

Digital Marketing & Local Businesses

How to Sell Products and Services on Mobile Devices

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Ecommerce Maurice Victor © 2013

Maurice Ufituwe

“Digital Marketing & Local Businesses” – March 2013



This E-book teaches Local Businesses and Entrepreneurs how to utilize the potential of business apps to increase sales, build relationships with clients, and manage customer retention.

****ATTENTION****

You are receiving the free version of the Kindle E-Book that's on sale on Amazon Kindle for \$8.95, entitled *“How to Sell Products and Services with Mobile Apps in 2013 for Local Businesses”*. If you would like to get the Kindle version of this E-Book please click [here](#) to get the Kindle edition. If you don't have a Kindle device to read your E-Book, click [here](#) to download and install the *Amazon Kindle for PC* free software or click [here](#) for the *Amazon Kindle for Mac* free software so you can read it on your Mac or PC. Kindle E-Books are readable on iPhones, iPads and other mobile devices. On the xpango.com website you can get a free iPhone or a free iPad sent to your home when you earn credits. Click [here](#) to get your free Smartphone or tablet sent to your home today.



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Preface

Welcome and thank you for downloading this E-book - I'm really excited about it! This shows me that you value this information and that you are motivated to learn how apps can turn your business around, make you money, increase sales and build a strong relationship with your customers.

This E-book was created for entrepreneurs and local businesses that want to tap into the growing trend the app phenomenon has created since the iPhone was launched in 2007; one I believe will greatly benefit savvy entrepreneurs and local businesses who seize the opportunity, and one they should pay close attention to for years to come.

I believe mobile devices and apps will transform the retail landscape forever and looking back five years from now many businesses will notice a significant change in terms of their day-to-day business. Many will even ask themselves how they were able to do business before mobile apps came into existence.

I hope you'll enjoy reading this E-Book and you will learn new things that will help you grow your business. If you have questions, please let me know as this is why this E-Book was created. Your feedback is greatly appreciated!

Maurice Ufituwe

Who This Information Is For:

Hotels
Restaurants
Pizzas
Taxis
Bars
Nightclubs
DJs
Lounges
Event Organizers
Cafes
Hair Salons
Barber Shops
Doctors
Dentists
Chiropractors
Health Clubs
Gyms
Lawyers
Accountants
Financial Services
Jewelers
Realtors
Shop Owners
Non Governmental Organizations (NGOs)
Churches



Why Do Local Businesses Need Business Apps?

Are business apps for real and should we pay attention to them? Are they just gizmos like the Tamagotchi was in the 90s, or are they here to stay?

Unlike mobile websites, business apps are not designed to drive traffic to your shop - that's the main function of a mobile website. Mobile websites are found inside mobile directories while business apps are hosted inside the App stores, and they are your best asset next to a mobile website in terms of cell phone marketing. One is designed to drive foot traffic, while the other is designed to manage sales and customer retention.



Foot Traffic



Customer Retention

Business apps connect businesses and customers. When a customer walks inside your business he or she can download your App from a simple QR code scan inside your store, and this gives you the power to send him text messages onto his or her cell phone to sell him or her your products and services.

