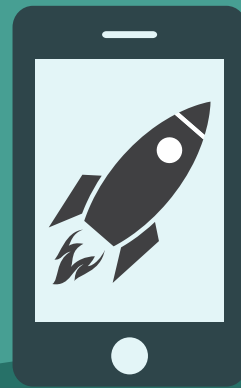



**SALES**

# ON THE MOVE



**BRIDGING THE GAP  
BETWEEN MOBILE  
AND SALES**



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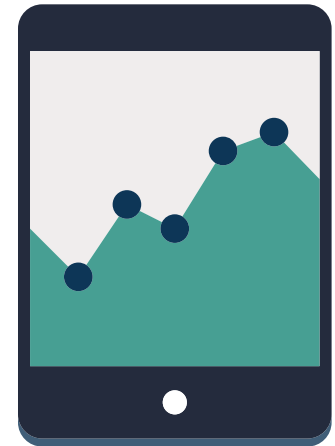
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10

# THE WORLD OF MOBILE IS CHANGING

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By 2015, 81% of cell phone  
users will have smartphones.



# HOW DO YOU MARKET YOUR BUSINESS?

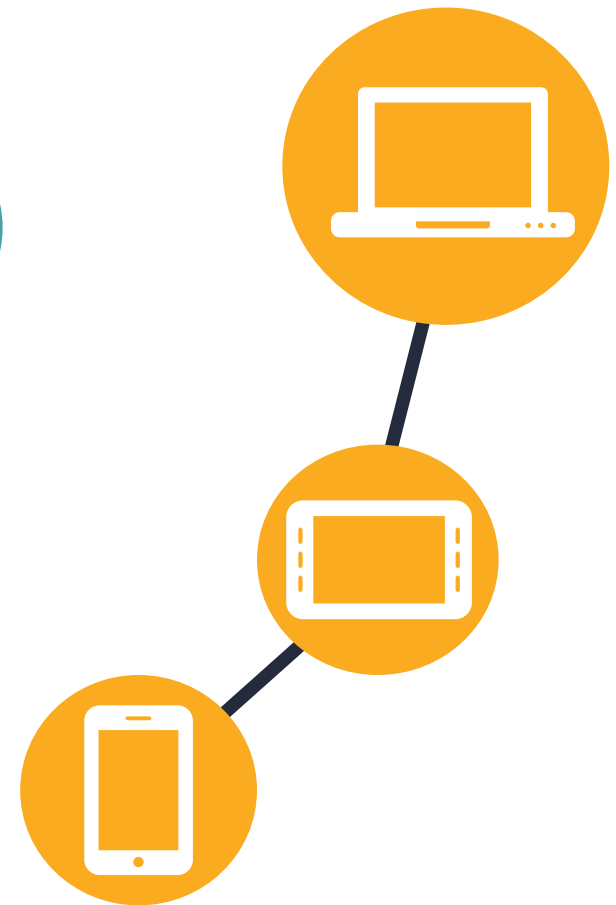
It used to be....



Then it was...



Now it is...





# REASONS WHY YOUR BUSINESS NEEDS AN APP

The iPhone will continue to be the leading device with a database of over a million applications.







- 1 WHAT ARE YOU DOING TO ATTRACT NEW BUSINESS?**
- 2 WHAT DO YOU DO TO KEEP CUSTOMERS COMING BACK TO YOUR BUSINESS?**
- 3 HOW MUCH DO YOU HOPE TO GROW YOUR BUSINESS THIS YEAR? ARE YOU ON TRACK TO MEET THOSE GOALS?**
- 4 WHAT ARE YOUR GOALS FOR NEXT YEAR AND HOW DO YOU PLAN ON GETTING THERE?**
- 5 DO YOU HAVE A STRATEGY IN PLACE TO INCREASE WORD OF MOUTH MARKETING?**
- 6 WHAT DO YOU KNOW ABOUT MOBILE MARKETING AND HOW IT CAN BENEFIT YOUR BUSINESS?**





4

# MOBILE APPS & BARS

REASONS EVERY BAR NEEDS A MOBILE APP:

Build brand loyalty- be the first of your competitors to step up your strategy by including mobile marketing!

