Small Business Apps

An Introduction

What are mobile apps?

A little bit of information

- An App is a piece of software (a program) that needs to be installed on a device. Because these apps are installed, they usually have the added advantage of running offline and can take advantage of the built in hardware and software of the mobile device like the gps, camera, accelerometer and more.

- Mobile Apps are device specific, meaning that an App that runs on the iPhone wont run on an Android or Blackberry. So think of an app as a software program for your mobile phone, tablet or other handheld device.

App Statistics

Looking at the latest statistics shows how and why businesses are benefitting from a mobile app

App Statistics

- There are over 7 billion mobile phone users worldwide
- 85% of people said they prefer mobile apps over mobile sites
- We spend 80% of our mobile time using apps
- By the end of this year, the total number of apps downloaded worldwide will reach 102 billion
- The average consumer spends 127 minutes in mobile applications a day

UK Statistics

- The UK smartphone audience currently stands at 31.7 million users
- By 2017, smartphone users will account for 81% of all UK mobile users
- 97% of the UK people use a mobile phone
- 22% of the UK decide which mobile device to buy based on the choice of applications
- 64% of the UK spend time on using applications on their smartphones

Why have an app?

Find out how your business could benefit from a mobile app

Benefits to Business

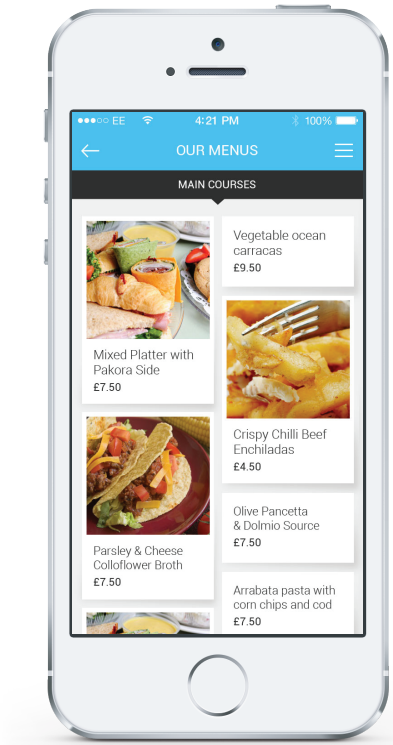
- Builds relationships
- Builds loyalty
- Reinforce your brand
- Increase your visibility
- Connect you with on-the-go consumers

Benefits to Customers

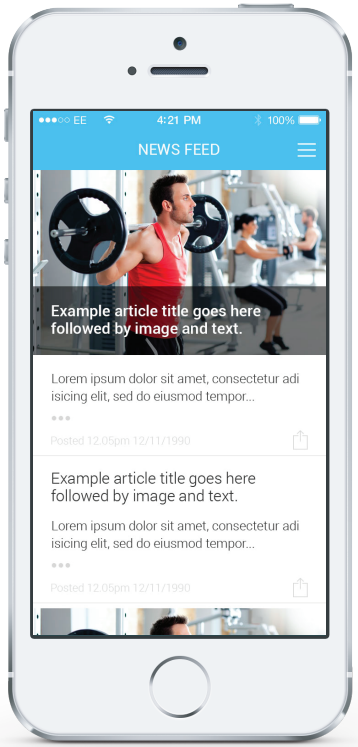
- Easy access to your products, services, items
- Notifications of special events, launches, and more
- One-touch access to your contact information
- Directions to your location from wherever they are
- Push Notifications (reminders, promotions, offers)

The Small Business App

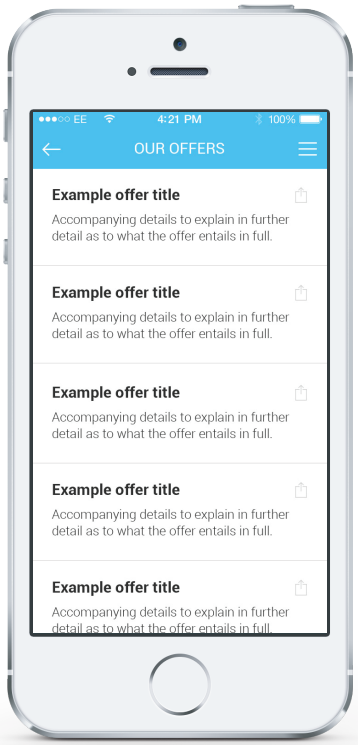
Features & Benefits



Our Menu(s)- Having a menu built into your app will allow customers to see your full range of food and drink all in one place.