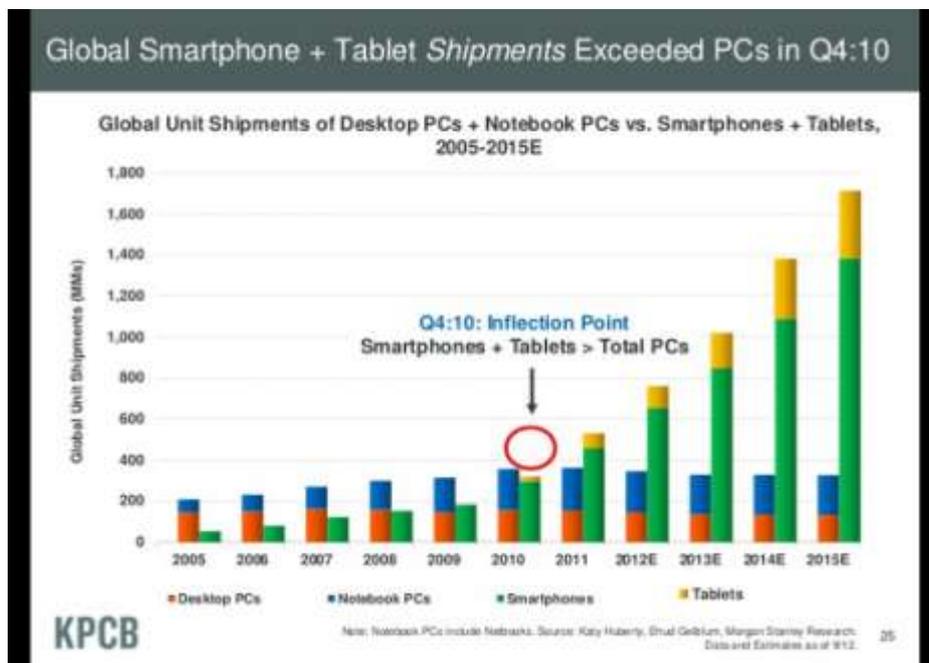
Prior to the surge of apps and mobile devices, businesses had to rely on traditional marketing venues such as ads, flyers, and leaflets to connect with their audience. If a business owner had an offer his or her customer was interested in, he or she had no means of contacting them and letting them know about this offer so that they could make a purchase on time. He or she had to rely on ads, word or mouth advertisement and wait for the second visit before the customer could make a purchase.

Since the advent of mobile devices and mobile apps, things have changed. Gone are the days of slow days and total uncertainty. Apps are like a website on steroids sitting on a Smartphone - they save your customers the hassle of getting on the web and searching for your competitors when they have your business sitting right on their cell phones.

Unlike print media that's static and boring, apps are fresh, dynamic, spontaneous and interactive. And because of these unique features they have transformed the landscape and the way we run businesses for ever.

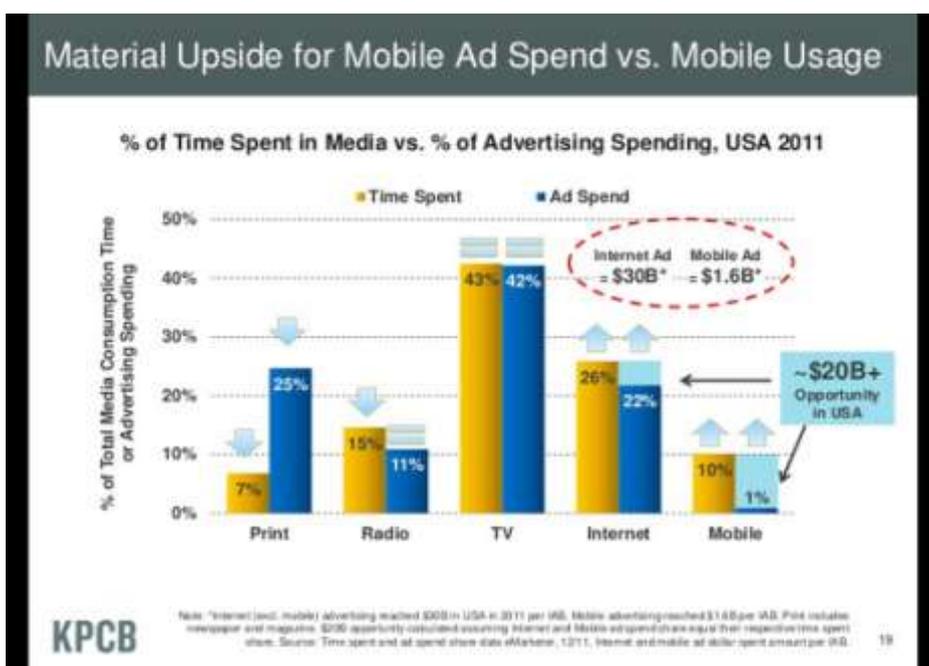
Gone are the days when a restaurant had to figure out ways to fill tables on slow days, and perishable and non-perishable inventories had to go to waste for sitting too long on store shelves. A new dawn in the age of digital marketing has begun, one that utilizes the functionalities of images, text, audio, video and Social Media to reach out to their audience 24/7.