Word of Mouth- Offering an app that can connect people socially creates a buzz!

Pictures- easily upload pictures of the dance floors, VIP rooms, and bar areas!



# MOBILE APPS & CAR DEALERSHIPS

## BENEFITS

## SUGGESTED FEATURES



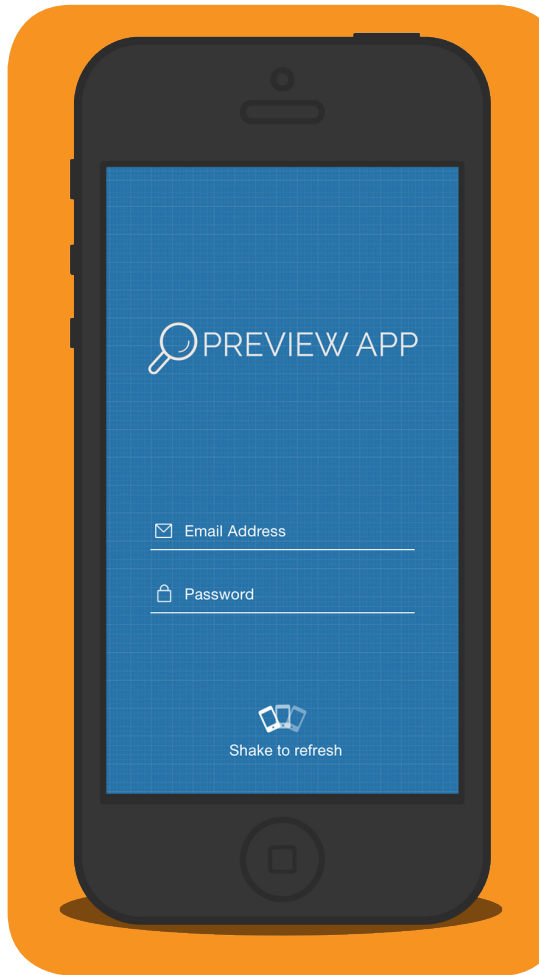
# MOBILE APPS & SCHOOLS

- 1 Parent involvement, engaging parents with the school, keeping parents connected.
- 2 Going Green (less paper, less repetitive notices).
- 3 All-in-1 App integration of the different information portals; ie online, social media, mobile, etc. via an app on a parent's smart phone.
- 4 Provides at your fingertips communication and engagement for all parents 24/7.
- 5 Access Info such as Newsletters, lunch menus, mapped venues, anywhere 24/7.
- 6 Technology... schools are launching tablet programs in the classrooms and teaching the kids to maximize the latest technology. This attitude should be carried all the way to the top.
- 7 Time Sensitive Updates and Emergency Broadcast via Instant Messages (Push Notifications).
- 8 School Administrators have direct access to sending Messages (Push Notifications) via the App.





# PREVIEWING YOUR APP



iOS Preview App



Android Preview App



**Use one of these preview tools to preview your appcode.**

**IPHONE:**

In the Apple App Store search for Preview Your App, download, and in the email field type your appcode and leave the password field blank.

**ANDROID:**

In the Google Play Store search for Preview Your App, download, and type your appcode in the input field.

**WEB / ONLINE:**

Go to [previewyourapp.com](http://previewyourapp.com), using the iPhone type your appcode in the email field and leave the password field blank.



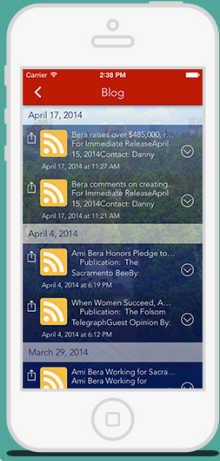


# NATIVE FEATURES



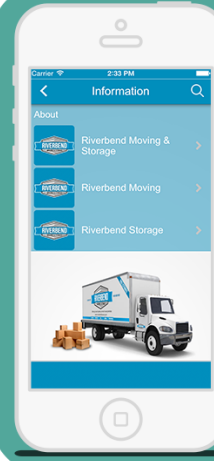
## Blog Integration

Include a blog by integrating your RSS feed to allow your users to quickly and easily read your blog posts.



