



**Help your customers
keep life on track**

**Ways to
promote the
AusPost app**



Australia Post

Many people across Australia use the AusPost app to track their parcels and take control of their deliveries. Yet some of your customers may not know about this helpful tool.

We've created this toolkit to help you promote the app to any of your customers who aren't aware of it. It includes helpful information and a suite of assets you can use in various ways, from your website to email campaigns.

Why promote the app?

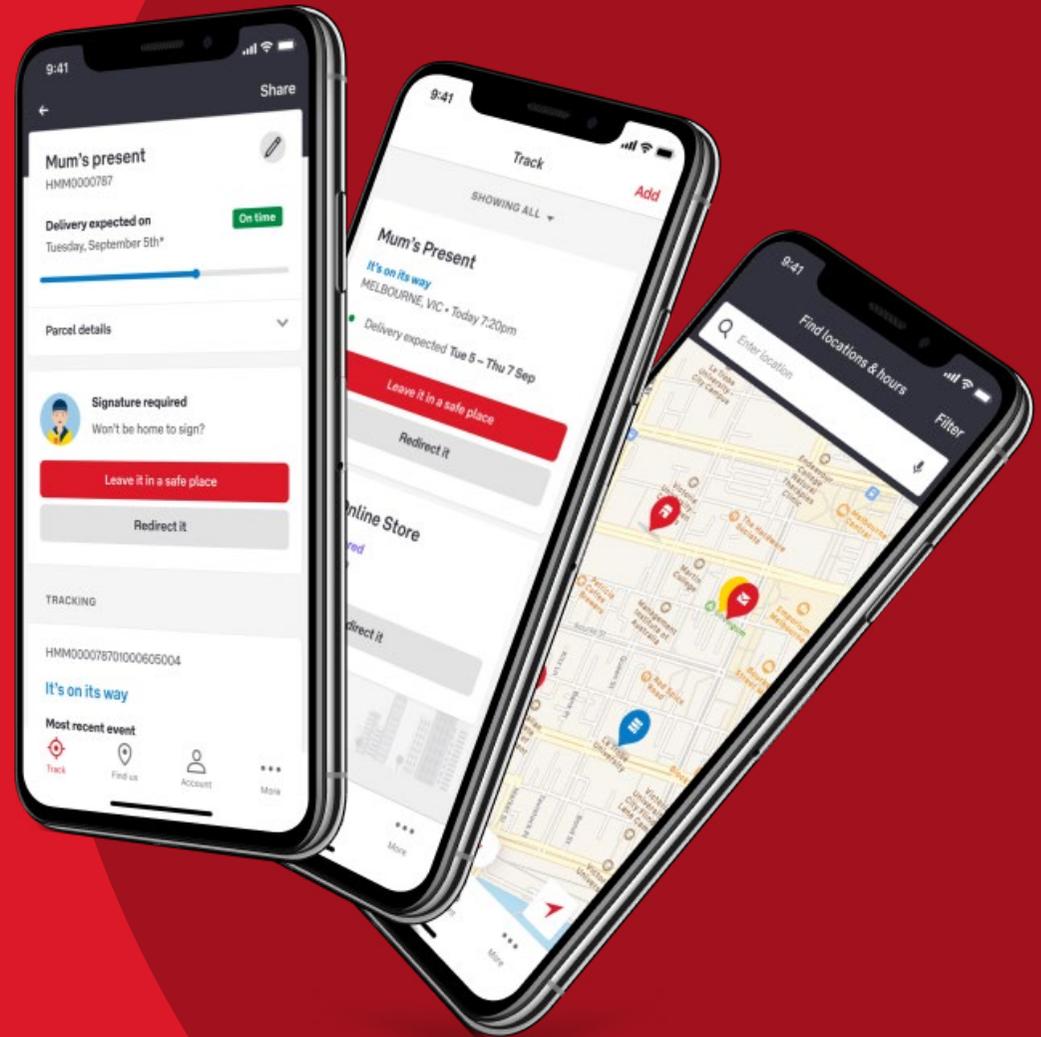
The AusPost app helps to improve the delivery experience for customers and offers a range of benefits to your business.