From the graph below we can see how the usage of Smartphones and tablets has outpaced the sales of PCs steadily since 2005 and how they will significantly impact the way we do business in terms of sales and marketing in the years to come.



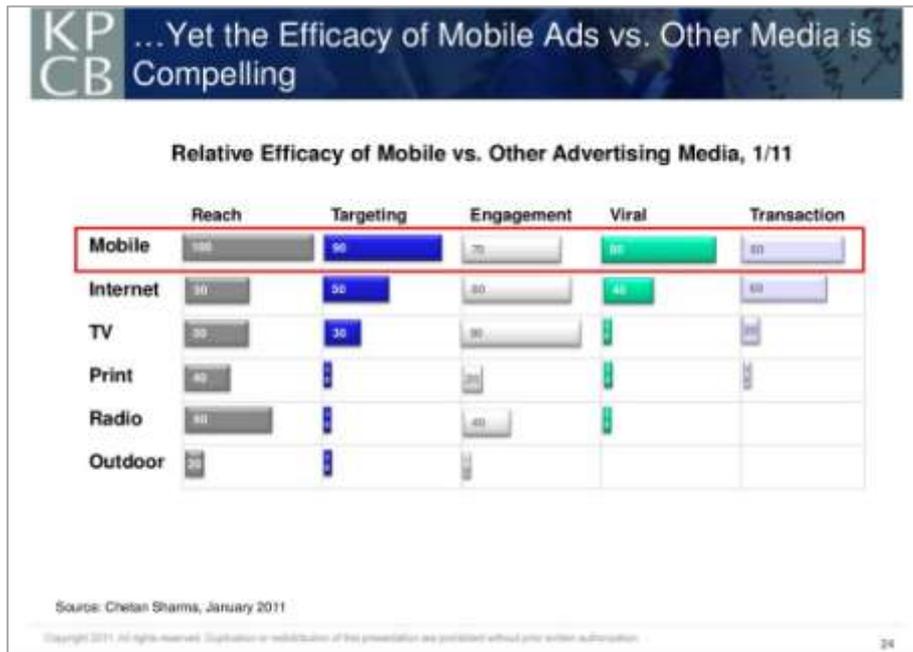
(Source: <http://de.slideshare.net/kleinerperkins/2012-kpcb-internet-trends-year-end-update>)

The increase in Smartphone and tablet sales is significant because this shows us where the market is headed. It's shifting away from traditional platforms such as print, radio, and TV, and more into the digital space. This information is indicative of where the advertising money will be spent in the years to come in terms of growth, sales and revenue generation.



(Source: <http://de.slideshare.net/kleinerperkins/2012-kpcb-internet-trends-year-end-update>)

Besides the marketing aspect of digital marketing, it's easy to understand why from the graph below mobile apps beat any other type of marketing hands down. Mobile apps are more viral than the Internet; they are much more targeted, have a higher reach in terms of marketing, and convert more in terms of sales than print, radio, TV or the Internet.



(Source: <http://de.slideshare.net/kleinerperkins/kpcb-top-10-mobile-trends-feb-2011>)

In the past, you had to rely on the Yellow Pages and your map to find a business in your city. Nowadays a simple click on your cell phone or iPad suffices to get all the information you need to make a purchasing decision.

