

The background image shows a group of people in an office environment. A man in the foreground is using a yellow highlighter on a document. The document is covered with numerous colorful sticky notes (yellow, green, pink, purple). Other people are visible in the background, some looking at the document. The image has a blue and orange color overlay.

# Post Mobile App Sale Strategy

How to onboard small businesses for success!



Before I begin...

# 5x-10x

Acquiring a customer costs  
5-10 times more than retaining one

# 25%-95%

Just adding a 5% boost to retention  
yields profit increases of 25%-95%



You Sell, We Support!

[url/apps](#)



# Hands On Approach

Complete your 7 post sale steps, we will handle the rest for the business.

## Pros:

- We can charge a lot for this service
- Cancellations will be a lot lower
- You can potentially upsell in the future

## Cons:

- More work for us





Step #1: Give Customers a Reason to Download

# Give Customers a **Reason** to Download

The most important aspect of getting customers to download a mobile app is to **GIVE THEM A REASON TO DOWNLOAD THEIR APP.**

What is it? What is the small business selling to their customers?

This is **critical** to get anyone to use an app.

What are small businesses selling to customers?

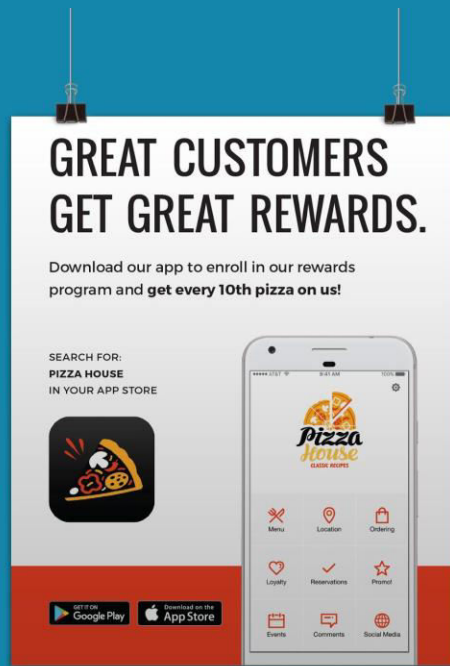
Specials and coupons

Easy appointment scheduling

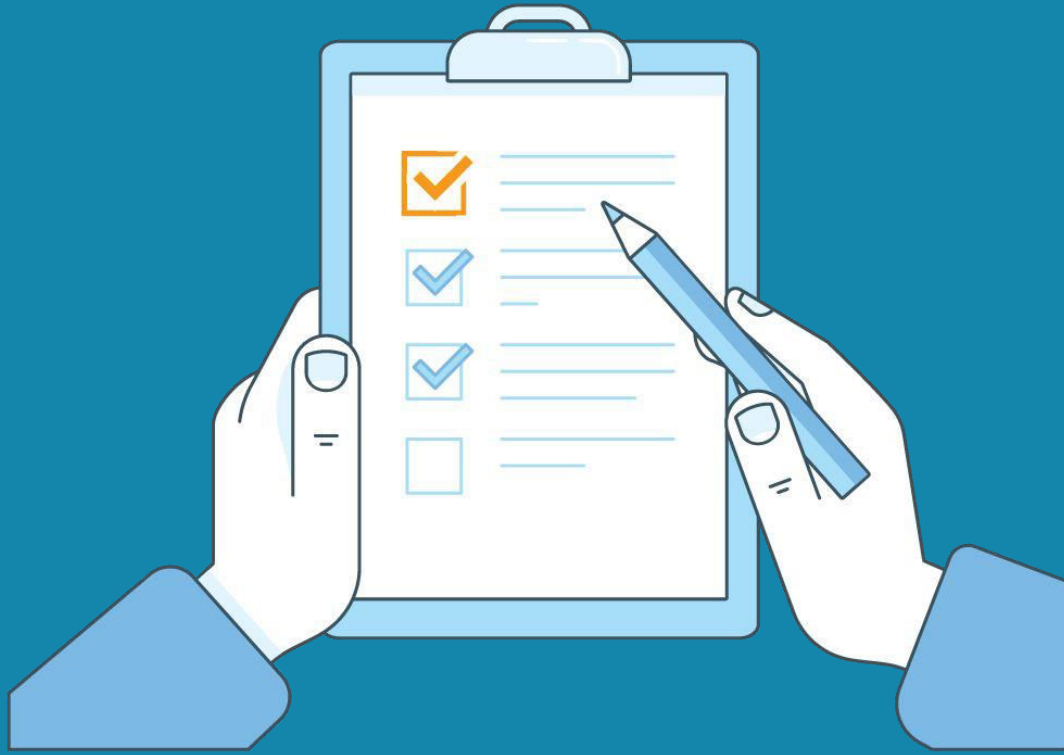
Easy food ordering & mobile commerce

Loyalty program

Staying up to date on events, sales, etc.







