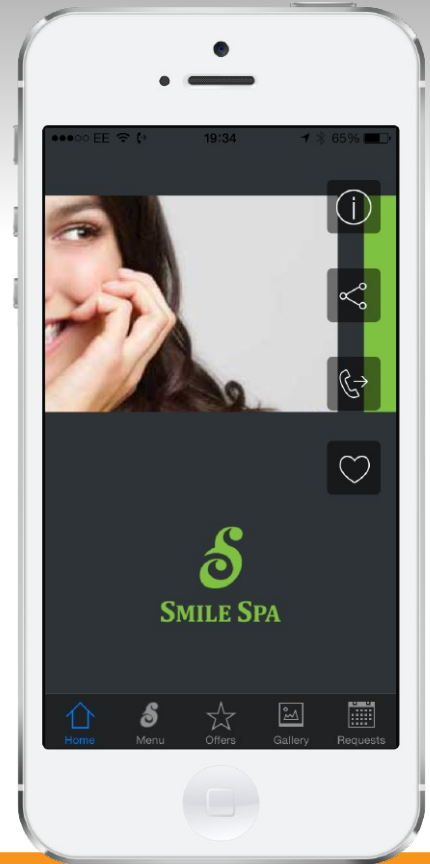


Why Apps?

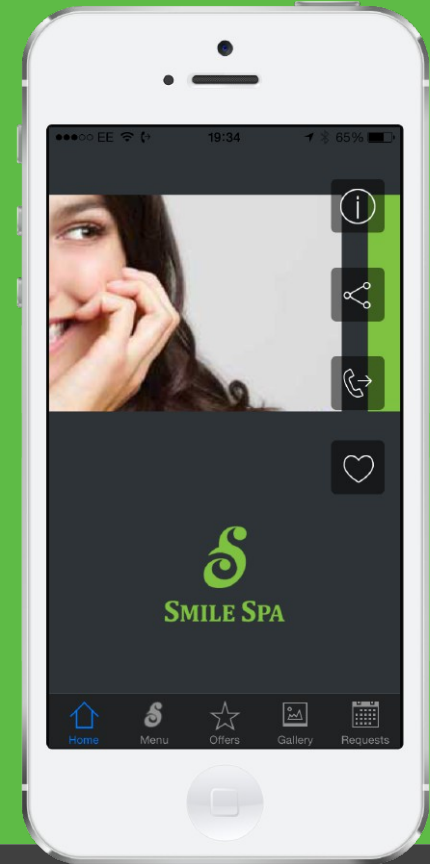


It's all about the **App**

WHAT IS AN APP?

At the most basic level, an 'App' is simply an application, much like Microsoft® Word or Excel. It's a piece of software that does something –

In recent years, the term 'App' has been coined to primarily refer to applications that run a mobile phone.

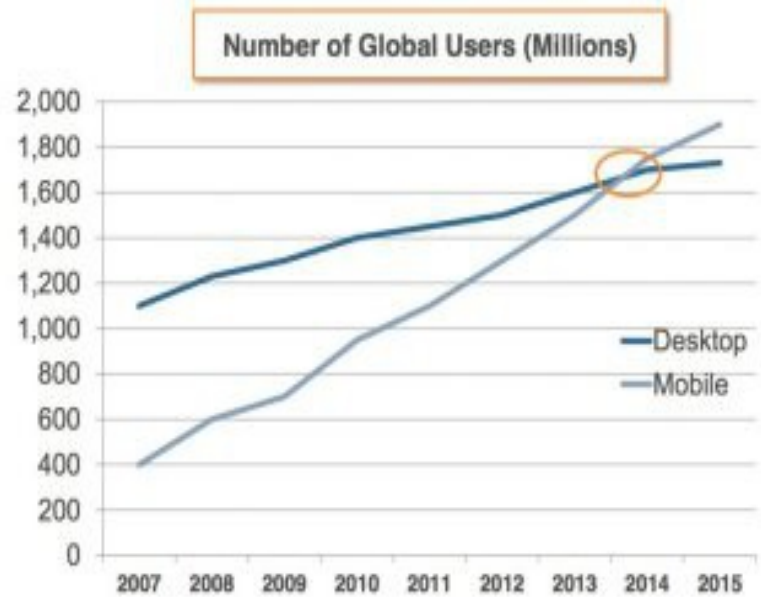


WHY MOBILE?