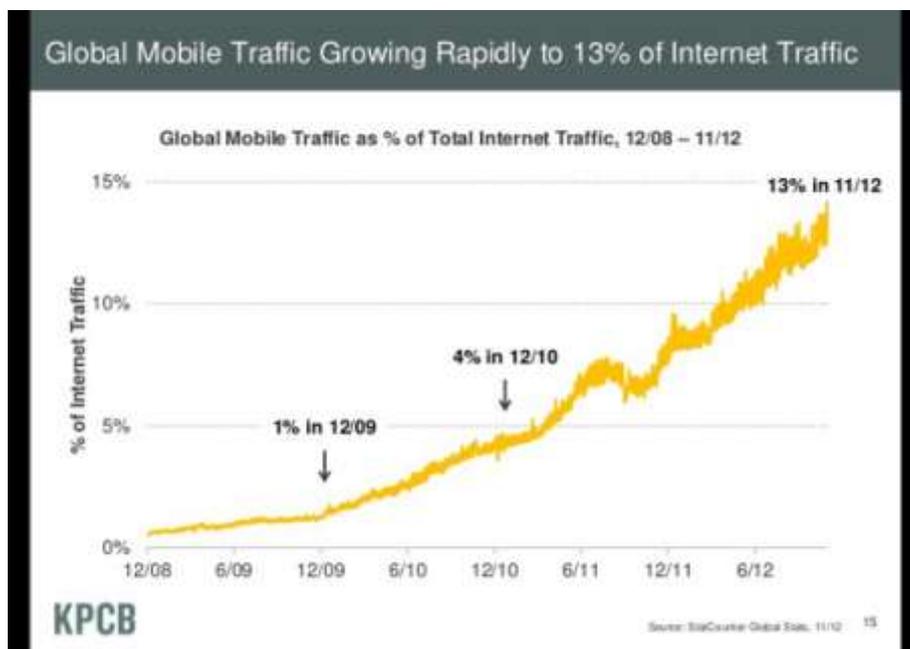


(Source: <http://de.slideshare.net/kleinerperkins/2012-kpcb-internet-trends-yearend-update>)

From the information above we can see how vital mobile apps have become for businesses, but what else does a business need to market successfully on cell phones and tablets?

Most businesses are aware that having a website on the Internet is very important, however how many know that they are being searched aggressively right now on cell phones by savvy and educated customers in their local area?

If you look at the sheer number of businesses that have a mobile optimized website versus those who don't, you will soon understand why a lot of businesses are losing money on that front. According to this [Mashable article](#), mobile traffic currently makes up 10% (May 2012) of global Internet traffic, as shown in the chart below, and next year (2013) more people will use mobile phones than PCs to get online, according to Gartner. Yet many businesses have not yet optimized their websites for mobile, frustrating visitors with tricky navigation and slow loading times.



(Source: <http://de.slideshare.net/kleinerperkins/2012-kpcb-internet-trends-yearend-update>)

In the same article we read that a survey of major advertisers in early 2011 showed only 21% had launched a mobile-friendly site. A [2012 L2](#) study of the top 100 fashion, beauty, retail, hospitality, and watch and jewelry brands found that only two-thirds had mobile-optimized sites, and yet a third of those did not allow consumers to shop from their sites. This is why it is crucial to have the mobile pendant of your website optimized for cell phones and tablets besides having a mobile app in your marketing endeavors.

You need to be found on your PC and mobile devices to drive foot traffic, and as a side note I will add that websites that utilize flash animation on the Internet need to reconsider this option because their websites do NOT work on mobile devices. As weird as it sounds, this is the harsh reality - they need to do away with flash animation or create an entire new website that is readable on mobile devices.



How Do Business Apps Work?

Business apps are downloadable onto your Smartphone just like any other app inside the app stores. A simple scan of a QR code suffices to download the application onto your cell phone in seconds. Business apps have the capability to receive and send images, text, audio and video messages, and they also tap into Social Media. This functionality alone places them well above other traditional marketing platforms because of its interactive aspect and viral nature. This feature is priceless because of the reach businesses have at their disposal to market to groups that were traditionally out of reach for them.

When a customer sends tweets from his app to his followers or posts a message on Facebook about the last meal he or she has had for dinner and shares pictures with his friends and followers, this is a good way of getting unsolicited attention. If he or she does this not just once or twice but repeatedly, he will spike their interest to a point where they will feel the need to see what the message is all about just to quench their curiosity.