## Step #2: Create a Marketing Checklist

# Create a Marketing Checklist


If customers do not download your client's mobile app you're setting the app up for failure. You 100% need to have a marketing plan in place and the best part is it does not have to be complicated.

What are some free marketing tactics?

- Educate existing customers about the app
- Announce the app on their FB & Twitter pages
- Create a flier to place inside the business
- Get employees talking about the app to customers
- Write mobile app launch press release
- Write a blog post on the businesses website
- Create a simple marketing video to share



# We Have Tools To Help Market Your App!



App Code: morettis

Manage Edit

Overview

Analytics

Push Notifications

Promote

Submitted Data

Old CMS

url/apps



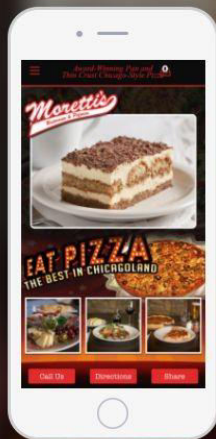
Moretti's Risto... ▾

Share Your App

Email Marketing

User Activity

SAVE



## Moretti's Restaurants

📍 Your City, State ▾

☎ 800-881-1622

✉ morettis@orders2.me

The Moretti's Ristorante & Pizzeria mobile app keeps you informed with everything that is going on at our locations in Chicago, Illinois. Our new app has all the bells & whistles, you can now order your favorite Italian Food & Pizza on the fly. With our app, you'll be able to: - Place orders for Takeout or Delivery - Get directions to our restaurants - Connect with us social media & much more



iOS App



Android App



HTML5 App



Share



Tweet



Share

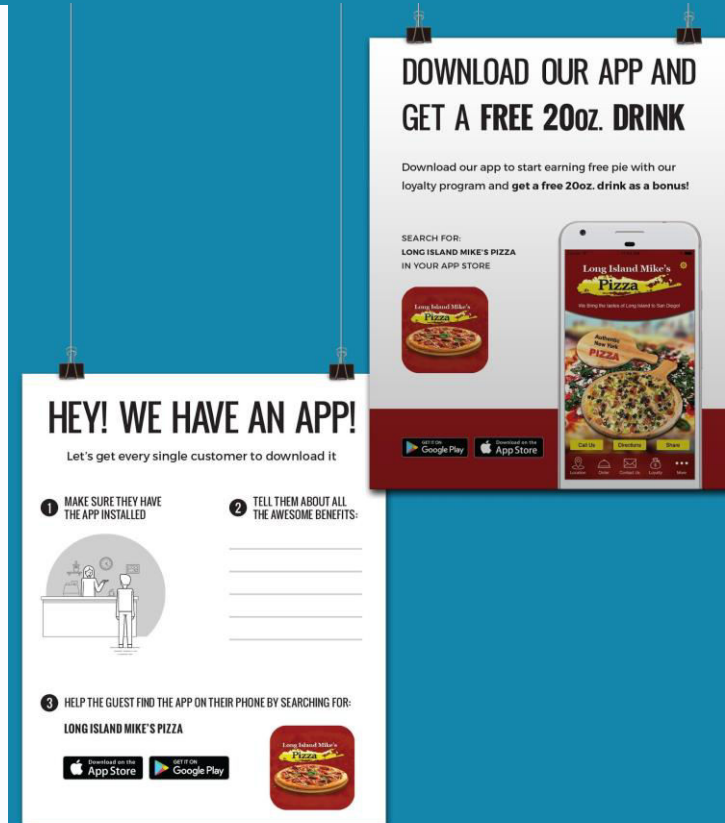
🔗 Redirect iOS and Android Users? ☐

REBUILD CODES

DOWNLOAD FLYER

# Download The Marketing Flyer & Share it!

- Share across their social media pages
- Add this flyer to their website
- Print this flyer out and place in their business for customers to see

