

Apps VS Mobile Websites Which is better?

Presented by J.W. Owens



A Perspective 101 Series



Apps VS Mobile Websites...Which is better?



Apps Survey: surveyed over 500 small business owners with both a mobile app and a mobile website to determine which returned a higher return on investment.

The results showed that both mobile apps and mobile websites are important pieces of a small business mobile marketing strategy.

Which returned a high return on investment? 73% - said mobile app 27% - said mobile website

Which do your customer prefer? 81% - said mobile app 19% - said mobile website

Which is best for getting new customers? 75% - said mobile app 25% - said mobile website

Which is best for repeat customers? 86% - said mobile app 14% - said mobile website

Top reasons for a mobile app? 41% - customer loyalty 19% - customer service 15% - increased revenue 10% - improved communication 8% - to stand out 7% - other

Which returned a high return on investment?



73%

said mobile
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27%

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Which do your customer prefer?



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Which is best for getting new customers?

75%

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25%

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Which is best for repeat customers?



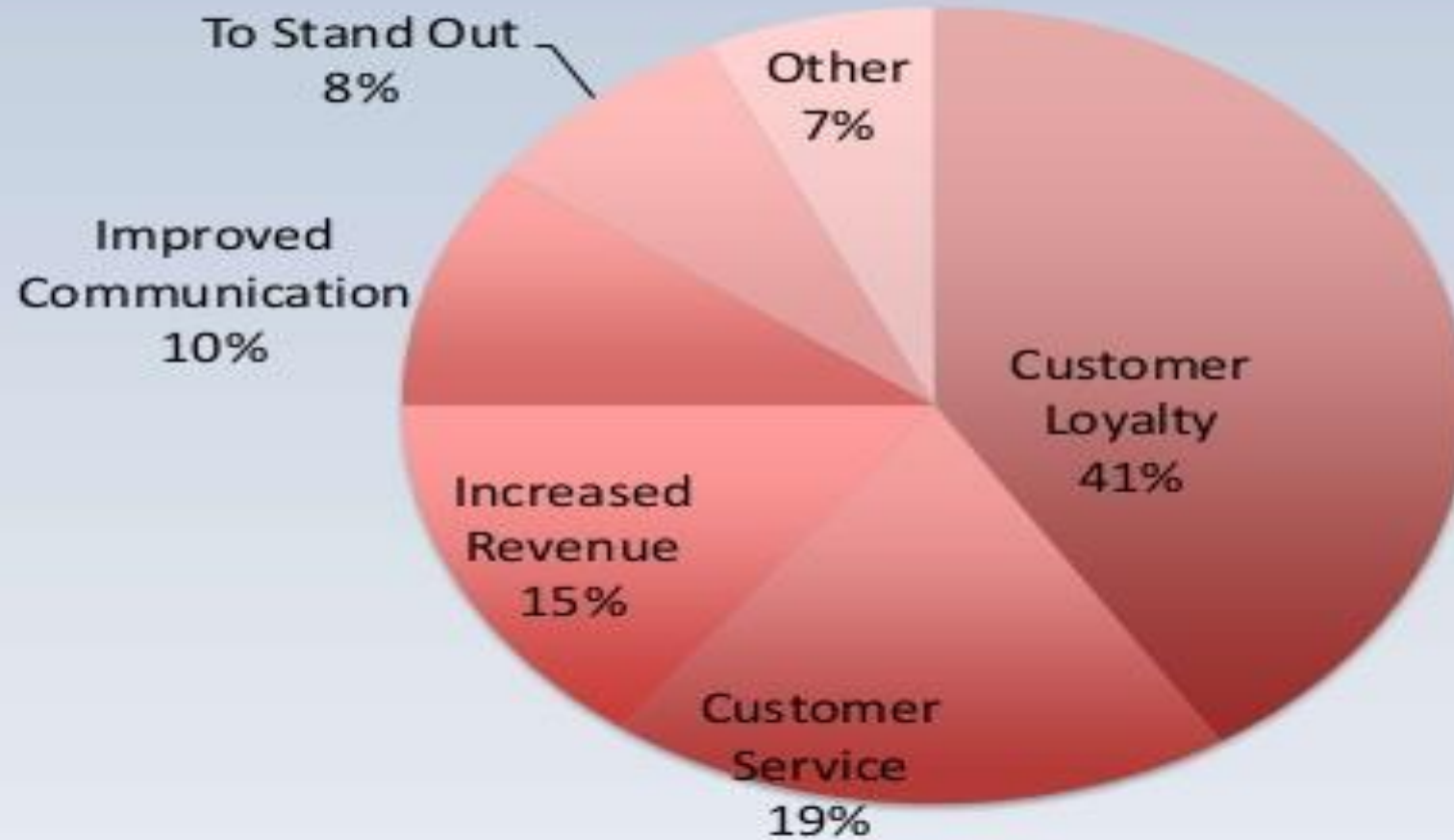
86%

said mobile
app

14%

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website

Top reasons for a mobile app?