This is viral marketing and word of mouth advertising at its best, something any business owner could never dream of and would gladly pay for, and it is priceless!

Studies have shown that mobile devices are always in the range of 2 meters 24/7 from the user's presence and SMS texts and push-notification messages have a 97% open rate compared to only 16% for email. This information alone is enough to convince anyone about the vital importance of mobile marketing for businesses and not having it can mean a death sentence to a business, especially in slow days in this day and age of digital marketing.

How Can Business Apps Help Businesses Increase Sales?

How can business apps help businesses increase sales? When you ask this question, you are asking if there is an intrinsic value for apps in terms of marketing and the answer is yes.

There are three ways businesses can make money with business apps. The first one is to increase sales with direct marketing through text messages with special offers, events, coupons, freebies, QR coupons, etc. This is the primary function of business apps. Secondly, depending on the number of app downloads businesses are getting; they can monetize their apps with ad placements through third parties. The third possibility is to tap into the ad network with banner ads. The primary method of monetizing apps is the one we shall dive into in this E-book.

Business apps come with a range of functionalities such as loyalty programs, voice recorders and cameras, push-notification, etc. that can be utilized in many ways. When businesses have slow days for instance, or want more sales, they can either:

- Send “push-notification” text messages to invite customers to fill empty seats with special offers, daily specials, coupons, events, promotions etc.
- Offer redeemable QR coupon codes to liquidate stocks of unsold inventories, so that they can recoup their initial investment.
- Post viral messages people will gladly repost on social networks that will create word of mouth advertising for this business.

Moreover, because business apps should be viewed in the long term rather than a one-off business opportunity, businesses should take advantage of this unique marketing advantage they present to build a strong connection with their audience. It is possible to build a consistent good recurring income with your audience, but it all depends on how well you connect and maintain this relationship with your customers. Here are just a few tips you can utilize to build this relationship with them:

- You can send short news updates once in a while pertaining to your local area, your activities, and niche market information in the form of advice, tips, recommendations, etc.
- You can send quotes of the day, week or month, etc.
- You can post viral images on your Facebook wall that people will gladly share, and ask them to comment.
- You can send them quiz or surveys to get a read of the market.
- You can host events people will gladly retweet, share, and take pictures of just to increase your exposure.
- You can ask visitors to share testimonials, their personal experiences, pictures, videos, podcasts etc. on your blog, website or Social Media.

There are many ways you can connect with your target audience; the key here is interactivity to create value and a great user experience they will share and remember with your business app. The greater the response and interaction you get lets you know whether you’re having success with your app or not.

If people enjoy using your app, like having it on their mobile devices, can’t think of living without it, like sharing information and believe your app is the best thing ever since the invention of the apple pie, this will make a dramatic positive impact on your sales, because as the old adage says (and it still

resonates true today), people buy from people they know, like and trust! In other words, business apps are a great tool you can utilize to increase your likability and trust with your customers. Connecting with your customers on one level is one way besides providing good products and services of managing your customer's retention.

How Business Apps and Digital Marketing Work



From the graphic above, you can see how digital marketing works and the key role a business app plays to generate sales and leads.

1. First, people find your business on the Internet or inside mobile website directories.
2. From the website map they find their way to your business.
3. Once inside your business they can download your business app onto their cell phones with a simple QR Code scan.
4. You have the permission to advertise on their cell phones with SMS or push-notification messages.
5. Your customers can share comments about their buying experience with friends and followers on Social Media.
6. These shares and comments create an awareness and advertisement to an audience that is usually out of reach of your business.
7. From the buzz created around your business, people will start researching out of curiosity to see what the buzz and your business is all about.

The great thing about business apps is that they can reach out to an audience that is usually out of reach for a local business. The more shares and comments you get, the more buzz and attention this creates and the more leads your business will get.