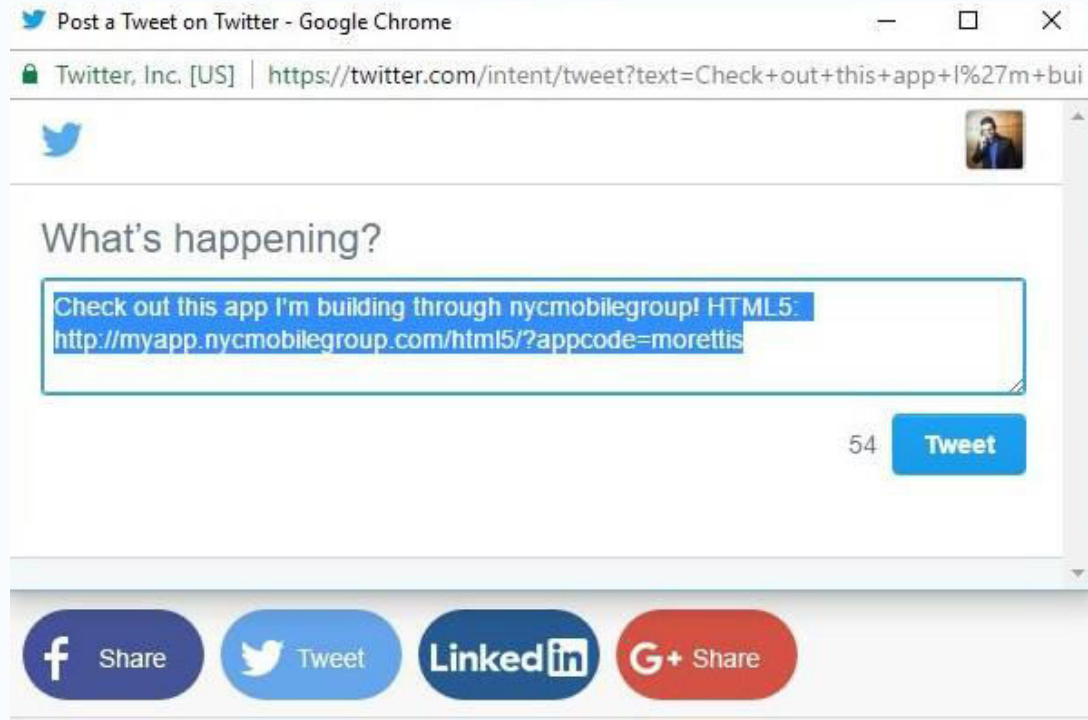




Share Across Social Networks In 2 Minutes!

# Share Across Social Networks In Just 2 Minutes!

- Utilize our built in sharing features for every app
- All of us this is found under the PROMOTE area in your app'sCMS







# Step 3: Introduce the CMS and Skipper

[url/apps](#)

# Introduce the CMS and Skipper

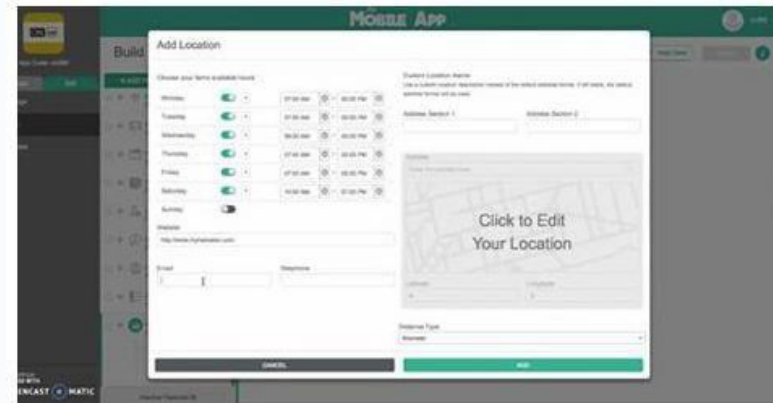
We offer 2 ways for a small business owner to manage their mobile app after launch.