Which has higher usage?



67%

said mobile
app

43%

said mobile
website

Which is most important?



10%

said mobile
app

9%

said mobile
website



81% said both equally important

Push notification open rates versus email marketing:



97%

push
notifications/SMS

27%

email marketing

Losing Customers



- Without having both a mobile website and mobile app, you are losing at least $\frac{1}{4}$ of your customer's share of mind!



Mobile Only Users



- By 2015, more than 780 million people will be **mobile only users**, not owning a laptop or desktop computer
- 68% of customers prefer mobile websites over full desktop versions
- Viewable by anyone with a mobile browser

Mobile Websites



- Developed with standard web development tools and technologies.
- Built once and deployed for all devices.
- Typically, but not always, less expensive than app development.
- Publish as a website. Immediate availability.

Mobile Websites



- Viewable with any mobile browser. No distribution required.
-
- No installation required. Web-based.
- Easily updated and changes are immediate with a browser refresh.
- Can be found through a standard search. Primary website can redirect to a mobile-optimized version when mobile is detected.

Mobile Apps



- Unlimited access to hardware functionality. Camera, accelerometer, microphone, GPS, etc.
- When built for distinct operating systems and devices (native code), unique programming languages and software development kits are required. Cross-platform solutions available for deploying to various app stores.
- Built for individual devices and operating systems. May require multiple developers with different proficiencies.

Mobile Apps



- Viewable by individuals within the appropriate device.
- Capable of very robust user experiences.
- Superior Graphics - may be stored locally. Effects & animations are limited only by device computing power and memory.

Mobile Apps



- Typically, but not always, more expensive, especially when multiple devices or operating systems are targeted.
- May require a submission process. Users must download and install prior to use.
- Download and installation required.
- Download and installed from website or marketplace.

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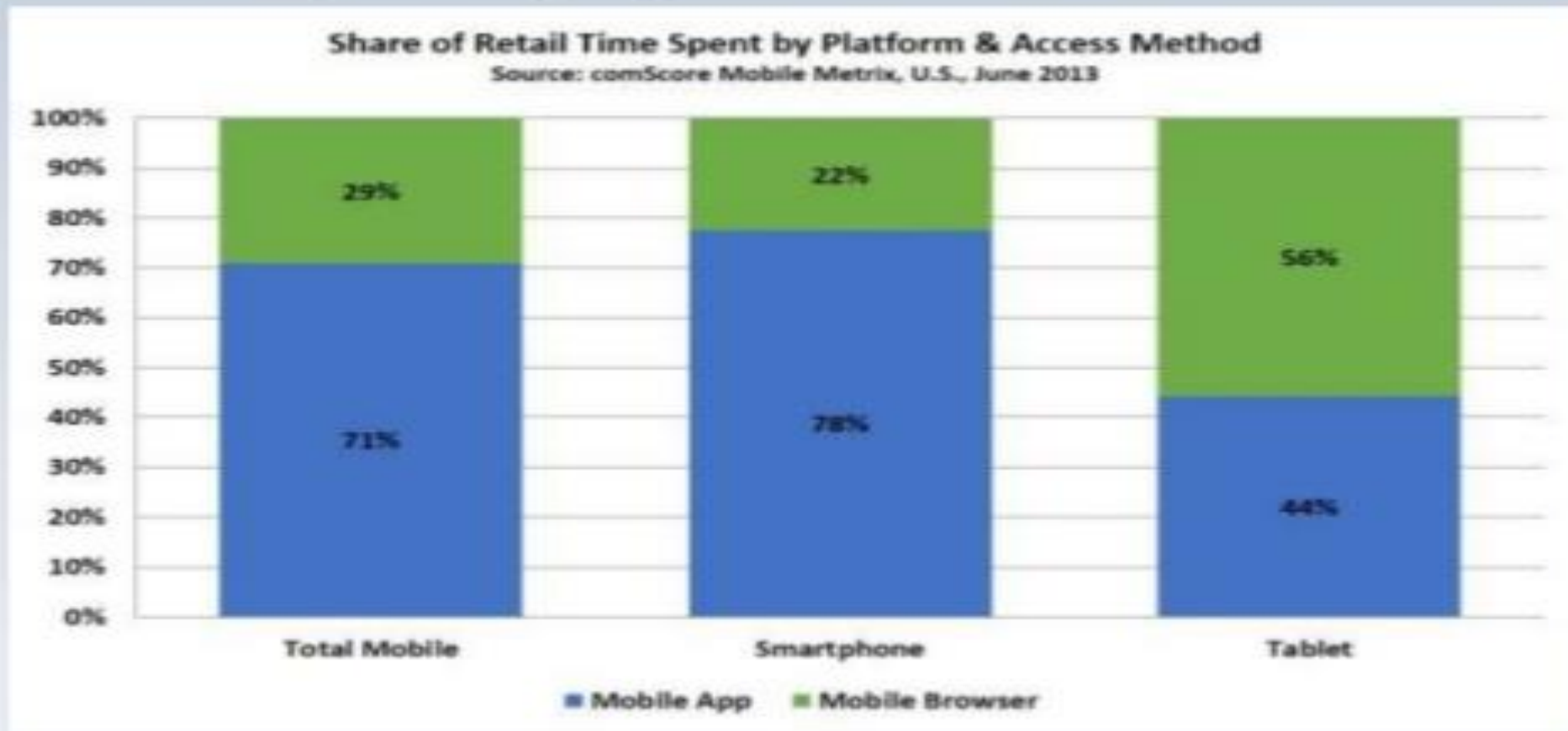