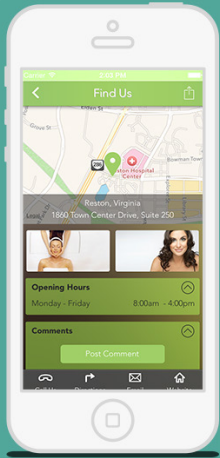
## Business Information

Integrate any sort of information you'd like about your business. Whether it's your food menu or services.



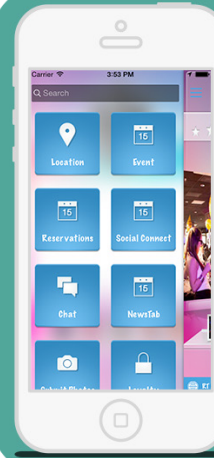
## Contact Information

Give customers multiple ways to contact your business. Phone, website, email, and directions to your business.



## Custom Appearance

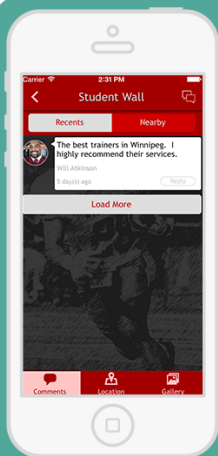
Create highly custom looking mobile apps for any small business with our beautiful layout options.





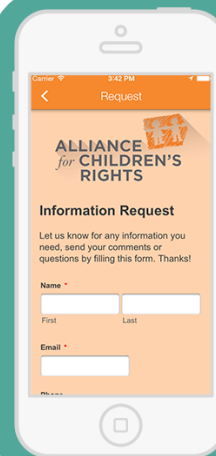
### Fan Wall Feature

Set up a fan wall for your customers to leave feedback on your business. Manage the comments online.



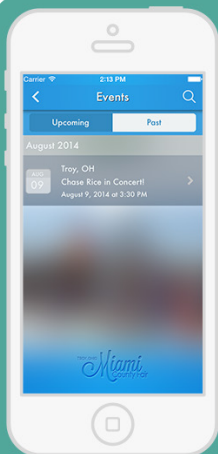
### Custom Email Forms

Create a custom email form for reservations, leads, appointments, and everything else.



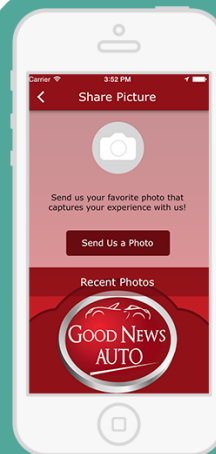
### Event Listings Feature

Include all of your businesses events inside of your application. Keep customers informed on the go.



### Email Photo Feature

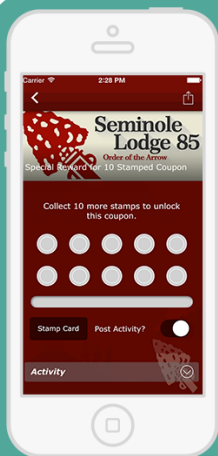
Allow customers to take a photo or send an existing photo and email it directly to your business.





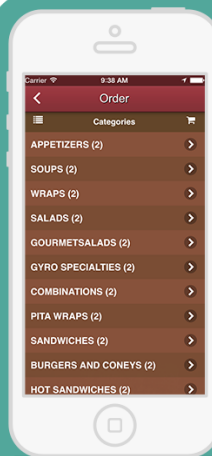
## Loyalty Card Feature

Reward loyal customers for making frequent visits or purchases at your small business.