Customers get a better delivery experience, with:

- ✓ More choice and control over delivery options
- ✓ More deliveries arrive first time
- ✓ An easy way to track their parcel as it moves through the network.

Retailers reap the rewards, too, with:

- ✓ Fewer customer enquiries about deliveries
- ✓ More likely to increase delivery NPS and customer satisfaction
- ✓ Greater likelihood of repeat purchases.



Tips to promote the app

Create a seamless online shopping experience by adding helpful links to the AusPost app at various points along the purchase journey – including online checkout, your shipping page, FAQ page, email campaigns and order confirmation/tracking emails.

Wherever you choose to promote the app, remember to:

 Tell your customers how it could help them

 Follow your brand guidelines

 Use your brand tone of voice

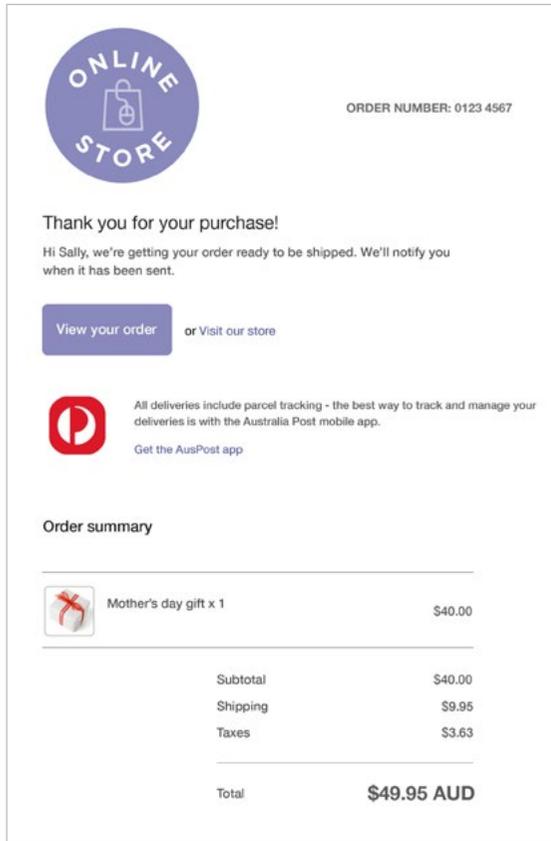
 Add a link to download the app.



Online store

Checkout

The confirmation screen at checkout is a helpful place to promote the app to your customers. Consider placing the promotion under an introductory ‘thanks for your purchase’ blurb.



The screenshot shows a checkout confirmation page. At the top left is the 'ONLINE STORE' logo. To the right, the order number is '0123 4567'. Below the logo, a message says 'Thank you for your purchase!' followed by 'Hi Sally, we're getting your order ready to be shipped. We'll notify you when it has been sent.' There are two buttons: 'View your order' and 'or Visit our store'. Below this is a red Australia Post logo with the text 'All deliveries include parcel tracking - the best way to track and manage your deliveries is with the Australia Post mobile app. Get the AusPost app'. The 'Order summary' section shows a table with one item: 'Mother's day gift x 1' for \$40.00. Below the table, the subtotal is \$40.00, shipping is \$9.95, taxes are \$3.63, and the total is \$49.95 AUD.

ORDER NUMBER: 0123 4567

Thank you for your purchase!

Hi Sally, we're getting your order ready to be shipped. We'll notify you when it has been sent.

