



Post Mobile App Sale Strategy

How to onboard small businesses for success!

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Before I begin...

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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!

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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?

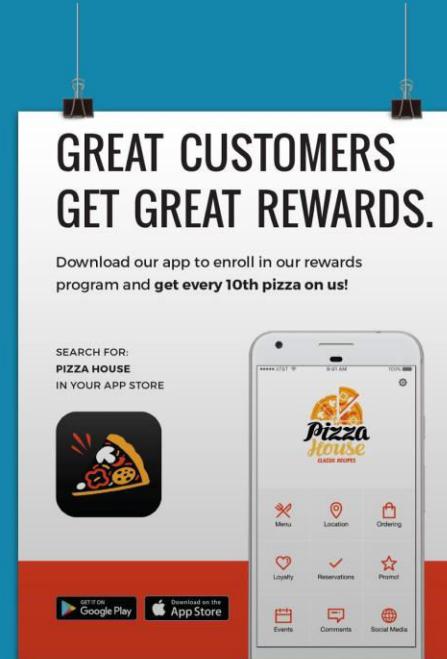
Specials and coupons

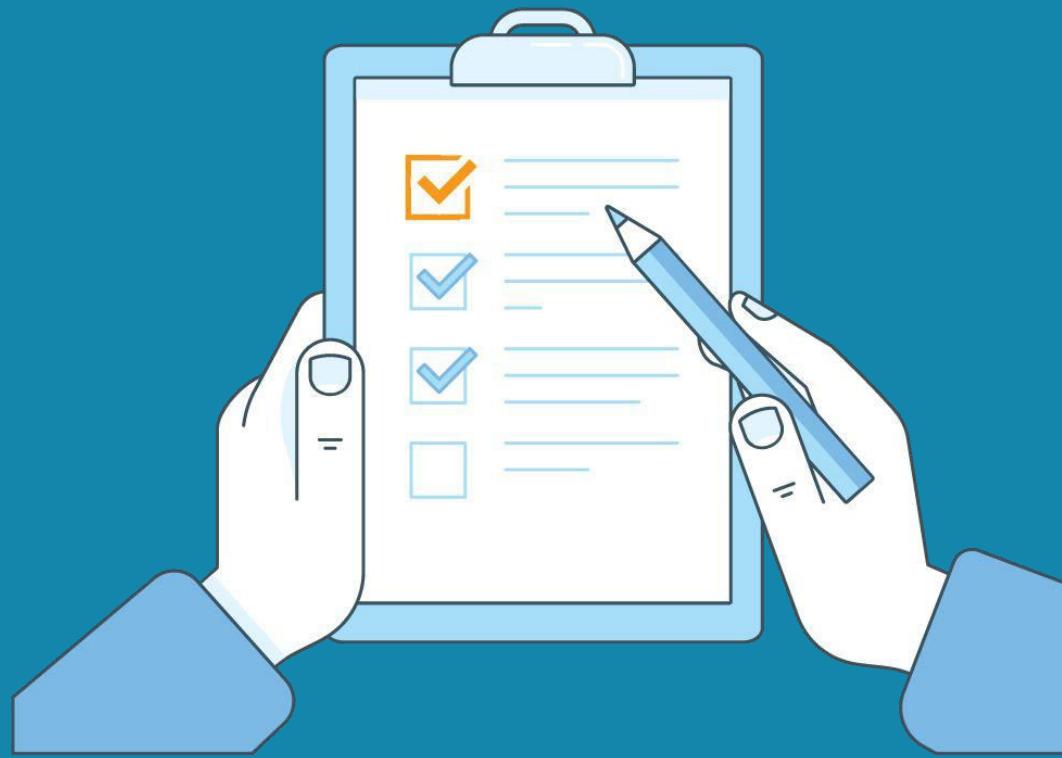
Easy appointment scheduling

Easy food ordering & mobile commerce

Loyalty program

Staying up to date on events, sales, etc.





Step #2: Create a Marketing Checklist

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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 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

Share Your App Email Marketing User Activity

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Moretti's Risto...