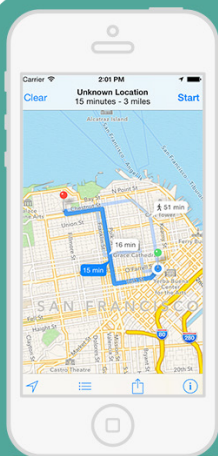
## Food Ordering

Allow restaurant customers to place food orders directly inside the mobile app or mobile website.



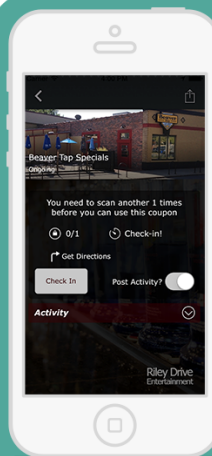
## GPS DIRECTIONS

Give your customers turn-by-turn GPS directions to your business from anywhere in the world.



## GPS Coupons Feature

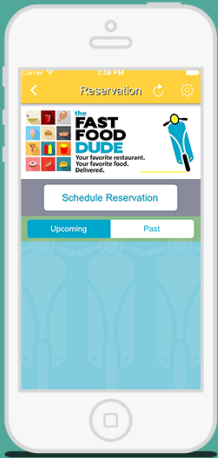
Create mobile coupons for your customers to unlock by "checking in" at your business.





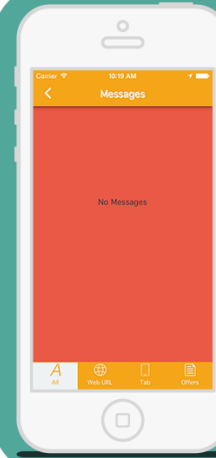
### Mobile Reservations

Allow customers to book a mobile reservation to increase any business's revenue.



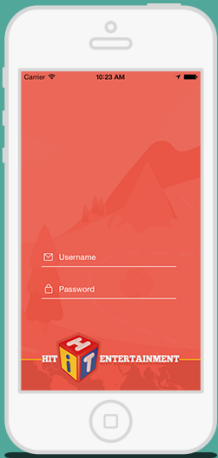
### Messages Feature

This tab stores all of your previously send messages to allow your customers to view messages later.



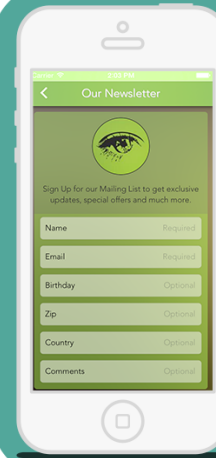
### Membership Feature

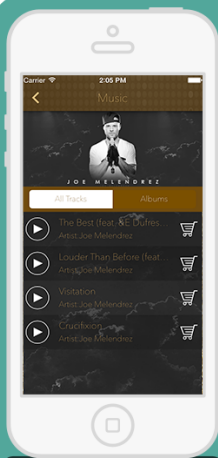
This feature can be a great way for exclusive groups to create mobile apps for their audience.



### Mailing List Feature

Stay in contact with your customers by gathering names and email addresses directly inside your application.





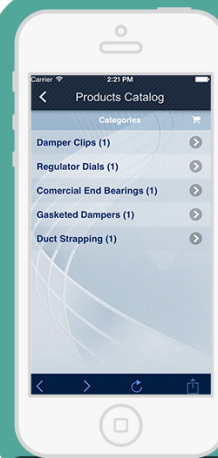
## Music Player Feature

Give your fans and customers the ability to listen to & purchase music inside your app.



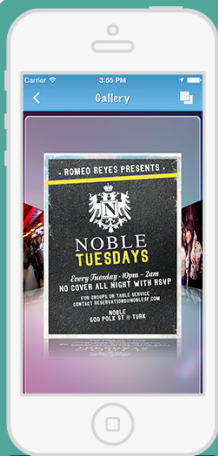
## Mobile Shopping

Let customers make product purchases directly inside the mobile app or mobile website.



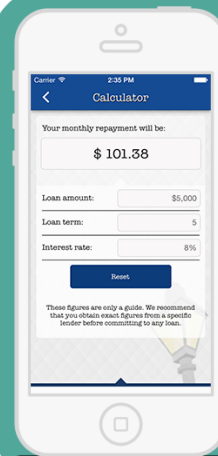
## Native Image Gallery

Display images of your business in a beautiful image gallery specifically optimized for the iPhone and Android.