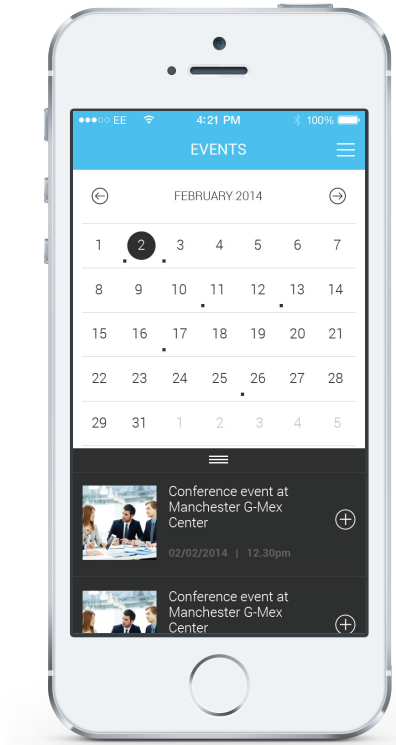


News Feed - This will allow you to share update news with your customer with ease. Also it can show off new and interesting products services from the app

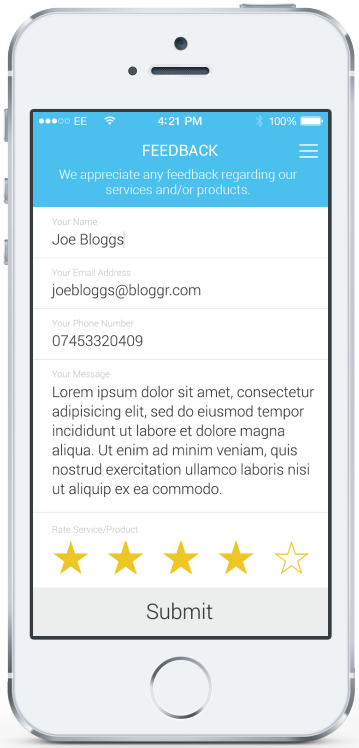


Our Offers - Having an offers page can acquire new customers, with discounts for first purchases for example. Customers like discounts and deals, especially directly to their device

Features & Benefits



Events - With the combination of Push Notification, having events within the app will allows customers to see up and coming Events within your company.

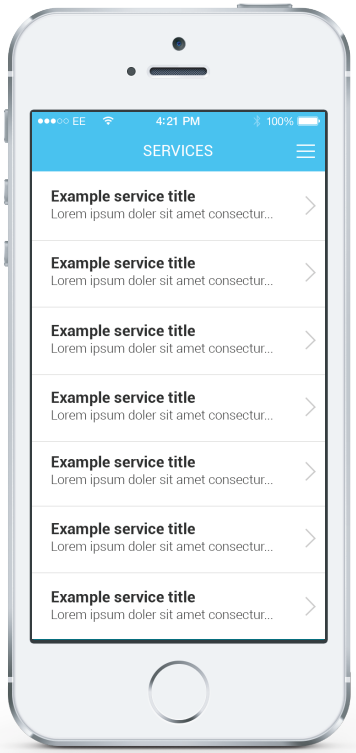


Feedback - With word of mouth, this would bring in new customers for free, and publishing the feedback shows evidence of thier good experience

Gallery - This will allow you to have your full gallery available to customer, whilst it being very easy to update new images and video, and in fully built into the app

Features & Benefits

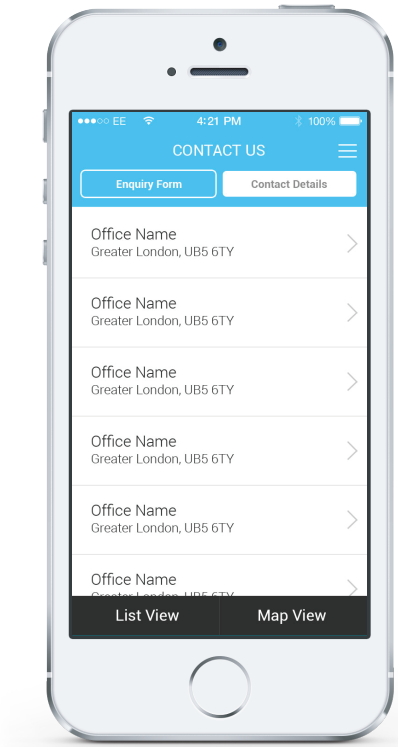
Our Products- Having a full range of your products within your app, will help potential customers make quicker decisions.