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 LinkedIn G+ Share

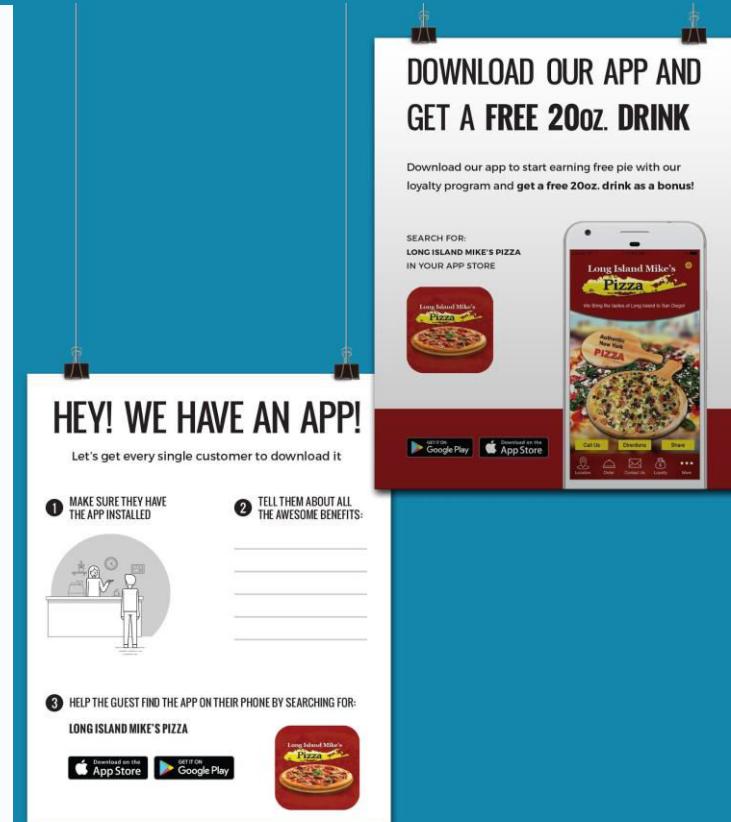
Redirect iOS and Android Users?

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

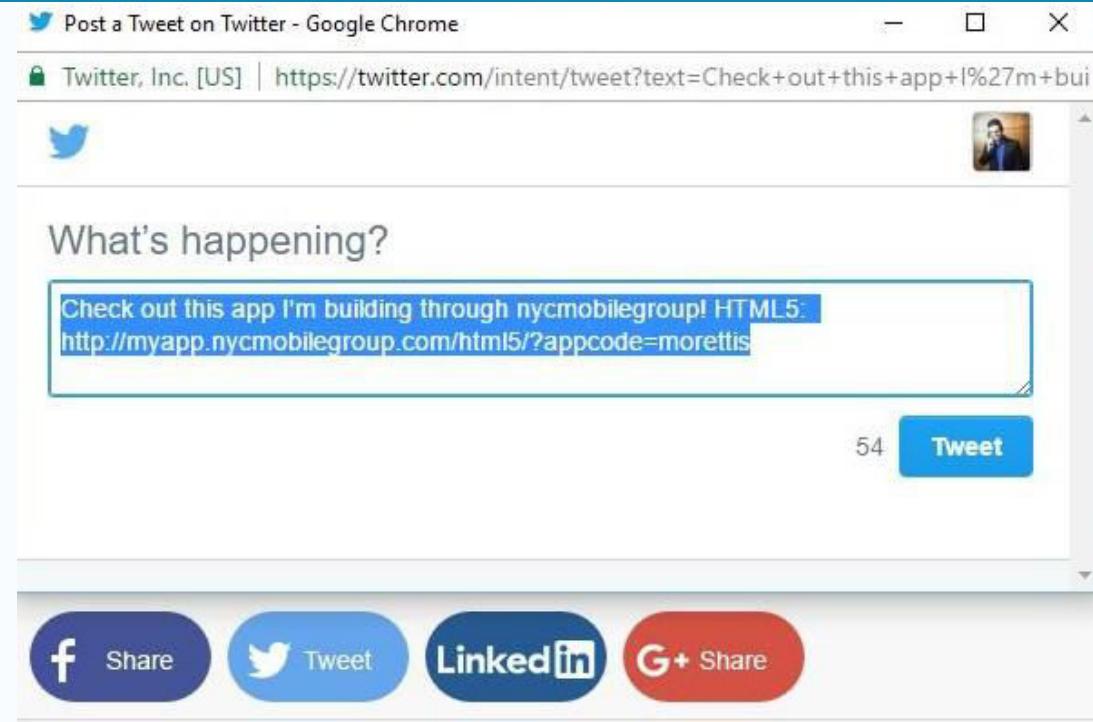




Share Across Social Networks In 2 Minutes!