## Mortgage Calculator

Include a mortgage calculator feature where you can preset the interest rate. Perfect for real estate agents.

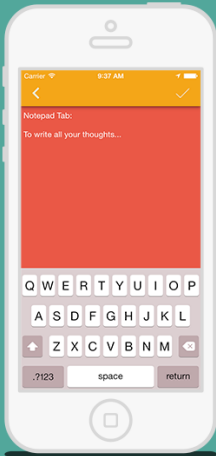






## Notepad Feature

The notepad feature allows users to record text notes and email them to anyone at anytime.



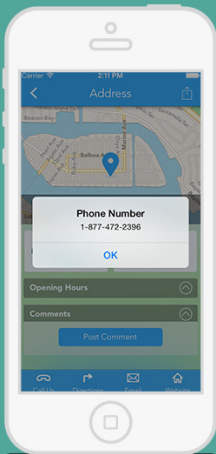
## News Feed Feature

Easily gather content instantly from Twitter, Google News, and Facebook in seconds with our powerful News Feature.



## One Touch Calling

Give your customers one touch calling from inside your app. No numbers to save or remember.



## Newsfeed Stream

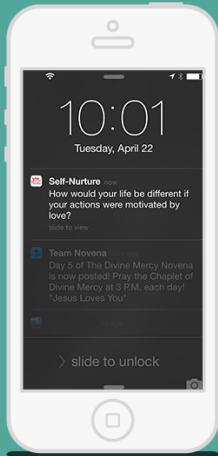
Display news instantly at the bottom of your mobile app to display a custom and engaging experience.





### Push Notifications

Send messages to your customers whenever you'd like using our easy to use content management system.



### Podcast Feature

Engage users with your podcasts. Stream podcasts inside of your mobile app for your users to listen at their leisure.



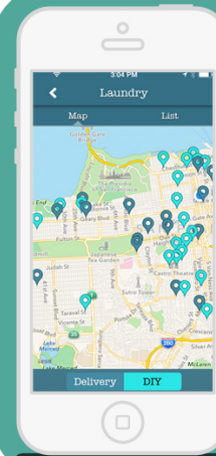
### QR Coupons Feature

Create QR enabled coupons for your customers to redeem at your business by scanning a specified QR code.



### Points Of Interest

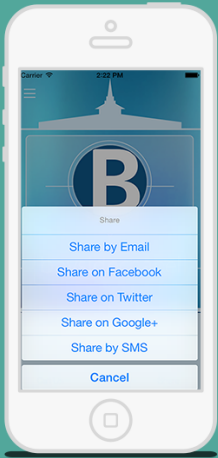
Create an app that displays any points of interest on a map and categorize them however you'd like.





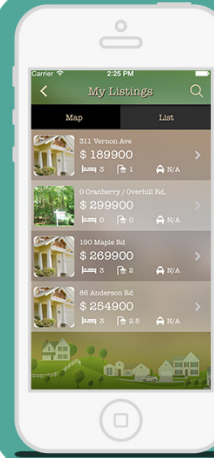
### **Tell-A-Friend Feature**

Let your customers take your business viral with built in sharing capabilities over email, Facebook, SMS, and Twitter.



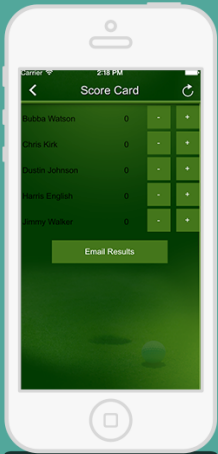
### **Real Estate Feature**

Show prospective clients available homes for sale or give them the ability to contact you to purchase a home.