- Your white labeled app dashboard
- Skipper ([www.skipperapp.io](http://www.skipperapp.io))

Leverage our white labeled training videos

Walk them through how to use push notifications, what types of messages to send, help them connect their FB & Twitter accounts so they can update their social media pages at the same time.

Walk them through the CMS and an overview of their mobile app dashboard.



White Labeled NEXTGEN Tutorials on Vimeo

Join the web's most supportive community of creators and get high-quality tools for hosting, sharing, and streaming videos in gorgeous HD with no ads.

VIMEO.COM

[\[Video here\]](#)

url/apps



## Step 4: More Marketing Tactics





Step 5: Set Goals With Your Client

# Set Goals With Your Client

How is this going to help grow their business?

What are their expectations? And help them focus on that...

Get more social media activity?

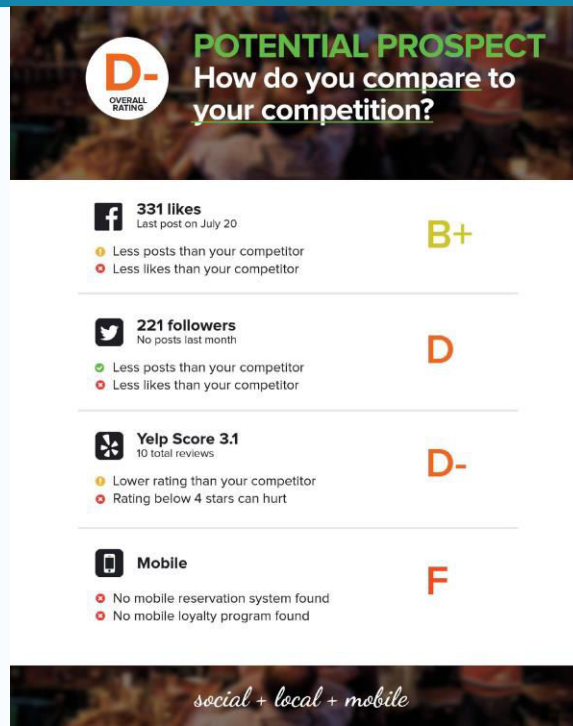
Get more online reviews?

Get more email subscribers

Get more loyal customers?

Stop customers from going to their competitors?

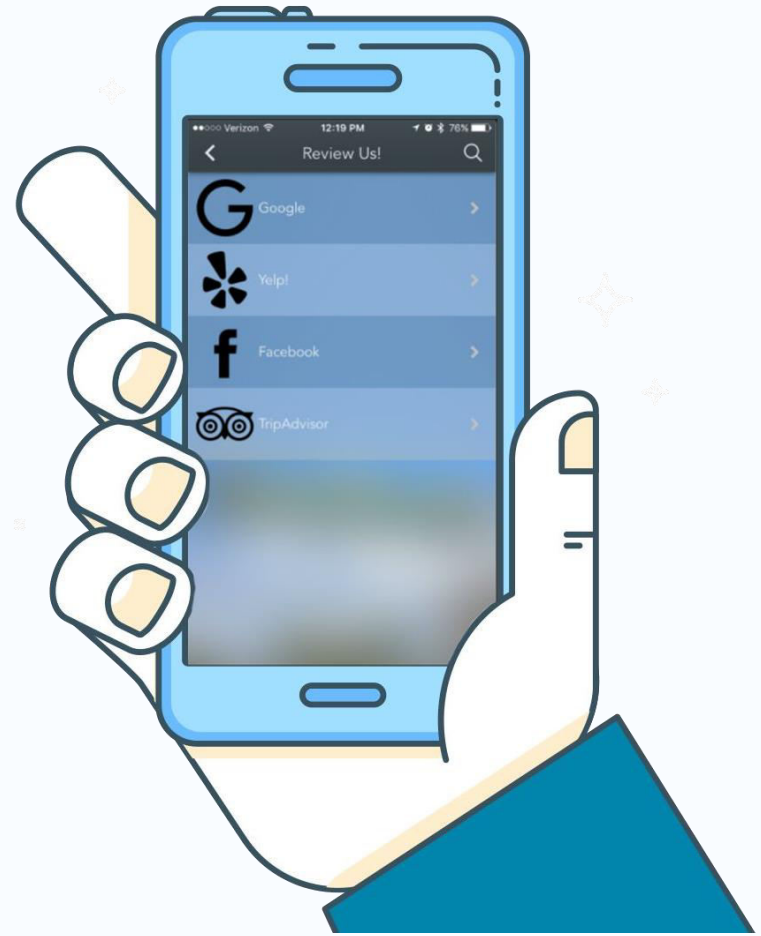
Paint a picture of success before they launch their app and consider sending them updates on how they're doing.