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's CMS



The screenshot shows a Twitter sharing interface in a Google Chrome window. The title bar reads "Post a Tweet on Twitter - Google Chrome". The address bar shows "Twitter, Inc. [US] | https://twitter.com/intent/tweet?text=Check+out+this+app+!%27m+bui". The main content area has a Twitter logo and a user profile picture. Below that, a "What's happening?" section contains a message: "Check out this app I'm building through nycmobilegroup! HTML5: http://myapp.nycmobilegroup.com/html5/?appcode=morettis". At the bottom, there are sharing buttons for Facebook, Twitter, LinkedIn, and Google+, along with a "Tweet" button and a "54" link.

Post a Tweet on Twitter - Google Chrome

Twitter, Inc. [US] | https://twitter.com/intent/tweet?text=Check+out+this+app+!%27m+bui

What's happening?

Check out this app I'm building through nycmobilegroup! HTML5:
http://myapp.nycmobilegroup.com/html5/?appcode=morettis

54 Tweet

f Share

Tweet

LinkedIn Share

G+ Share



Step 3: Introduce the CMS and Skipper

Introduce the CMS and Skipper

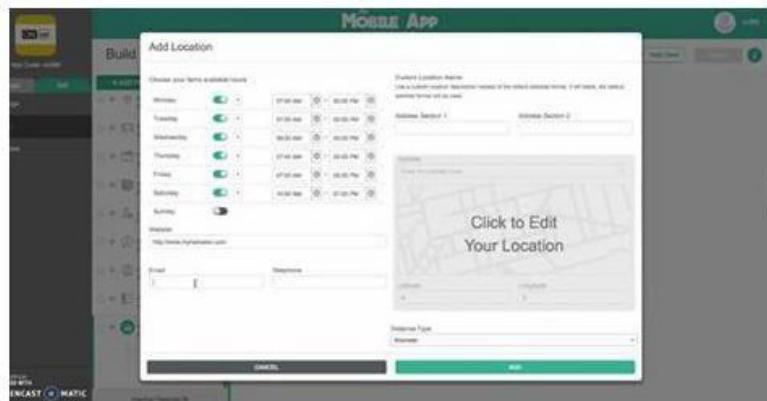
We offer 2 ways for a small business owner to manage their mobile app after launch.

- Your white labeled app dashboard
- Skipper (www.skipperapp.io)

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.