It's all about the **App**

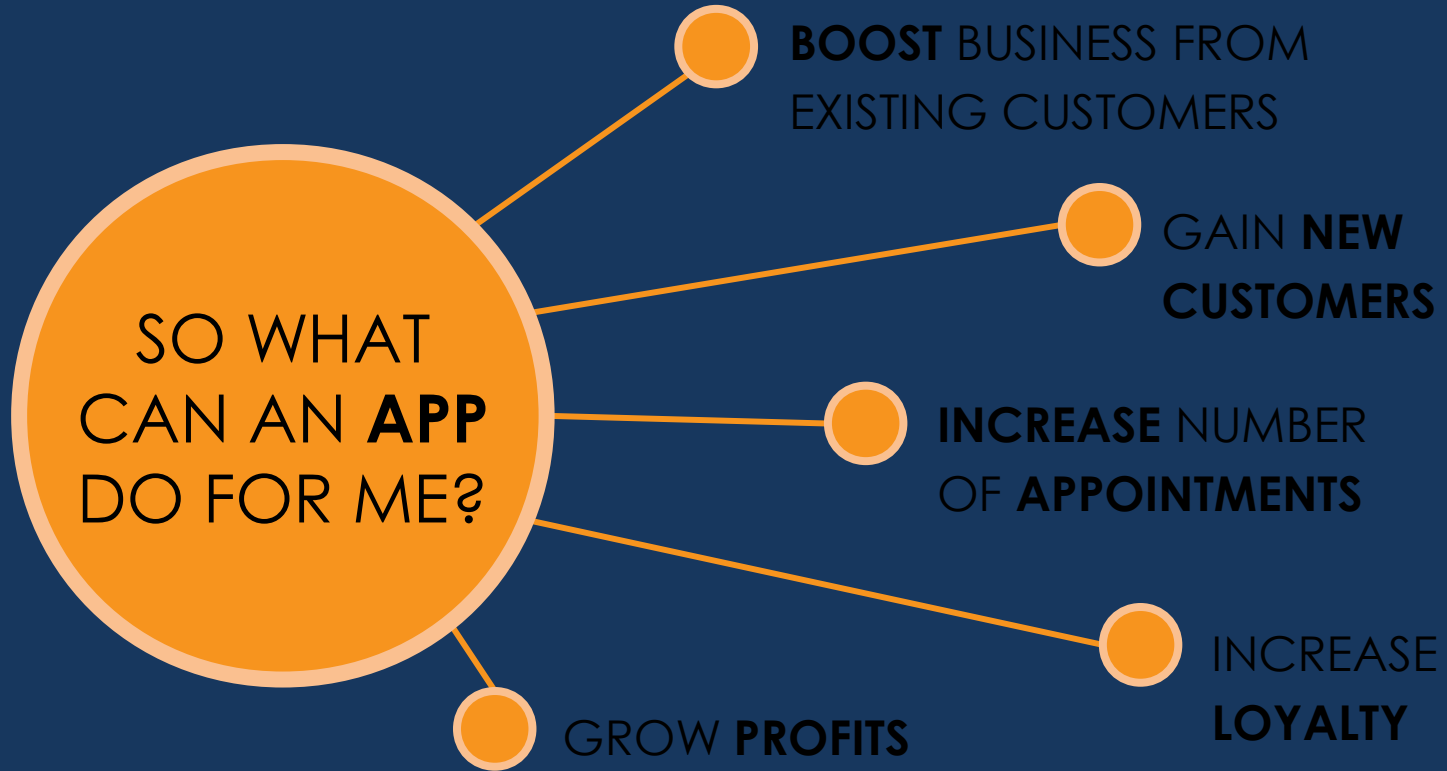
PEOPLE ARE NOW SPENDING MORE TIME ON **MOBILES** THAN ON A **DESKTOP**

Users prefer apps to mobile websites... more of their time is spent in apps than on the internet



WHY MOBILE?

It's all about the **App**



WHY MOBILE?

It's all about the **App**

HOW?



1 Connect with customers everywhere

- Having a native app allows a small business to connect with customers at any time
- Whenever customers want to interact with your business, they can
- Fewer barriers there are to interaction, the higher your sales will go

2 Drive customers to the stores and keep them there

- 70% of people contact a business after a search on their mobile device
- If your business's mobile experience appears among search results, and is easy to browse, chances are good that you'll be getting more traffic and leads from it
- If not, you may be somewhat invisible to customers that are out and about

WHY MOBILE?

It's all about the **App**

HOW?



3

Avoid lost business and get recommendations

- Bad mobile experiences are expensive to small businesses
- 57% of users won't recommend a business if they don't like the business's mobile experience
- 66% won't return to the website if it gives them trouble
- 40% will ultimately head on to a competitor

4

Grow your business

- Small businesses that go mobile ahead of others can expect to enjoy a share of new business that is larger than their ordinary market share
- Mobile represents a huge new arena of opportunity

WHY MOBILE?