[View your order](#) or [Visit our store](#)

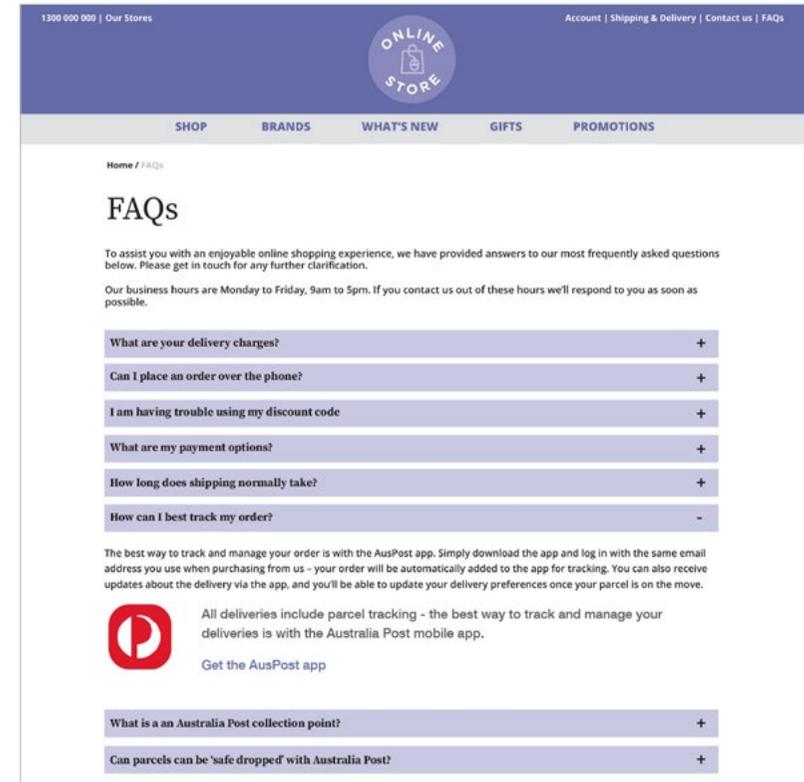
 All deliveries include parcel tracking - the best way to track and manage your deliveries is with the Australia Post mobile app. [Get the AusPost app](#)

Order summary

 Mother's day gift x 1	\$40.00
Subtotal	\$40.00
Shipping	\$9.95
Taxes	\$3.63
Total	\$49.95 AUD

FAQ

If you have an FAQ page, add a helpful question to the shipping section about tracking your order.



The screenshot shows an FAQ page. The top navigation bar includes '1300 000 000 | Our Stores', 'Account | Shipping & Delivery | Contact us | FAQs', and the 'ONLINE STORE' logo. Below the navigation bar are links for 'SHOP', 'BRANDS', 'WHAT'S NEW', 'GIFTS', and 'PROMOTIONS'. The main heading is 'FAQs'. A sub-heading says 'Home / FAQs'. The text reads: 'To assist you with an enjoyable online shopping experience, we have provided answers to our most frequently asked questions below. Please get in touch for any further clarification. Our business hours are Monday to Friday, 9am to 5pm. If you contact us out of these hours we'll respond to you as soon as possible.' There is a list of questions with expandable answers: 'What are your delivery charges?' (+), 'Can I place an order over the phone?' (+), 'I am having trouble using my discount code' (+), 'What are my payment options?' (+), 'How long does shipping normally take?' (+), and 'How can I best track my order?' (-). Below this is a section for the AusPost app: 'The best way to track and manage your order is with the AusPost app. Simply download the app and log in with the same email address you use when purchasing from us - your order will be automatically added to the app for tracking. You can also receive updates about the delivery via the app, and you'll be able to update your delivery preferences once your parcel is on the move.' This is followed by the Australia Post logo and the text 'All deliveries include parcel tracking - the best way to track and manage your deliveries is with the Australia Post mobile app. Get the AusPost app'. At the bottom, there are two more expandable questions: 'What is an Australia Post collection point?' (+) and 'Can parcels be 'safe dropped' with Australia Post?' (+).

1300 000 000 | Our Stores Account | Shipping & Delivery | Contact us | FAQs

ONLINE STORE

SHOP BRANDS WHAT'S NEW GIFTS PROMOTIONS

Home / FAQs

FAQs

To assist you with an enjoyable online shopping experience, we have provided answers to our most frequently asked questions below. Please get in touch for any further clarification. Our business hours are Monday to Friday, 9am to 5pm. If you contact us out of these hours we'll respond to you as soon as possible.