- iTunes requires a resubmission process. May require multiple development resources if updates are required for multiple devices and operating systems.
- Easy to charge for apps, using the available app marketplaces.
- Typically found through an app store search or linked to from a website.

Why Mobile Apps?



- FACT: Your customers prefer apps over mobile websites.
- Sources: AdAge.com | Digital, comScore Mobile Metrix, 2013



Information



App can display

- Information on services
- Restaurants menu (text or PDF)
- All locations visible in Maps
- One click calling
- Events and more...



Links to social networks



- Customers can link to your social media pages.
- Increase Facebook fans.
- Increase Twitter followers.
- Approximately 40% of social media users access their accounts through mobile devices.



Loyalty Coupons



- GPS coupons
 - When at your location, customers can 'check in' and receive bonuses.
- QR code coupons
 - Used to replace stamp cards.
 - Increase customer loyalty!

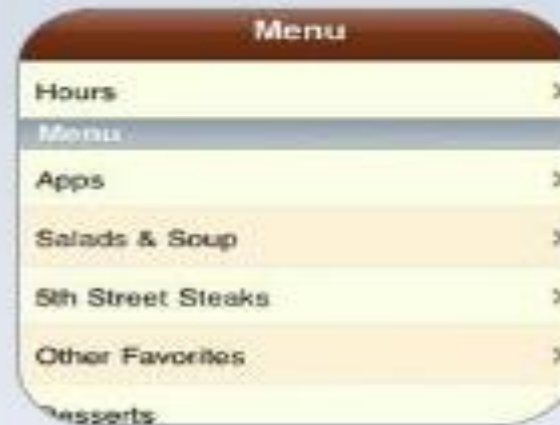
28% of customers reported that they are "Extremely Likely" to increase their visits to a business if they have a loyalty reward card for them. *(Total Research Corp & Custom Marketing Corp's Loyalty Monitor Study)*



Live Updating



- Take full control over your apps content!
- App can update
 - Display special events
 - Specials of the week/day
 - Loyalty coupons
 - Image gallery
 - Everything inside the app!



Push Notifications



- Update your customers instantly
 - Special offers, updates, happy hours.
- Push notifications break the barrier between you and your customers
 - Included completely FREE.
 - Compare to SMS texting plans on average cost ~\$200/month



Many Other Great Features



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Which has higher usage? 67% - said mobile app 43% - said mobile website

Which is most important? 10% - said mobile app 9% - said mobile website 81% - said both equally important

Push notification open rates versus email marketing: 97% - push notifications / SMS 3% - email marketing

Losing Customers Without having both a mobile website and mobile app, you are losing at least $\frac{1}{4}$ of your customer's share of mind!

Top Reasons for a Mobile App 41% customer loyalty 19% customer service 15% increased revenue
10% improved communication 8% to stand out 7% other

Which is more important? 10% say mobile app 9% say mobile website 81% of intelligent business owners recognize that both are equally important.

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This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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