How to significantly improve your
Marketing
Strategy

And get the results you want

How can you improve your company's growth rate, create a strong degree of stability and develop significant strength in your marketing results?

Let me tell you a story...

Geoffery Toynbee-Smith is the CEO of a group of Hairdressing Salons. He and his directors were seeing a current downward trend in customer sales & services and could not fathom out why. They were doing everything right, had completely re-branded and upgraded their salons, added more chairs and retrained the staff.

What were they missing? They needed something to attract customers, engage them and keep them coming back. How?

Some simple words of advice

Geoffrey's 19 year old student daughter hit the nail right on the head one evening and it made Geoffery sit up and realise that they were not embracing mobile technology. This is what would make that significant difference!

She simply said "Have you got a mobile app for your company? Did you realise how many hours consumers, especially younger ones, spend on their mobiles? Do you realise that the mobile is probably the most powerful marketing tool there is today?"

"You need to invest in a mobile app Dad… and now! This will begin to change things for your company… big time".

That simple bit of advice hit home and Geoffery began searching for a solution the next day.

A typical scenario

Now this is a typical story of many businesses who fail to embrace the fact that mobile is king and is here to stay. OK so they do a bit of social media and have a following but they fail to use the mobile device as a proper marketing platform.

In the next part of this document, I will aim to explain some very interesting facts relating to the incredible power of the mobile app and what it could mean for your bottom line…

Let's look at some facts and figures for a moment.

The typical mobile owner spends probably around 4 or more hours a day looking at their mobile device, searching, communicating, chatting, on social media, posting photos and messages and using **MOBILE APPS!** Their phones run on them.

How often do you use your mobile phone in a day?

- You might when you first wake and before you shut your eyes at night
- You may read and send emails
- You could watch a movie or youtube clips
- Searching for a meal out, a movie, a concert
- When you have nothing else to do
- On the train
- Waiting for a bus
- Whenever the phone goes "ping"
- When you are supposed to be working

    The list goes on…

90 Percent

Around 90 percent of all this activity is with using mobile apps, the small amount left is with using a web browser. This is why the mobile app is so synonymous nowa-days with marketing and sales.

86 Percent

86 percent of mobile users find what they are looking for via the internet… and the mobile app plays a massive part in this.

How does this apply to me?

So, how can any business use a mobile app to increase their bottom line? Are they not too expensive? How do people keep them updated and use them to send messaging and special offers. Are they just too complicated?

Well… not if they are designed for simplicity, ease of use, future proof and with the business owner (or perhaps an employee) in mind!

A mobile app can be all this and still come in at an affordable price. We are not talking thousands. A lot of small to medium companies can't justify the huge outlays often associated with mobile app development. So they give up and miss out.

Why Have A Mobile App For Your Business?

If you are under the impression that mobile apps are for big business and corporate users only, you could find yourself very much mistaken!

Increasingly small to medium sized businesses are taking advantage of what a mobile marketing strategy has to offer. An effective strategy is more than just having a "responsive" web site.

You will be seeing even small high street businesses employing the use of their own dedicated mobile apps; local hairdressers, beauty salons, dental practices, restaurants etc. These ones are now getting themselves way ahead of the game and could well be attracting customers away from those who have not embraced this marketing strategy as yet.

Some years ago I began learning about "mobile ready" web sites which could be read and navigated far more easily on a mobile device. Greater numbers of web visitors were gaining access to the web via mobile devices and needed a better mobile experience. Hardly anyone at the time had a web site which could change its' formatting to suit a mobile and so we were all pinching and zooming and having to travel left and right up and down to read people's web sites! The more mobile users… the greater the call for something better. So I took the hint and began producing "mobile" websites which could be used as an add-on to an existing site… flipping over to the mobile browser version automatically.

People told me I was bonkers to assume that their web sites were not working properly on a mobile phone or tablet and that they could be losing customers. SCAM! some people cried… "It's just a way of getting money out of you!" Well they were soon crying when Google decided to look for mobile versions of sites and give them preference! So firms decided to have their sites upgraded and embraced mobile technology at last.

Things have now moved on so fast and the mobile really does rule now.

Here are the top benefits to having a mobile app NOW… please don't wait until it's too late, like the "poo-pooing non mobile friendly site owners" who got left behind!

FANTASTIC ADVERTISING

Make yourself completely visible to customers 24/7 – The average mobile device user spend possibly up to 4 hours a day using their device… hard to believe but it's true! If your app is proudly displayed on their device, then you will get seen. Even if the user is looking for their Instagram Icon, you will be seen, regularly and visited more times than your web site, especially if you can offer good reasons to.

BUILD ON YOUR AMAZING BRAND

Having a branded mobile app creates more awareness of you and your business with customers. You can do pretty much whatever you like with your mobile app. You can have it branded to your business. You may offer your customers features which they like to use and which create a pleasurable mobile experience… all the time seeing your brand in front of them and picking up special offers and incentives.

FAR REACHING RECOGNITION

If you can get your customers more and more involved with your app, they are more likely to do business sooner, rather than later. Therefore they begin to recognise your brand as being the right supplier, best problem solver, greatest product or service. This goes a long way to doing regular business, keep happy customers and they recommend you to their friends too.