- What are your delivery charges? +
- Can I place an order over the phone? +
- I am having trouble using my discount code +
- What are my payment options? +
- How long does shipping normally take? +
- How can I best track my order? -

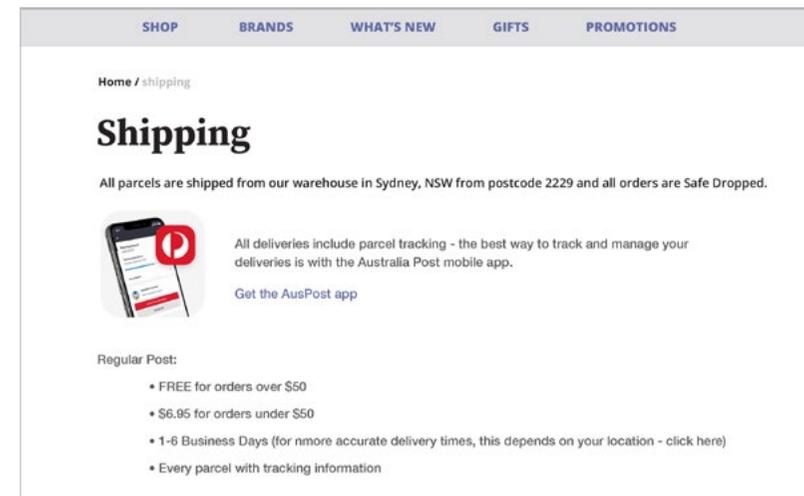
The best way to track and manage your order is with the AusPost app. Simply download the app and log in with the same email address you use when purchasing from us - your order will be automatically added to the app for tracking. You can also receive updates about the delivery via the app, and you'll be able to update your delivery preferences once your parcel is on the move.

 All deliveries include parcel tracking - the best way to track and manage your deliveries is with the Australia Post mobile app. [Get the AusPost app](#)

- What is an Australia Post collection point? +
- Can parcels be 'safe dropped' with Australia Post? +

Shipping page

Similar to your checkout page, consider adding information about the app to your shipping page. You could use the same copy as you use at checkout.



The screenshot shows a shipping page. The top navigation bar is the same as the FAQ page. Below the navigation bar are links for 'SHOP', 'BRANDS', 'WHAT'S NEW', 'GIFTS', and 'PROMOTIONS'. The main heading is 'Shipping'. A sub-heading says 'Home / shipping'. The text reads: 'All parcels are shipped from our warehouse in Sydney, NSW from postcode 2229 and all orders are Safe Dropped.' Below this is an image of a smartphone displaying the AusPost app and the text 'All deliveries include parcel tracking - the best way to track and manage your deliveries is with the Australia Post mobile app. Get the AusPost app'. Below this is a section for 'Regular Post:' with a list of bullet points: 'FREE for orders over \$50', '\$6.95 for orders under \$50', '1-6 Business Days (for nmore accurate delivery times, this depends on your location - click here)', and 'Every parcel with tracking information'.

SHOP BRANDS WHAT'S NEW GIFTS PROMOTIONS

Home / shipping

Shipping

All parcels are shipped from our warehouse in Sydney, NSW from postcode 2229 and all orders are Safe Dropped.

 All deliveries include parcel tracking - the best way to track and manage your deliveries is with the Australia Post mobile app. [Get the AusPost app](#)

Regular Post:

- FREE for orders over \$50
- \$6.95 for orders under \$50
- 1-6 Business Days (for nmore accurate delivery times, this depends on your location - click here)
- Every parcel with tracking information