A Little Bit of App History

Here's a quick history of apps and how the app phenomenon started. When Apple launched the iPhone on June 29, 2007, 18 apps were readily available for usage (developed by the Mac maker). The Apple App Store launched in July 2008, a year after the first iPhone was released, and it had 500 apps. 10 million applications were downloaded in the first weekend of its launch. The Android Market launched a couple months later in October and had 50 apps to start.

Research In Motion was not far behind, announcing BlackBerry App World at its developers' conference in October 2008 and accepting submissions from developers in early 2009. Nokia's Ovi Store opened in 2009, starting its short-lived run as the No. 2 global app store behind Apple's trailblazer. The Windows Phone Marketplace launched in late October 2010. By July 2011 it had nearly 30,000 apps. As of Jan. 2012, it has almost 50,000. The BlackBerry App World had about 37,000 at the end of July 2011.

Apple reached the 100,000 app mark first, a little more than a year after launch, in November 2009. Skipping ahead, the Android Market hit 200,000 in early 2011 and nearly doubled its developer output through the remainder of the year. As of now, the market has about 400,000 apps available while iOS has over 650,000.

Most of the apps downloaded from the Apple and Android store fall into these categories: Calculate / Utilities, Entertainment, Games, News, Productivity, Social Networking, Sports, Travel and Weather. None of the apps available for download were business related, meaning that none could sell products and services on mobile devices to users who were downloading them in their millions every day. 2012 saw a limited introduction of business apps, which was burgeoning in late 2011 inside the App stores. The trend is expected to further develop in 2013 and grow in the years ahead. As PC usage decreases in favor of mobile devices, business apps are expected to fill in the void left behind by traditional business portals and E-commerce platforms.

Your Digital Marketing Strategy

1st) From the information shown above, your digital marketing strategy should consist of having a mobile optimized website in place and a mobile app developed to market on mobile devices, besides having a traditional business portal for PCs.

2nd) Your mobile website needs to be SEO-optimized and listed inside mobile directories in your local area, and your business app needs to fulfill Apple's stringent hosting criteria to be downloaded by your target audience. You can look up for some live examples of real apps at this URL to see how they work: <http://previewyourapp.com>. Enter these codes to view them: "5to5", "kalm3", "oandn", "avicii" or "weisseduene". Here you can find an example of a mobile optimized mobile directory:

<http://restaurantsonmobilekoeln.de>

3rd) Next, when the logistic part of your marketing strategy is taken care of, you need to figure out which path to go down to get as many downloads as you can. The more downloads you get, the better! Any business app sitting anywhere on an iPhone, Android or iPad has more value than any print, radio or TV ad you will ever create to sell your products and services. People who have downloaded your app on their mobile devices have literally granted you permission to send them

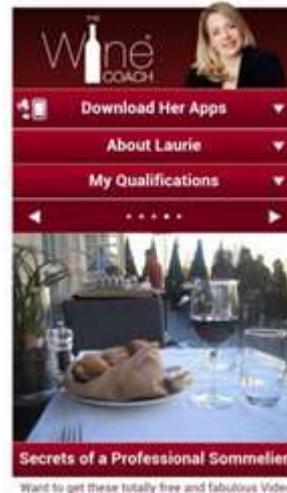
advertisements tailored to their needs at any time of the day. This is how you should see it, so take full advantage of the situation before the competition does and get as many downloads as you can.

There are many ways you can go about to sell your app; you can run QR code ads in print media, on billboards, Facebook, on flyers, T-shirts, cups, pens, post cards, cabs, etc., by hanging the QR code insignia inside your business, or by providing a download link on your mobile website. Or, you can hire the services of specialized app marketing companies that utilize a series of online marketing tools and services to increase your downloads, if you want to get more aggressive.



QR Code

"Download Her App"



Mobile Website

4th) Once you have the number of downloads desired, you have to choose which sales techniques will work best for your business with the tools you have at your disposal. Should you send push-notification messages on a daily or weekly basis, or perhaps SMS text messages work best for you? Should you offer coupons and when, should you organize events to get the word out, to get some attention and media coverage, should you run contests or give stuff away for free?