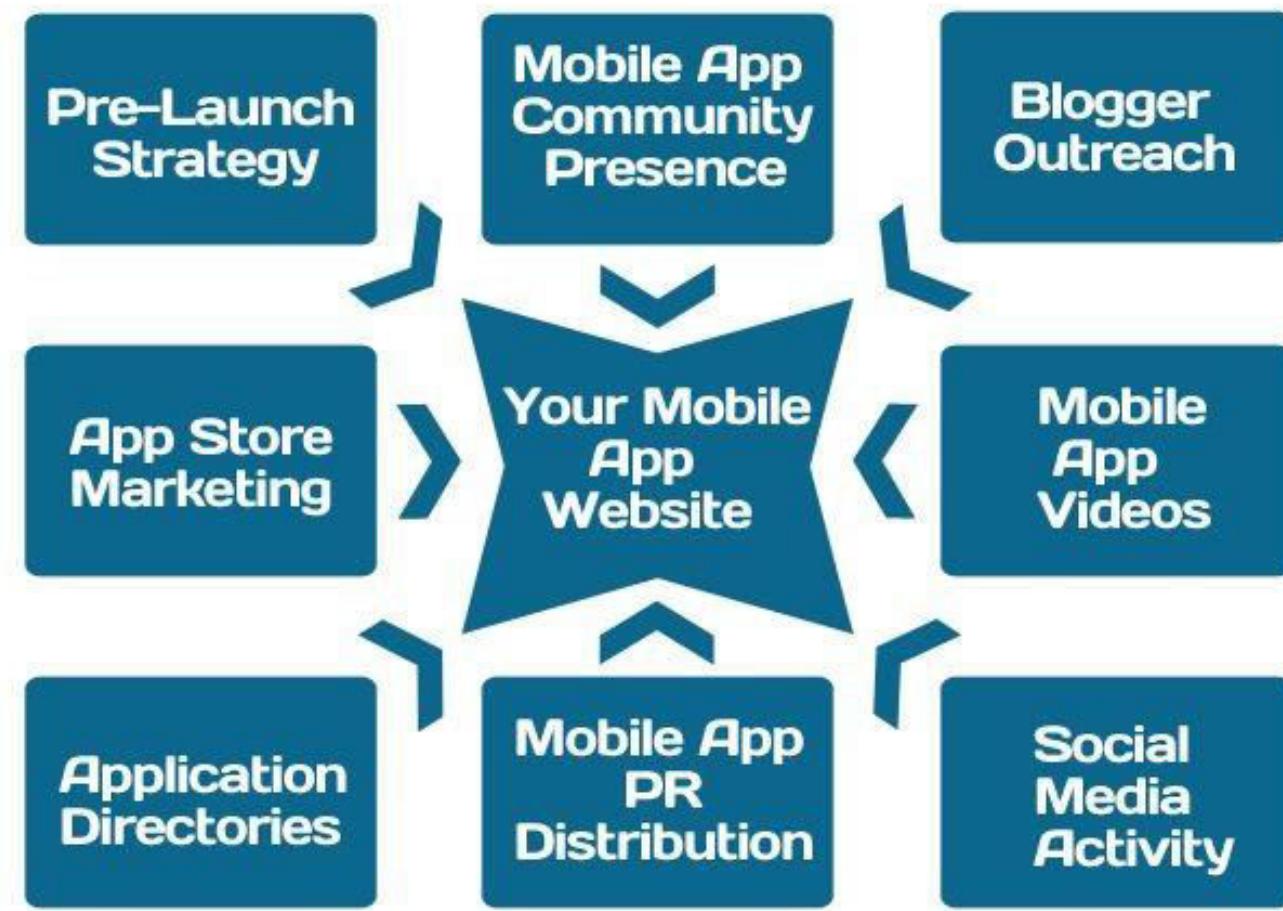
VIMEO.COM

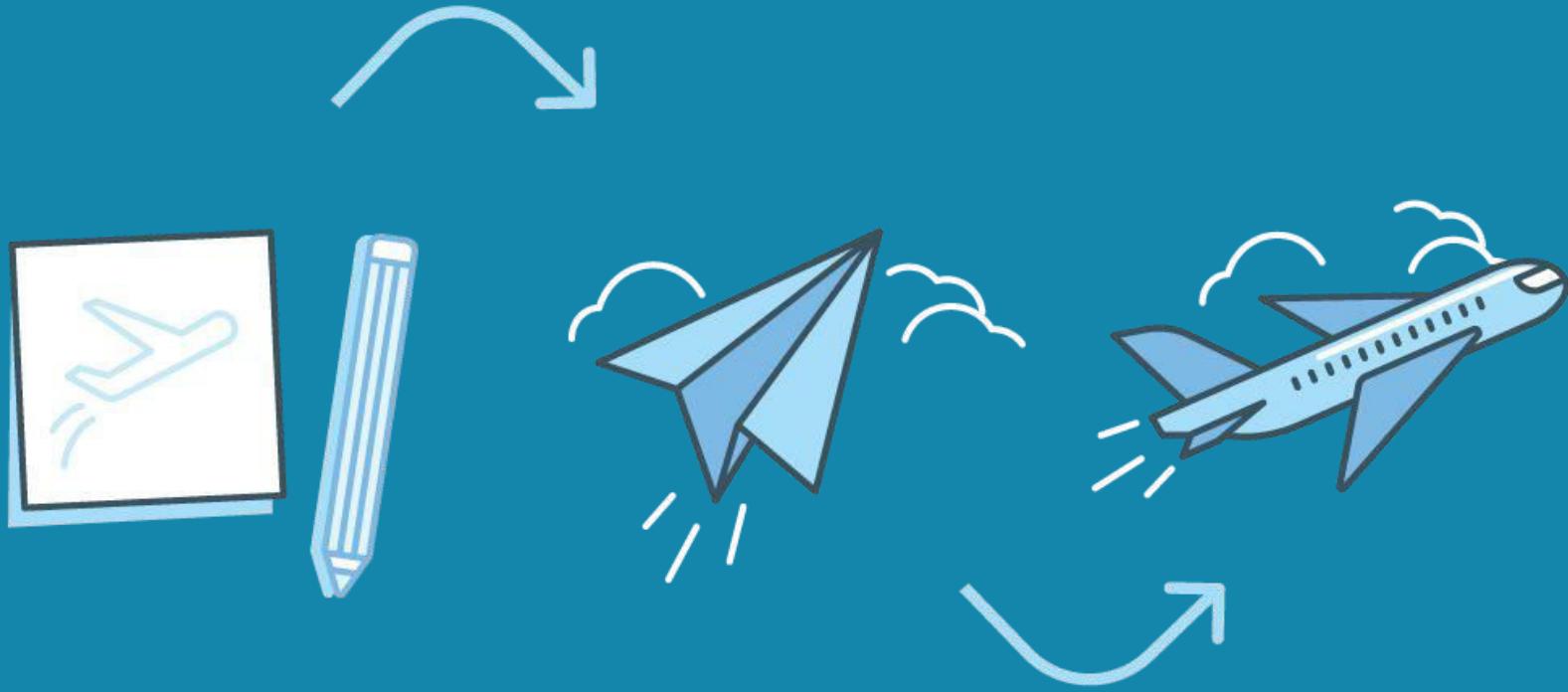
[Video here]