Emails

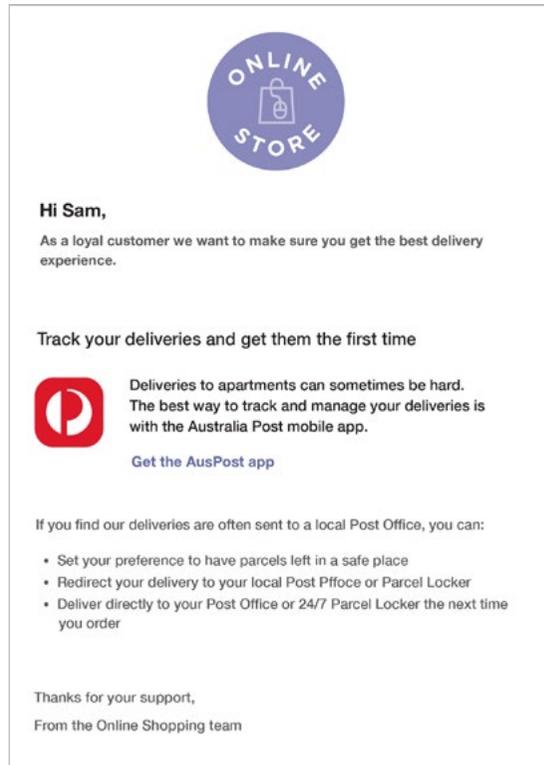
Whether you're sending promotional email campaigns or confirmation/tracking emails to your customers, both are a great opportunity to promote the app.

Email campaigns

Recognising that some customer groups – particularly apartment dwellers – may sometimes miss their deliveries first time around, you could consider running an email campaign that promotes how the app helps with first time deliveries.

Order confirmation and tracking emails

To build on the excitement of a new order, encourage your customers to download the AusPost app in order confirmation/tracking emails.



The image shows a sample email template. At the top center is a purple circular logo with a white shopping bag icon and the text 'ONLINE STORE'. Below the logo, the email content is as follows:

Hi Sam,
As a loyal customer we want to make sure you get the best delivery experience.

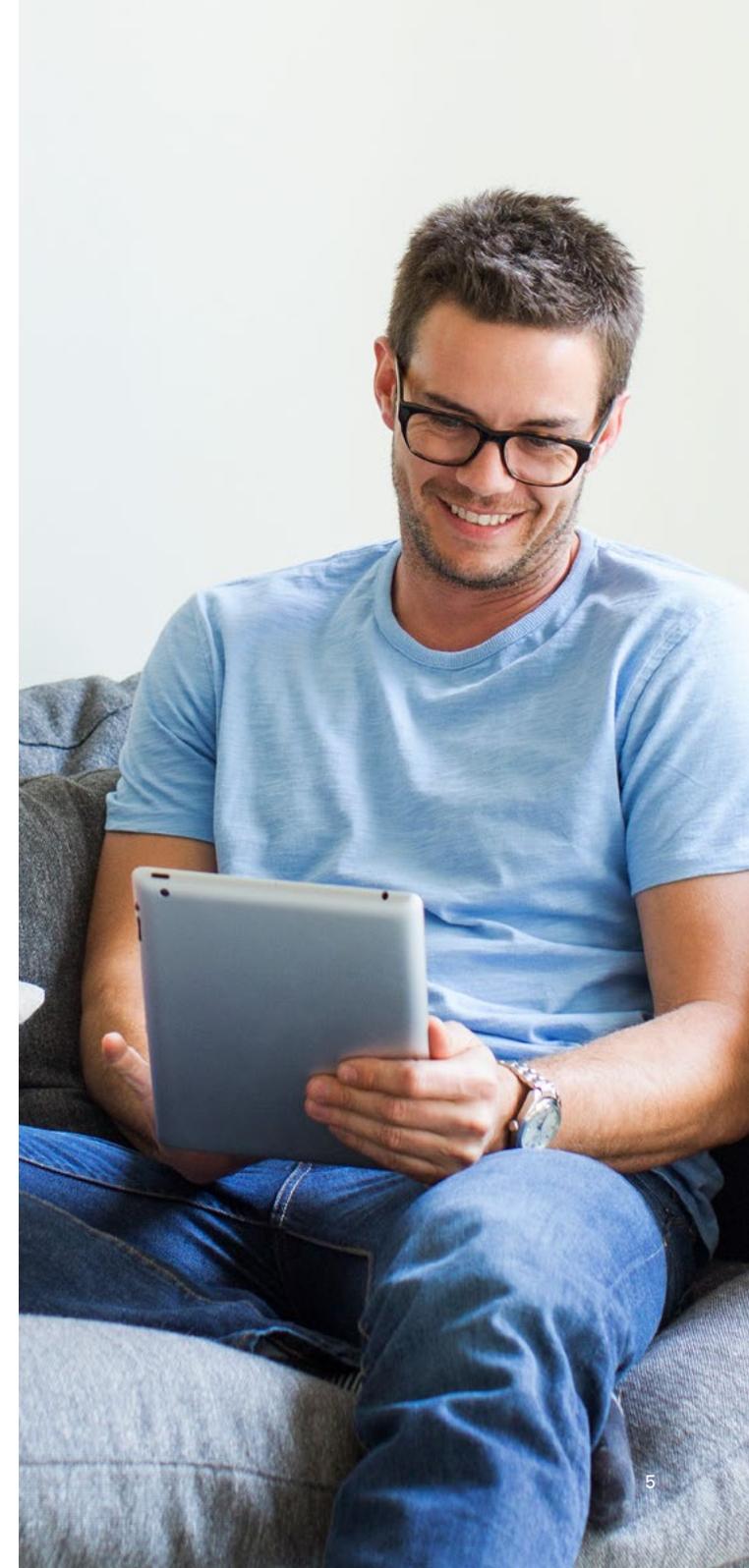
Track your deliveries and get them the first time