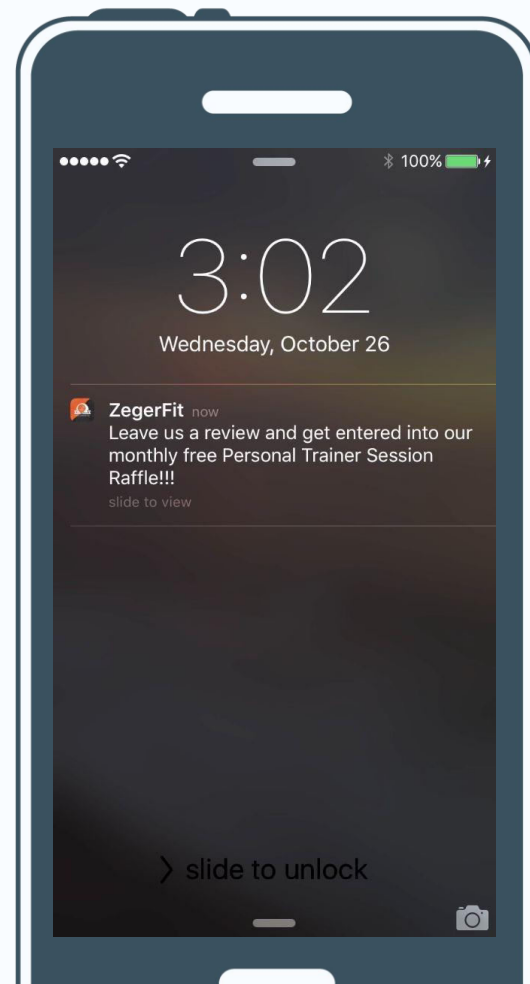
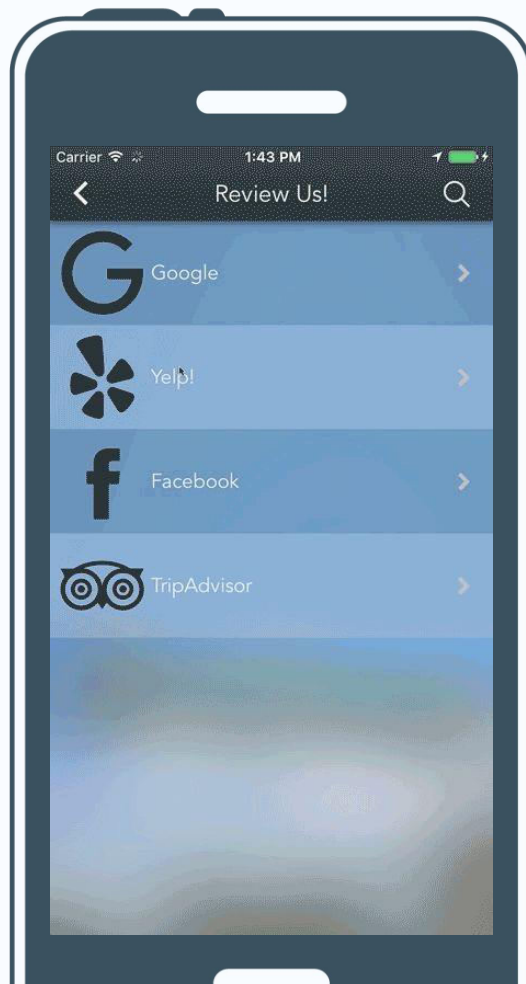
# Want More Reviews?