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Step 4: More Marketing Tactics





Step 5: Set Goals With Your Client

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Set Goals With Your Client

How is this going to help grow their business?

What is 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.



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

y 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

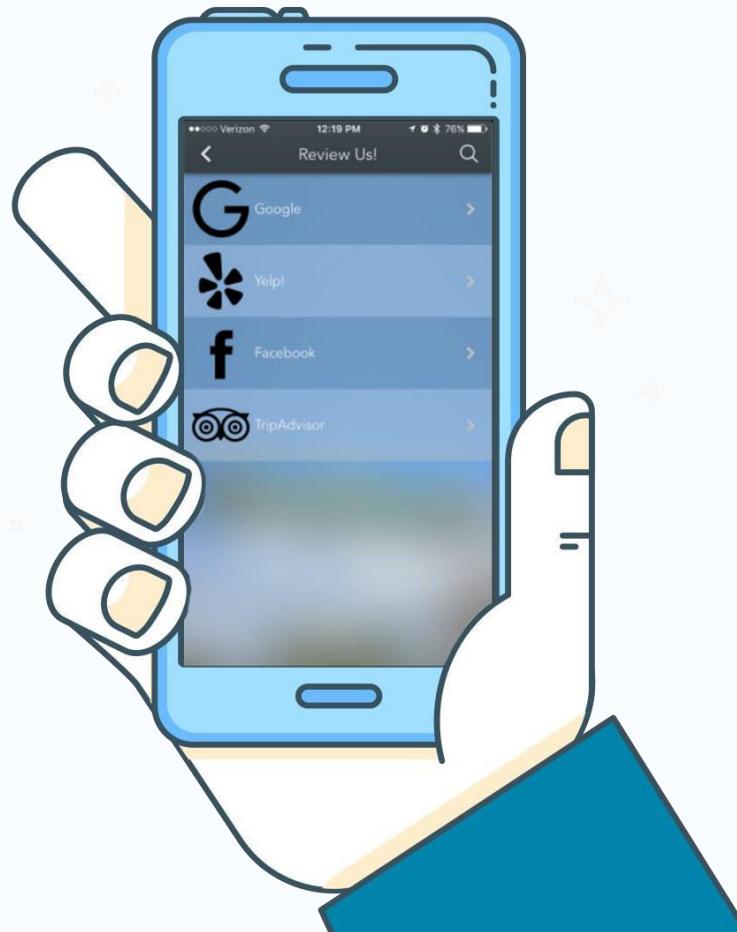
F



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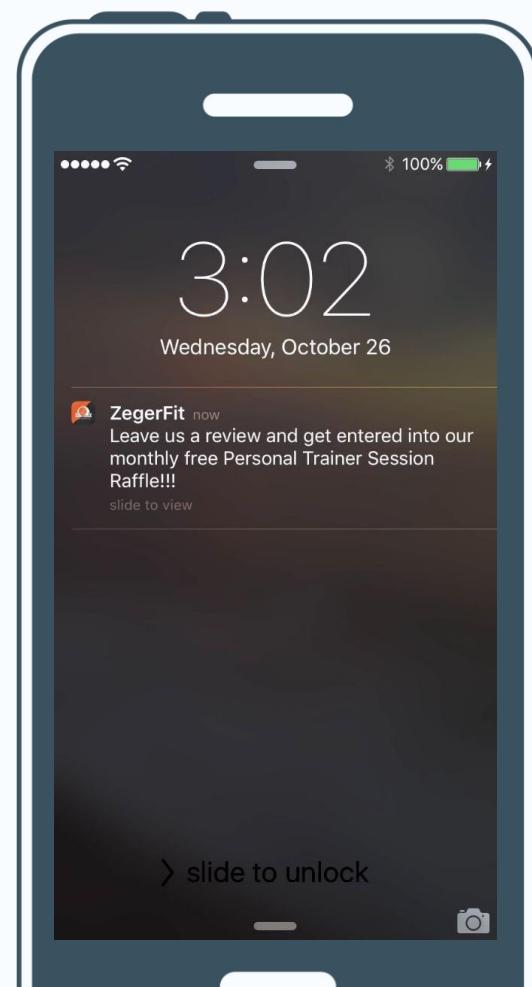
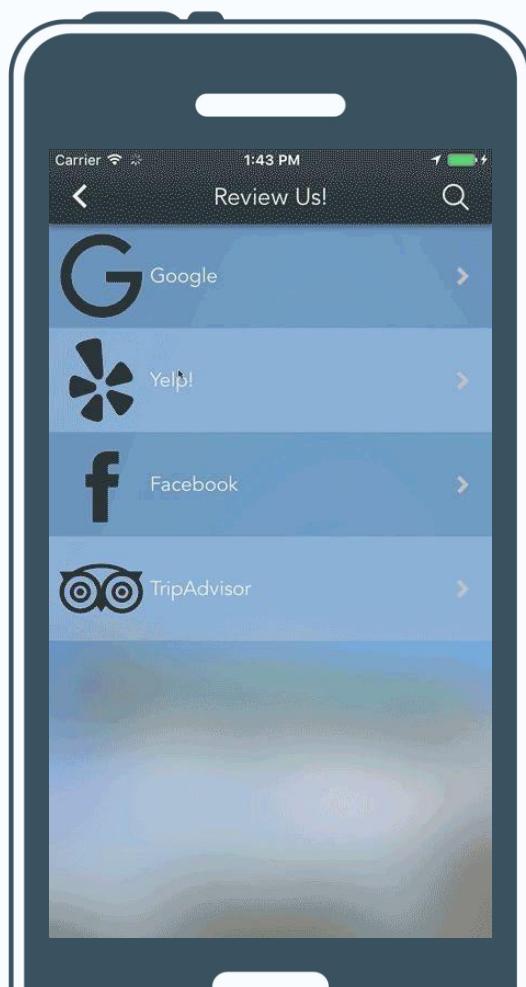
Want More Reviews?

Just Ask!



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Want More Reviews? Just Ask!

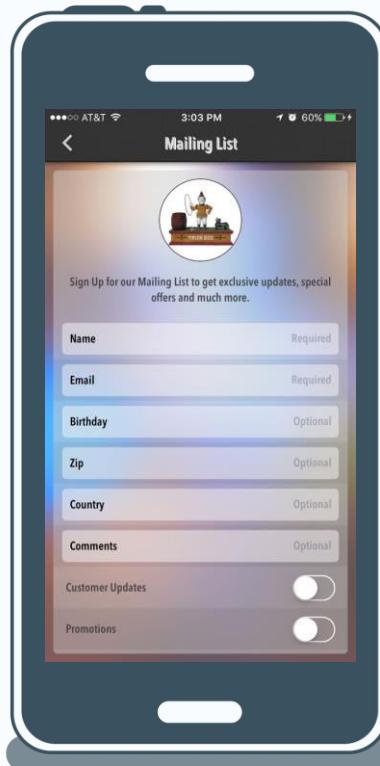
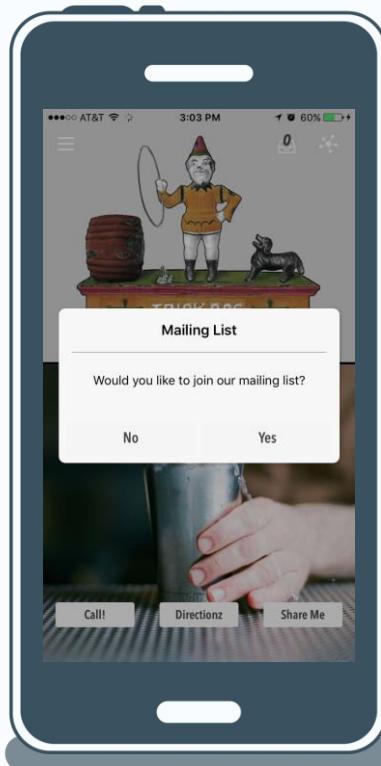