 Deliveries to apartments can sometimes be hard. The best way to track and manage your deliveries is with the Australia Post mobile app.
[Get the AusPost app](#)

If you find our deliveries are often sent to a local Post Office, you can:

- Set your preference to have parcels left in a safe place
- Redirect your delivery to your local Post Office or Parcel Locker
- Deliver directly to your Post Office or 24/7 Parcel Locker the next time you order

Thanks for your support,
From the Online Shopping team



How to get started

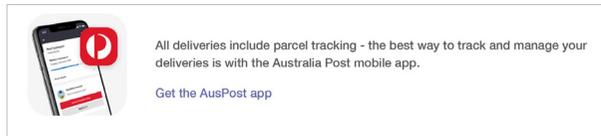
We've created this toolkit of images and code to help you promote the app.

Link

Wherever you promote the app, link to the AusPost app download page: <https://auspost.app.link/app>

Code

You can add a pre-built tile to your website that looks like this:



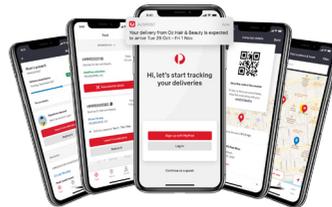
The easiest way to get your customers to download the AusPost app is to embed a link on your website. To do this, simply add the source code below into your CSS where you want the link to appear. Here's what it will look like:

```
<!-- AusPost App -->
<table style="border: 0; margin-left: auto; margin-right: auto;" >
  <tr>
    <td></td>
    <td>The best way to track and manage your deliveries is with the <b>Australia Post mobile app.</b><br/><br/><a
      href="https://auspost.app.link/app" title="Get the AusPost app"><b>Get the AusPost app</b></a></td>
  </tr>
</table><!-- AusPost App -->
```

Images

Along with this toolkit, you can obtain a zip file with images from your Account Manager. The images include the app logo and a range of images that show the app in action.

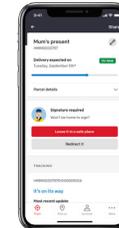
Use the images when you promote the app to give your customers a clear picture of how it could help improve their delivery experience.



App all experience.png



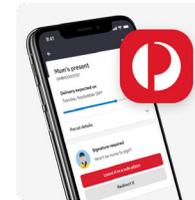
App logo.png



App single.png



App split screen.png



App square.png



App various.png

For more insights on promoting the AusPost app to your customers,
contact your Account Manager.

Learn more at auspost.com.au/business/ecommerce/promote-tracking-app