Just Ask!



[url/apps](#)

Want  
More  
Reviews?  
Just Ask!

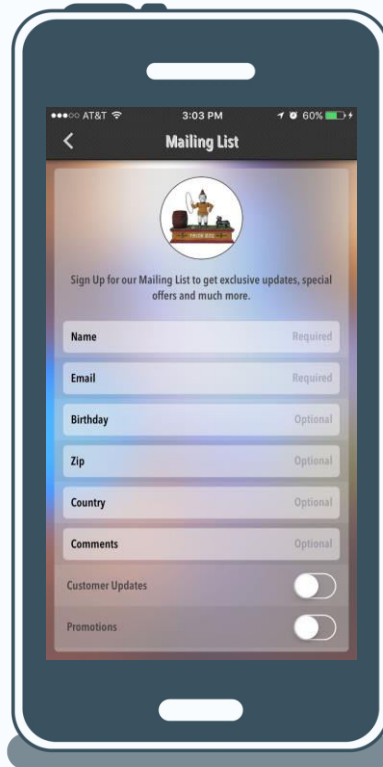
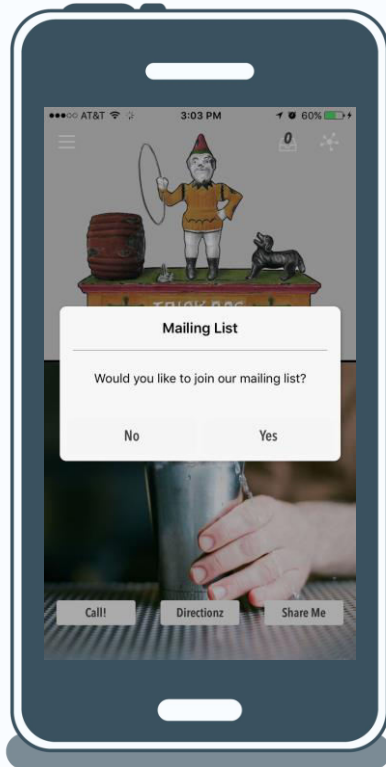




Want more email subscribers?

[url/apps](#)

# Integrate Email Solutions



url/apps



Want more customer engagement?

[url/apps](#)

# Push Notifications

Promote a sale or special within your business that only app users get!



**JackThreads** 24m ago

Up to 60% Off: The Polar Vortex Sale. Ft. Coats, Boots, and Cold Weather Accessories. Promo Code: COLD



# Push Notifications

Run a app only sweepstakes with a strong call to action!



**loungebuddy** now

24 hours left to enter the "Escape To Hong Kong" sweepstakes where you can win a free trip to HK. Create a trip, go to Settings, and...

slide to view

# Push Notifications

Promote a feature in the app that users haven't tried yet!



**theCHIVE** 3h ago

Looking for your favorite posts?  
With our fancy search feature  
they're all just a keyword away!