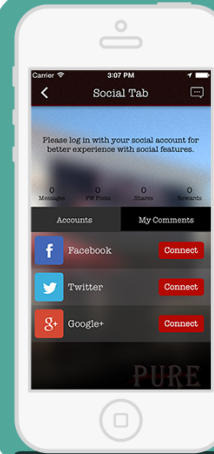
### **Sports Stats Feature**

Include a feature for your customers to count items related to your business and have them email the results to you.



### **Social Features**

Connect with your users through the most popular social networks including Facebook, Twitter, and Google+.

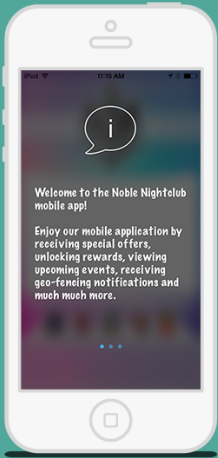






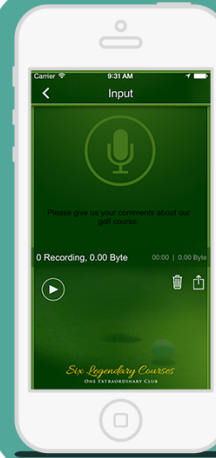
### Walkthrough Tab

The Walkthrough tab is an excellent way to give users a sneak peak of the great features available within your app.



### Voice Recorder

The voice recorder feature allows users to record voice notes and email them to anyone at anytime.



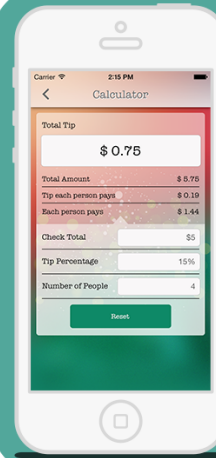
### Video Integration

Integrate your YouTube channel in a beautifully displayed format for your customers.



### Tip Calculator Feature

Include a tip calculator inside your app to help customers quickly calculate a tip amount for a dinner party.



## 3RD PARTY FEATURES

### Campaign Monitor



Easily import contacts gathered from your mobile app into your favorite email marketing campaign service.

### Constant Contact Int.



Easily import contacts gathered from your mobile app into your favorite email marketing campaign service.

### Flickr Integration



Display images of your business in a beautiful image gallery format directly from your Flickr account.

### Facebook Integration



Integrate your Facebook page to connect with your customers through their favorite social media sites.

### Instagram Integration



Automatically integrate all of your photos from Instagram into a beautifully displayed format for your app.

### iContact Integration



Easily import contacts gathered from your mobile app into your favorite email marketing campaign service.

### GrubHub Integration



Easily integrate your restaurant's GrubHub ordering system in your mobile app in seconds for quick ordering.

### Get Response Int.



Easily import contacts gathered from your mobile app into your favorite email marketing campaign service.

### Shopify Integration



Automatically integrate all of your Shopify store items into a mobile shopping cart feature.

### MyEmma Integration



Easily import contacts gathered from your mobile app into your favorite email marketing campaign service.

### Magento Integration



Automatically integrate all of your Magento store items into a mobile shopping cart feature.

### OpenTable



Integrate a restaurant reservation system into your mobile app for on the go restaurant reservations.

### Picasa Integration



Display images of your business in a beautiful image gallery format directly from your Picasa account.

### MailChimp



Easily import contacts gathered from your mobile app into your favorite email marketing campaign service.

### LinkedIn Integration



Integrate your LinkedIn page to connect with your customers through their favorite social media sites.

### MySpace Integration



Integrate your MySpace page to connect with your customers through their favorite social media sites.

### Shopping Cart



Looking to create a mobile store? Easily add and sell items through your mobile app via PayPal.

### Volusion Integration



Automatically integrate all of your Volusion store items into a mobile shopping cart feature.

### Twitter Integration



Integrate your Twitter page to connect with your customers through their favorite social media sites.

### SoundCloud



Integrate any audio file online to allow for users to listen on the go from their favorite mobile device.

### WuFoo Integration



Easily create an appointment, order, feedback or contact form using Wufoo and much much more.

### YouTube Integration



Easily display hundreds of videos from your YouTube channel beautifully inside of your mobile apps.