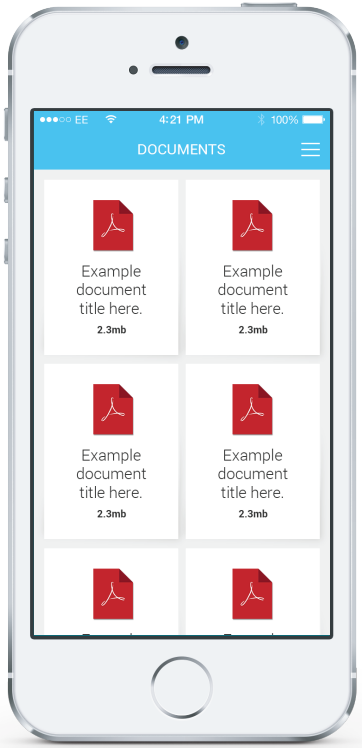
Our Services - Showing a detailed service section within the app, will explain what you offer to the customer in an effective way.

Testimonials - Adding a testimonial sector of the app is a great way to show off what other people have said about you, which could motivate others into purchasing your product/service

Features & Benefits



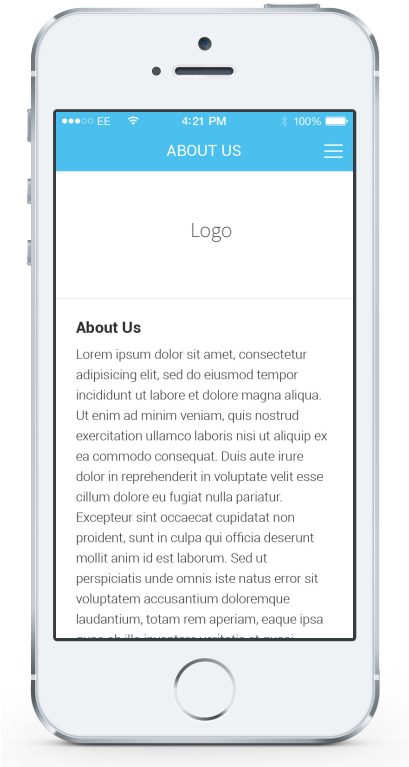
Contact Us - This allow customers to find your details already within the app, with no need to search. App features like One-Touch Calling will make the experience more efficent



Documents - allows you to work smarter on the go, with all your PDF/brochures with you and accessible no need to print off large files

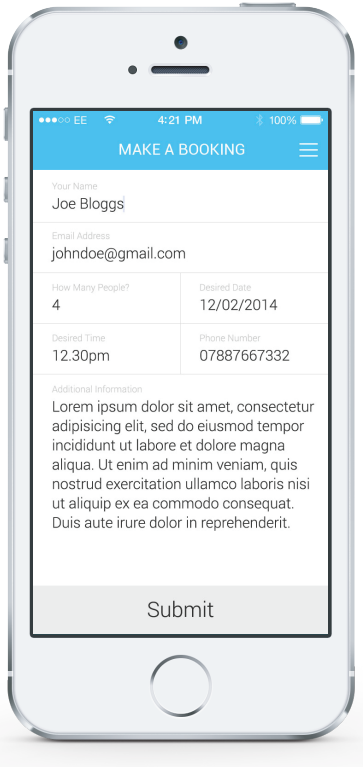
Enquiry Form - Having an enquiry form within your app can increase the relationship between you and your customers

Features & Benefits



About Us - Having an About Us page is your chance to show off your company, explain what you do, and provide a brief history of the business

QR Scanner - Will allow you to direct customers to instant information for example your website, or contact details, saving you time, and money



Booking Form - A booking form built into the app will allow customers to reserve a table themselves, freeing up time from over the phone bookings

WELCOME
Three more stamps to go until your next reward.
About Us
Testimonials
News Feed
Contact Us
Scan Code
Our Menu(s)
NAVIGATION
Photos/Videos
Events
Special Offers
Make A Booking
Our Product(s)
Our Menu(s)
News Feed
About Us
Testimonials
QR Code Scanner
EVENTS
FEBRUARY 2014
Conference event at Manchester G-Mex Center
02/02/2014 | 12.30pm
Conference event at Manchester G-Mex Center
OUR MENUS
MAIN COURSES
Mixed Platter with Pakora Side
£7.50
Vegetable ocean carracas
£9.50
Crispy Chilli Beef Enchiladas
£4.50
Parsley & Cheese Colloflower Broth
£7.50
Olive Pancetta & Dolmio Source
£7.50
Arrabata pasta with corn chips and cod
£7.50
TESTIMONIALS
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John Smith - BBC North West
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Small Business App Package

No upfront set up fees - simple monthly payment plan

Product	RRP(Monthly)
Small Business App (iOS)	**£99.00**
Small Business App (Android)	**£99.00**

12-month contract then rolling monthly

After 12 months the customer owns the App and the monthly payments cover App Hosting, App CMS (Content Management System), Push Notifications and Operating System Updates.