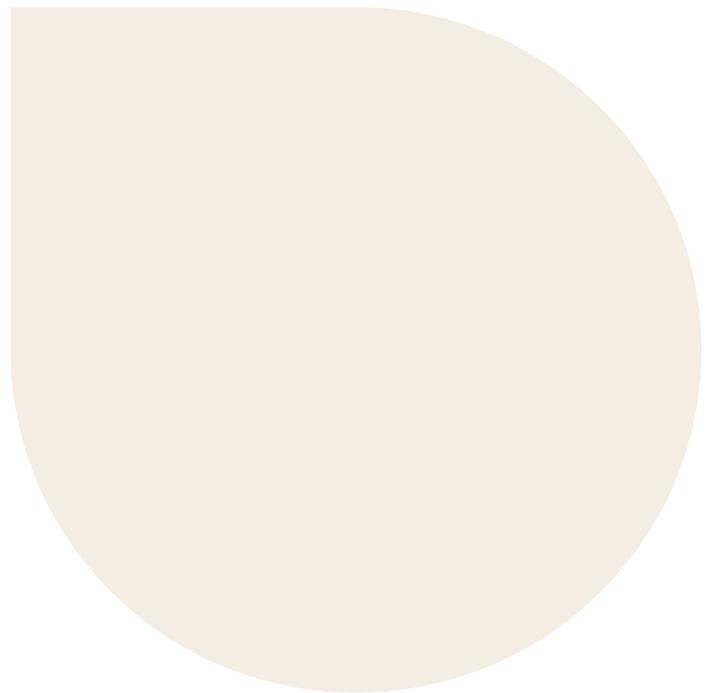
Take a minute to celebrate your success—**you did it!**

Then it's back to work.

In addition to optimizing your app and tracking usage metrics, consider capturing some of the insights from your promotional activities and launch day to inform future releases.

- Did a particular message or channel outperform others? Why?
- What fell flat? A swing and a miss can teach us just as much as a home run.
- Share your findings with your internal teams so they can benefit too. Knowledge is power.
- And keep these learnings in mind as you continue to refine and update your app.

Lastly, of course, thank you for partnering with Slack.



About Slack

Slack makes work simpler, more pleasant and more productive. It's the leading channel-based messaging platform—a new layer of the business technology stack used by millions to align their teams, unify their

systems and drive their businesses forward. Only Slack offers a secure, enterprise-grade environment that can scale with the largest companies in the world.



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