



Mobile Communication App 2016 Launch Services

	PREMIUM LAUNCH MATERIALS	LAUNCH SERVICE (Basic)	LAUNCH SERVICE (Advanced)
Assets	<ul style="list-style-type: none"> Promotional video, print materials, social media packet Customized with district branding 	<ul style="list-style-type: none"> Promotional video, print materials, social media packet Customized with district branding Personalized reference sheet on launch consulting Pre-fabricated training material 	<ul style="list-style-type: none"> Promotional video, print materials, social media packet Customized with district branding Personalized reference sheet on launch consulting Pre-fabricated training material
Access to CE Community (share site)	Yes	Yes	Yes
Consultation Services	None	Two-hour online consultation: <ul style="list-style-type: none"> Review launch structure, strategies, and best practices 	Onsite Consultation Services: 2 days <ul style="list-style-type: none"> Develop launch strategy, specific timelines, communication plan and best practices with district <ul style="list-style-type: none"> Audience: District personnel, PR communications, Principals Incorporate District plan Pre- and post-launch calls <ul style="list-style-type: none"> Launch timeframe, 30 days post launch Check in, provide insights/direction, Q&A
Value	<ul style="list-style-type: none"> Professionally customized assets for app promotion 	<ul style="list-style-type: none"> Professionally customized assets for app promotion Understanding of a well-planned launch and how to develop your app story to generate the most interest Idea bank to draw inspiration from for planning & app marketing strategies Private consultation with K-12 app expert 	<ul style="list-style-type: none"> Personally tailored and comprehensive launch plan Professionally customized assets to promote app Deeper knowledge of launch mechanics on how to succeed and get positive reviews Close monitoring to ensure plan stays on schedule Private, onsite consultations with K-12 app expert

Blackboard.com

Copyright © 2016. Blackboard Inc. All rights reserved. Blackboard, the Blackboard logo, BbWorld, Blackboard Learn, Blackboard Transact, Blackboard Connect, Blackboard Mobile, Blackboard Collaborate, Blackboard Analytics, Blackboard Engage, Edline, the Edline logo, the Blackboard Outcomes System, Behind the Blackboard, and Connect-ED are trademarks or registered trademarks of Blackboard Inc. or its subsidiaries in the United States and/or other countries. Blackboard products and services may be covered by one or more of the following U.S. Patents: 8,265,968, 7,493,396; 7,558,853; 6,816,878; 8,150,925