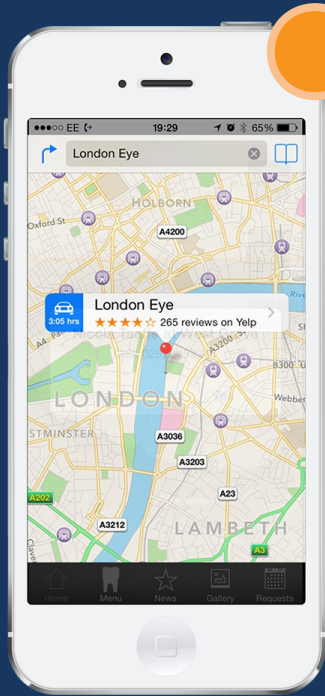
It's all about the **App**

SO WHAT FEATURES CAN AN APP INCLUDE?

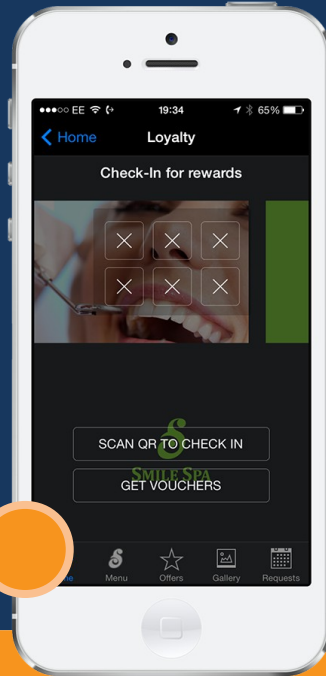


WHY MOBILE?

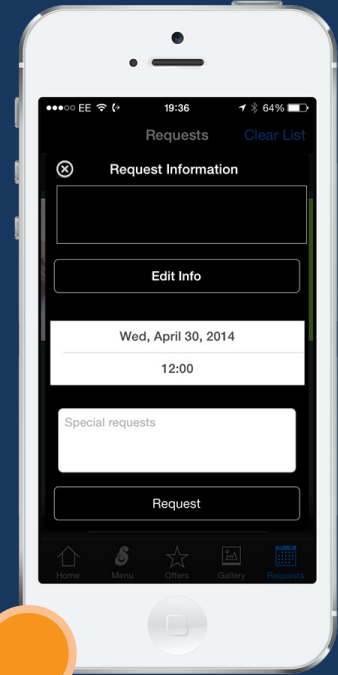
It's all about the **App**



All business information -
maps with sat nav directions



Loyalty Programmes



Booking Requests

WHY MOBILE?

It's all about the **App**

RECOMMEND A FRIEND SCHEMES



with posting to Facebook / Twitter / Email / SMS - with incentives!

One touch to call

Full service menu - with price lists

More Features

Offers

Gallery



WHY MOBILE?

It's all about the **App**



So what should I
consider when
deciding to have
an **app created**?

Investing in a mobile site or app should not be considered lightly, it's a decision that will dictate how your customers engage with your company and can potentially determine how well your business competes in the mobile marketplace.

Thoughts



Budget. What sort of budget is available for the initial investment and for on-going enhancements and maintenance?



Accessibility. What mobile devices are the intended target audiences using?



Revenue. How will the solution generate revenue for the business either directly or indirectly?

Delivery. How do you want to deliver information to your target audience?



Integration. Does the mobile solution need to take advantage of the mobile device's native functionality such as GPS?



Connectivity. Will the intended target audience have an internet connection when the mobile solution is required?

Evaluation against these factors allows businesses to objectively assess the suitability of the mobile platform for their market and target audience needs.

WHY MOBILE?

It's all about the **App**



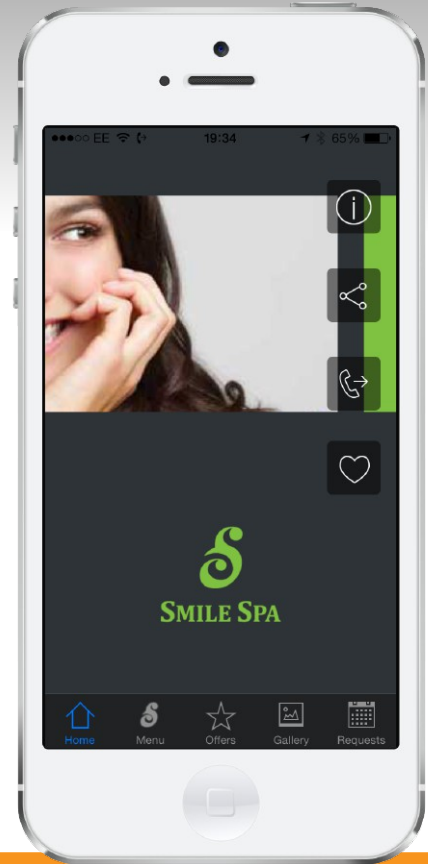
Conclusion

- The World is going mobile
 - Apps are more useful than websites
- An app can help to grow your business
- Most smaller businesses still don't have an app - now is the time to get a head start

WHY MOBILE?

It's all about the **App**

Questions?



It's all about the **App**