Want more email subscribers?

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Integrate Email Solutions



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Want more customer engagement?

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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

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Push Notifications

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



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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!

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Push Notifications

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

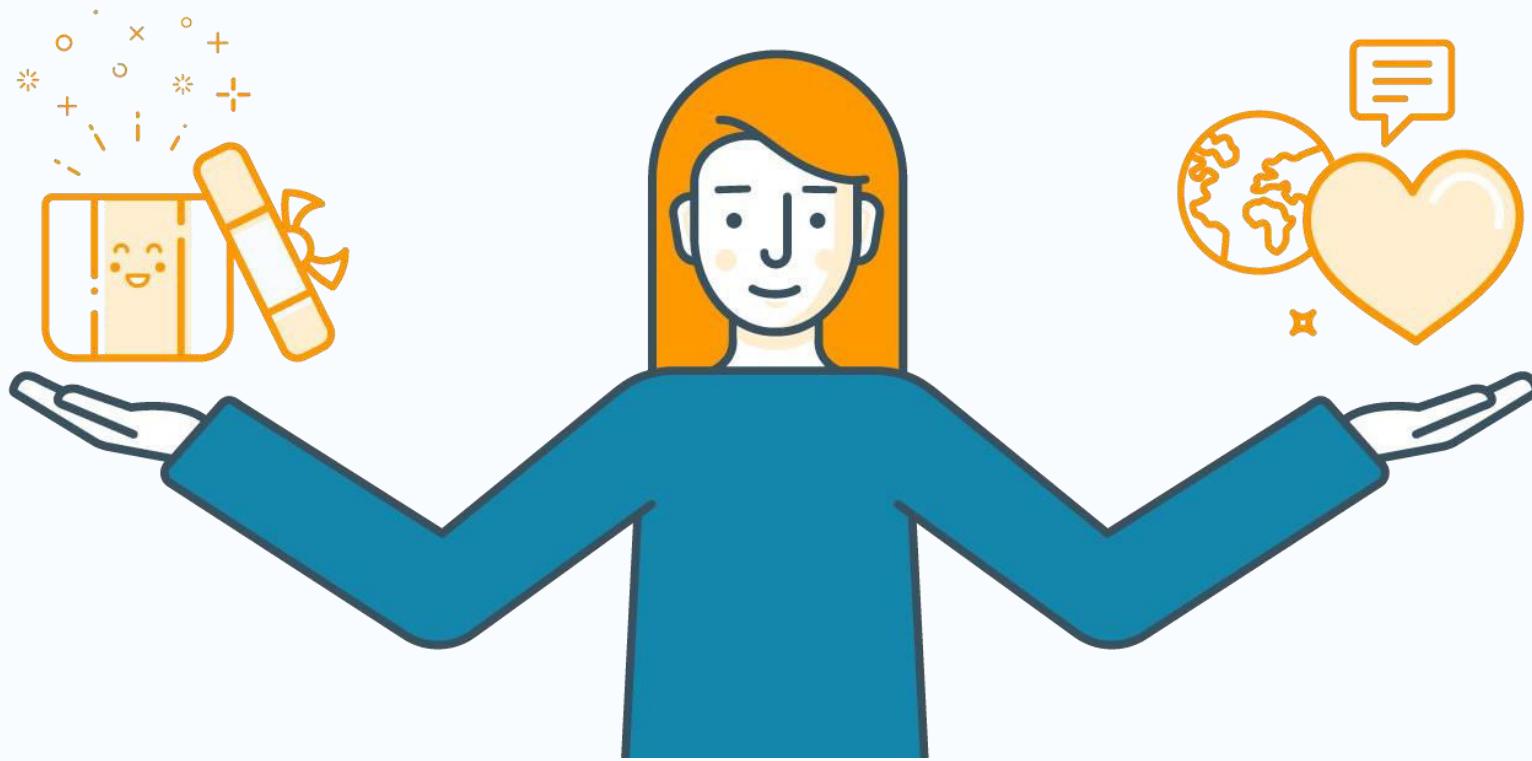


UO now

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

slide to view

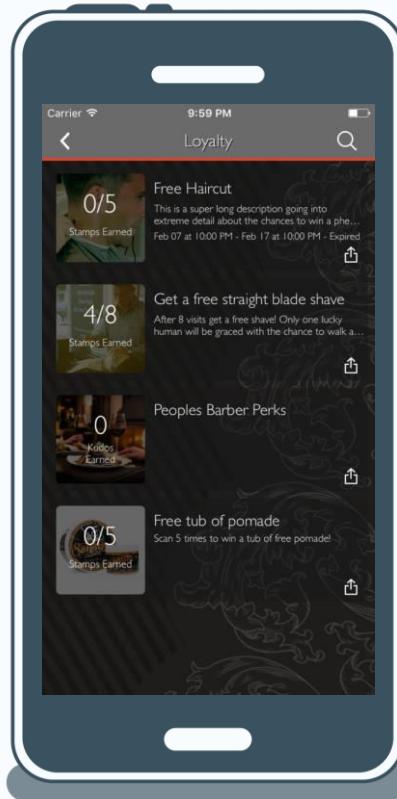
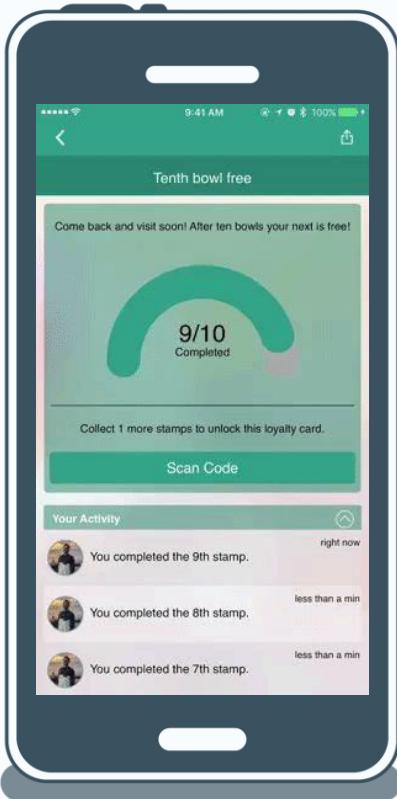
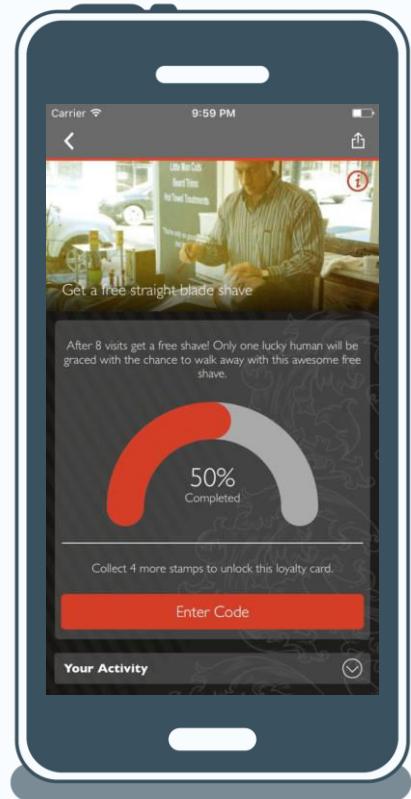
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Want More Loyal Customers?

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Use our loyalty feature



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Step 6: Improve Their Score With AStrategy

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Improve Their Score With A Strategy



	331 likes Last post on July 20	B+
	221 followers No posts last month	D
	Yelp Score 3.1 10 total reviews	D-
	Mobile No mobile reservation system found No mobile loyalty program found	F



	331 likes Last post on July 20	A
	221 followers No posts last month	A
	Yelp Score 4.5 10 total reviews	B+
	Mobile No mobile reservation system found No mobile loyalty program found	F



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Sell Marketing Solutions, Not Mobile Apps

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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

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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.

