

HOW CAN A MOBILE APP BENEFIT MY BUSINESS?



 **BlackBerry**



**REACH FARTHER
WITH MOBILE APPLICATIONS**



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MOBILE APPS SUMMARY

WHAT ARE MOBILE APPS?

Mobile applications (or mobile apps) are software applications designed to run on smartphones, tablet computers and other mobile devices. They are usually available through application distribution platforms, which are typically operated by the owner of the mobile operating system, such as the Apple App Store, Google Play, Windows Phone Store, and BlackBerry App World. Some apps are free, while others must be bought. Usually, they are downloaded from the platform to a target device, such as an iPhone, BlackBerry, Android phone or Windows Phone, but sometimes they can be downloaded to laptops or desktops. A mobile application also may be known as an app, Web app, online app, iPhone app or smartphone app.



EXPERIENCE GREATER REACH



EASY, EFFICIENT MARKETING



ONE INSTEAD OF MANY



UNIFORM LOOK & FEEL



USE OF KNOWN TECHNOLOGIES

DATABERRY MOBILE PLATFORMS



iPhone



iPad



iPod



Android Mobile



Android Tablet

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BENEFITS

BUSINESS BENEFITS OF MOBILE APPS

- Build relationships
- Create loyalty
- Reinforce your brand
- Increase your visibility
- Improve your accessibility
- Access to the "New App Economy"
- Solve spam indeliverability
- Boost sell-through
- Expand mobile exposure
- Connect with on-the-go customers
- Generate repeat business
- Enhance your Social strategy

CUSTOMER BENEFITS OF MOBILE APPS

- Easy inventory access
- Notifications of events, specials, etc
- One-tough access to contact info
- Directions to locations
- Fast, seamless appointments
- Automatic appointment recording
- Automated service date reminders
- Mileage and recent service records
- Embedded QR code scanning
- Free one-on-one chat
- Extras: parking markers, loan calculators, local gas prices, and more

MOBILE APPS vs MOBILE VERSION OF WEBSITES

MOBILE APP

- Functions offline
- Direct Push notification
- Always visible on phone home screen
- Appears in App Stores

MOBILE-TAILORED WEBSITE

- ⊘ Must be viewed online, through a browser

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APPS BUILT FOR YOUR INDUSTRY

WHAT ARE OTHER BUSINESSES DOING WITH MOBILE APPS?

Big businesses like **Amazon**, **eBay**, **AT&T**, and **Starbucks**, started promoting their brands and merchandise with Mobile Apps a few years ago. Smaller businesses quickly followed suit. Auto dealerships, hair salons, realtors – a whole host of industries – jumped into the App world.

amaz



Why?

Mobile Apps are the most affordable and effective way to reach out to customers in today's online world.

WHAT CAN YOU DO WITH A MOBILE APP?

- **Connect - Communicate with your customers**
- **Inform - Educate your customers**
- **Build Loyalty - Retain your customers**
- **Generate Business - Acquire new customers**

Choose your industry and get started on your very own mobile app today!



CALL US TODAY
(855) 350-0707



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