OFFER CUSTOMERS EXCELLENT VALUE

How about digital loyalty schemes? I could go into great detail here about how mobile users show preference to the electronic version of the rubber stamp and little cards. Simply encourage your customers to scan a QR code through the app and they collect reward points on their app, which they redeem for their "reward". So… you get more downloads and more customers coming back for more of what you offer! (People hang on to their mobile phones with their life… they can easily accidentally wash the little card in their jeans pocket!

INCREASE ENGAGEMENT WITH CUSTOMERS

Your customers need an easy way of getting hold of you. A mobile app is perfect. One touch calling, easy emailing etc. For example, instead of calling a restaurant to make a booking, you make it incredibly easy through the app with just a few steps. Pick a date and time and make the request. How many customers would prefer this rather than dialing up the restaurant these days?

INCREDIBLE GEO-FENCE MESSAGING

Ever heard of this? You can set up a "ringfence" around your business using perhaps Google Maps and when people come into proximity of your business, they are alerted of your presence! "Drop in for a coffee" "Special offers today", etc.

ABSOLUTELY STAND OUT FROM THE REST

For small businesses to have an app, was very unusual because of the extortionate costs normally associated with this. Technology now allows very effective, lower cost products to be provided, so that businesses may take advantage of this and profit from it. By having an affordable app made for your business puts you way ahead of the competition. You will make a big difference to your business!

DIRECT MARKETING – WHAT A FABULOUS OPPORTUNITY

The most important benefit of having your mobile app out there is that it will provide all your information, promotions, offers, loyalty schemes… in a convenient way. This is highlighted by the use of free "push messaging" which gets your message right out under your customer's noses whenever you wish. Just type in a short message and hit send. All your app users get your message and can choose to act upon it… bringing you more business.
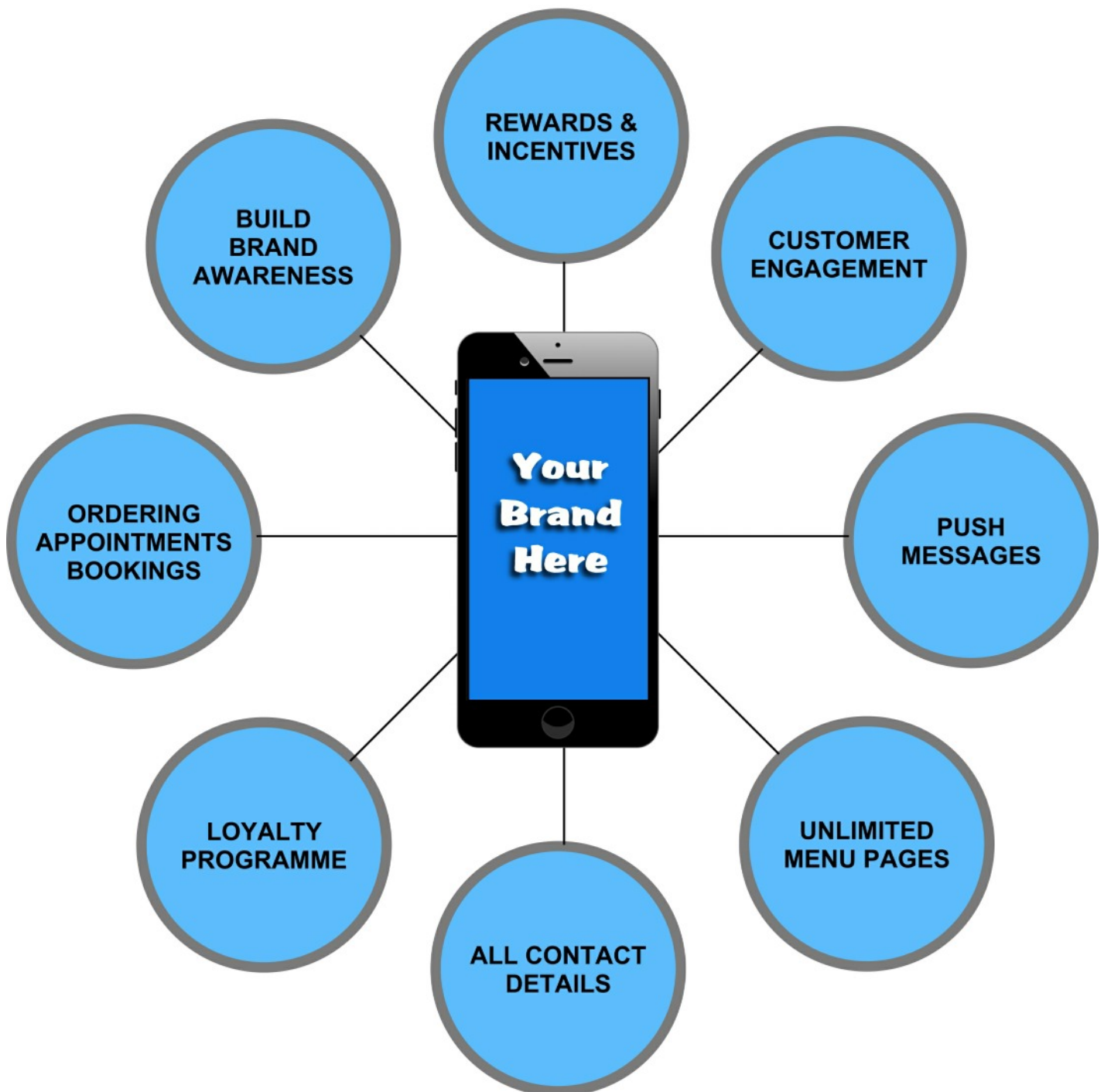
APP SHARING - REFERRALS IN THE MODERN AGE