# Push Notifications

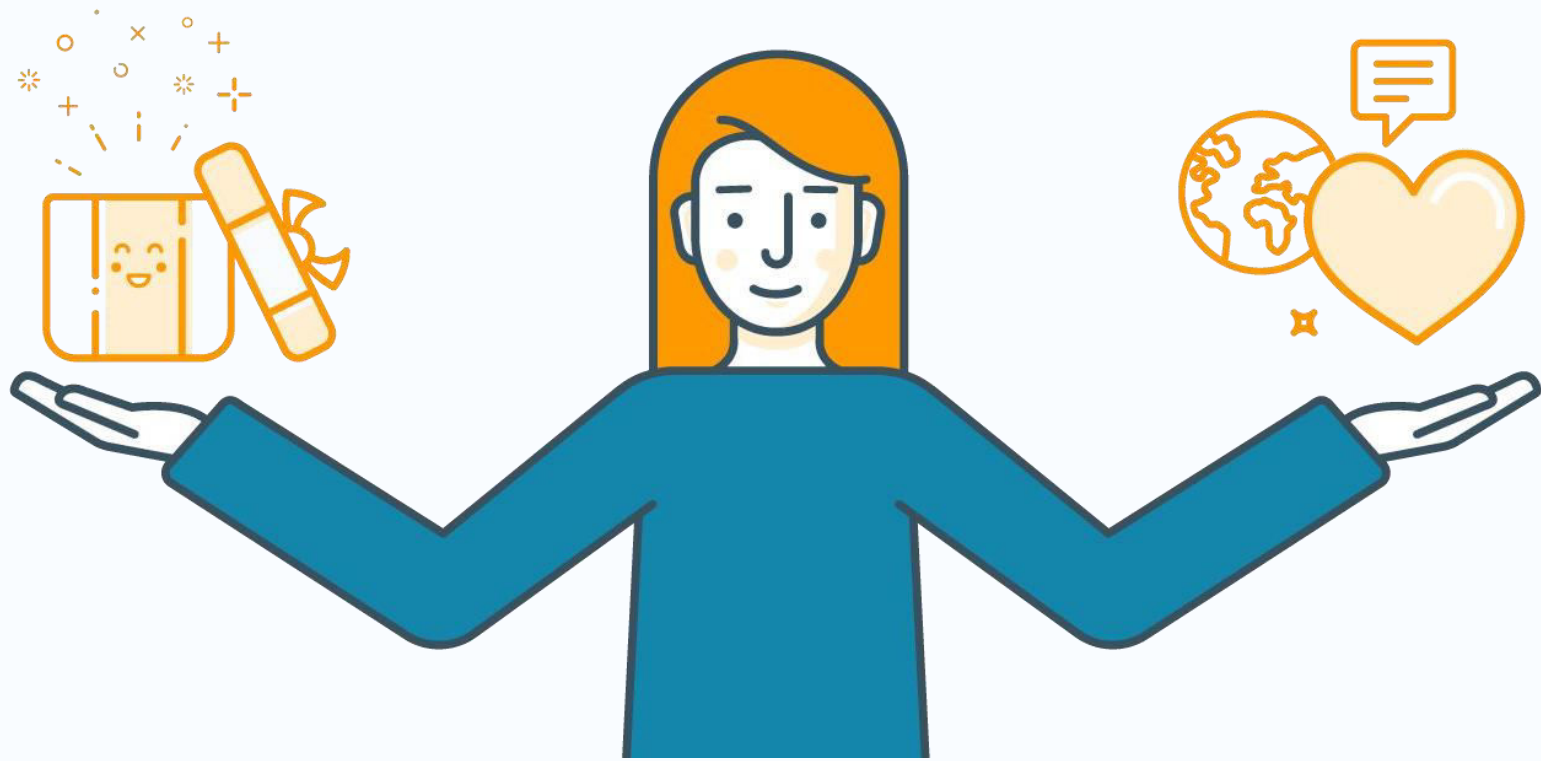
Promote a social (Twitter hashtag) contest to drive engagement!



**UO** now

Tweet with #UOLastCall and get  
20% Off + Free 2-Day Shipping on  
Orders of \$100 or More!