Another fantastic feature to have on your app is "app sharing". If your customers like what you do for them, don't you think they will want to tell their friends about it? You bet! Even better if you offer the new app user an extra reason to download your app with an incentive. 50 customers share your app with 10 friends who share with just 5 of theirs… go on… how many app users and potential customers have you got now?

Why a Mobile App?

Here are a few good reasons!

REWARDS & INCENTIVES

BUILD BRAND AWARENESS

CUSTOMER ENGAGEMENT

ORDERING APPOINTMENTS BOOKINGS

Your Brand Here

PUSH MESSAGES

LOYALTY PROGRAMME

ALL CONTACT DETAILS

UNLIMITED MENU PAGES

All this from one app!

Let's talk return on investment.

You know that owning a mobile app for your business is a worthwhile idea. You know that other people are there already. You know that if you don't take advantage of this soon you may get left behind. You also know that if your competition gets a mobile app before you, this could mean some loss of business too.

None of us like being left behind!

So let's look at a scenario involving a restaurant...

USING THE APP TO GENERATE MORE CUSTOMERS AND SALES

This is an example based on a hypothetical, small, independent restaurant. Let's say, on average, the restaurant needs to serve 65 covers per night to generate a modest income...

Here is an example for comparison's sake:

Mon: £1500
Tue: £1800
Wed: £1900
Thu: £2500
Fri: £3500
Sat: £4000
Sun: £1500

Total for the week: £16700

If this is derived from, say, 65 covers per night, it equates to 455 covers weekly, roughly with a spend of £36.00

I will assume at this point that there is a profit factor of 1/3 which equates to £5500.00

The app is designed to improve customer experience, thus retaining customers and also designed to increase customer numbers, add extra value, offer incentives, booking facilities and more.

So let us say that 100 customers download and use the app one week. In turn some take advantage of a special offer of "voucher mondays" offering 10% off and therefore this delivers the restaurant an extra 50 customers on the Monday. £36.00 x 50 = £1800 - 10% = £1620 in increased turnover.

More customers download the app and all app users begin to "share" the app with friends and colleagues.

Let's assume that 100 customers share the app with 2 people each... that's another 200 people using the app and taking advantage of an incentive to dine there. Let's say that 150 of them come in and dine once in a week, that's an increase in turnover by perhaps £5,400 that one week.

Add an app electronic loyalty scheme into the equation. This is where people may add up points towards another dining experience and this increases their attendance over time, thus increasing turnover.

You might also have a **table booking facility** which enhances the booking experience and makes it easier and quicker to book a table, thus possibly increasing covers.

Without going into the finer figures, this has already significantly increased turnover and if we take a figure of an increase of £6000 in a week, it gives them £2000 extra profit **and all the app costs them is £65 per month!**

If that is not ROI, what is?

LET'S DISCUSS THE COST SCENARIO

To have an app produced for your business, designed to help you promote your business in every conceivable way, could cost you thousands! Building an app from scratch is an expensive business.

I could charge you thousands of pounds for building you a mobile app… but I most certainly would not, because I know that there is another more affordable route.

Most businesses would be asking this, to solve their problems:

- How can I increase my profits month on month?
- What would help me build my customer base?
- How can I engage my customers and encourage them to stay with me?
- How can I build my brand and increase brand awareness?
- How can I stay directly in touch with customers and promote offers?
- How can I help customers find me and locate my business?

A ready made fully affordable solution

If you could own a mobile app, future proofed, fully branded and packed with promotional features:

- Designed to help you promote and scale your business
- Helping you generate more revenue
- With your own admin log-in
- Complete control over the content
- Incentive voucher & referral schemes

For less than the cost of one cup of coffee per day…

Would you think of this as an "expenditure" or a sound "investment"?

Well that bit is completely down to how **you** perceive the value of something like this to your business.

Those that consider sound investments, rather than "another expenditure" will take an opportunity like this, run with it and make it work…

Completely to their own advantage!

MY MOBILE APP OFFER.

Mobile app:

As described, including public download from Google & Apple Stores plus hosting and personal log in to run your app.

- Monthly admin and hosting cost: £65.00 (GBP)
- One time design & set-up cost: £986.00 (GBP)

So there you have it

Hopefully you will now be able to make an informed decision and know that by investing in an affordable mobile app from me, you will have made a wise decision.

Call or Email me today!

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