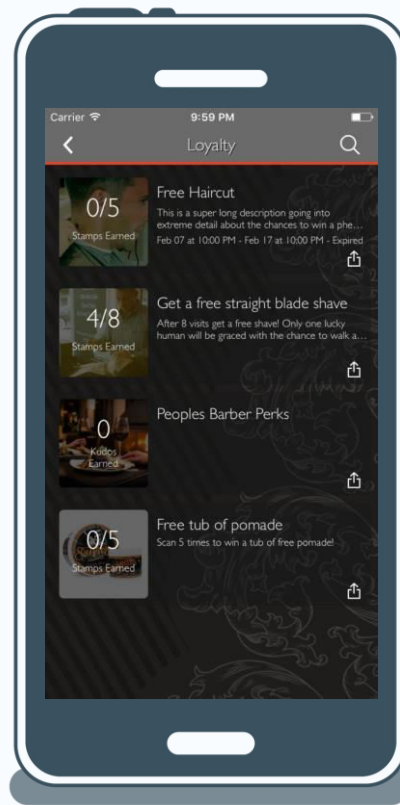
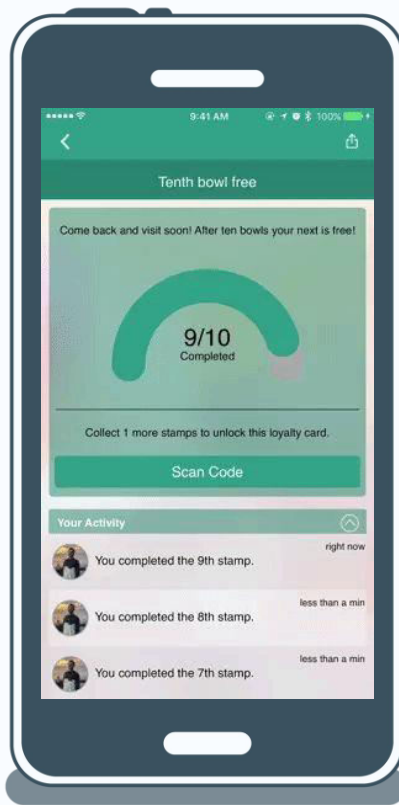
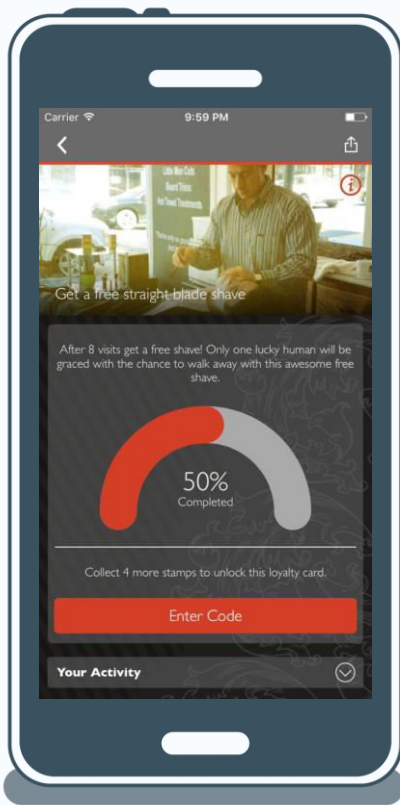
slide to view



Want More Loyal Customers?

[url/apps](#)

# Use our loyalty feature



[url/apps](#)



## Step 6: Improve Their Score With AStrategy

[url/apps](https://url/apps)



# Improve Their Score With AStrategy

**D-** **POTENTIAL PROSPECT**  
How do you compare to your competition?

**f** 331 likes  
Last post on July 20

- Less posts than your competitor
- Less likes than your competitor

**B+**

**t** 221 followers  
No posts last month

- Less posts than your competitor
- Less likes than your competitor

**D**

**Yelp Score 3.1**  
10 total reviews

- Lower rating than your competitor
- Rating below 4 stars can hurt

**D-**

**Mobile**

- No mobile reservation system found
- No mobile loyalty program found

**F**

*social + local + mobile*



**B+** **BUSINESS NAME,**  
How do you compare to your competition?

**f** 331 likes  
Last post on July 20

- Less posts than your competitor
- Less likes than your competitor

**A**

**t** 221 followers  
No posts last month

- Less posts than your competitor
- Less likes than your competitor

**A**

**Yelp Score 4.5**  
10 total reviews

- Lower rating than your competitor
- Rating below 4 stars can hurt

**B+**

**Mobile**

- No mobile reservation system found
- No mobile loyalty program found

**F**

*social + local + mobile*



# Sell Marketing Solutions, Not Mobile Apps

[url/apps](#)

# Sell Marketing Solutions, Not Mobile Apps

What are SMBS selling to customers?

- Specials and coupons
- Easy scheduling
- Easy food ordering
- Loyalty program

What is URL Apps selling to SMBs?

- More social media activity
- More new customers
- More loyalty customers
- More online reviews
- More organic traffic
- More email subscribers
- More revenue and customers
- Out market your competition
- “All in one” marketing tool



Conclusion: Plan Ahead For Success

# Conclusion: Plan Ahead For Success

Your goal is to help a small business grow their business with a mobile app.

But always remember, your client's mobile app will only be as successful as the market plan you create.