You also have the power to run surveys to extract more data from your list so that you know for your next product launch what to sell and how, because your list has given you this information. As you can see, the possibilities are endless and much of your success will depend on how resourceful you are, your imagination, and your creativity on the path you choose to grow your business.

With a business app you have much more control, much more flexibility, much more interaction, much more information and transparency and more possibilities to connect with your target audience than you had in the past with any other type of marketing platform you were able to use. In addition, your customers are much more highly targeted than they were in the past, you can get feedback from them at any time of the day, and you should definitely exploit this knowledge to your full advantage.

In the next section of this E-Book we shall dive into the functionalities you can find inside a business app, and we shall start with the loyalty tab.

Loyalty Tab

Function:

The loyalty tab is designed to draw customers inside your business with the intent to make a purchase. When a customer walks inside your business, he can ask a business representative to give him a secret code that will unlock a position inside his app, in order to receive a freebie that is the reward of the loyalty program. When all positions inside the puzzle are successfully unlocked, the recipient is rewarded with his freebie.

Examples of freebies to offer are: "Free Soft Drink", "Free Snack", "Free Gift Voucher", "Free Prize", "Free Games", "Free Ticket", "Free Trip", "Free Ride", "Free Consultation", "Free Massage", "Free Counseling", "Free Therapy", "Free Touring", "Free Lecture", "Free Preview", "Free Premiere", "Free Movie", "Free Video", "Free Entry", "Free Announcement", "Free Survey", "Free \$25 Voucher", etc.

Benefit:

In order to unlock its freebie, the recipient must check in several times before he is rewarded with his free gift. This tab is primarily designed to reward customers for visiting your business in the hope that they convert and make a purchase while they are inside your business. This tab has Social Media features built in and has the ability to post shares and comments on Social Media.



Check-In Tab

Function:

The Check In tab is modeled after Foursquare; it utilizes the GPS function of Smartphones and gives the ability to business owners to be their own Foursquare. The person will visit the location a certain number of times before collecting his freebie. Because these customers are not purchasing but just visiting, you want to reward them with something small.

Just like the Loyalty tab above you can reward them with things such as: "Free Soft Drink", "Free Snack", "Free Gift Voucher", "Free Prize", "Free Games", "Free Ticket", "Free Trip", "Free Ride", "Free Consultation", "Free Massage", "Free Counseling", "Free Therapy", "Free Touring", "Free Lecture", "Free Preview", "Free Premiere", "Free Movie", "Free Video", "Free Entry", "Free Announcement", "Free Survey", "Free \$25 Voucher", etc. This tab has the ability to post shares and comments on Social Media as well.

The “Check In” feature can be location specific, meaning that it is set for one or more locations only. Click [here](#) to see how Foursquare works.

Benefit:

With the Social Media functionalities built in, just like the Loyalty tab above, business owners are gaining visibility to people that they probably would not reach without this feature, especially with a recommendation, and this is the best advertising they could ever get - word of mouth advertising.



Of Check Ins Left Free Gift Unlocked GPS Functionality Social Media Share



FourSquare

Reservation Tab

Function:

The reservation tab comes in very handy particularly for restaurants and hotels because of its ease of use, which does not require you to dial in to make reservations. Right from your palm you can see if tables and rooms are available in real time and make reservations. You can have as many reservation links built in inside the app; you are not restricted to the usage of one but can add as many reservation links as you want.

Benefit:

This tab is very practical because the user needs not call the business to make reservations; everything is taken care of with this application.



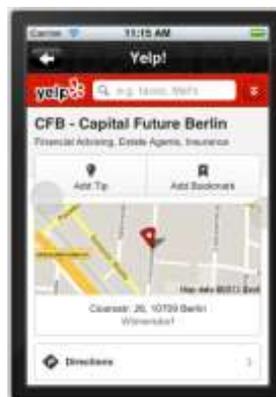
Yelp Tab

Function:

Just like the reservation tab above the Yelp tab utilizes the website application to pull in information from Yelp and show it inside the application. You get all the information pertaining to your website from Yelp just like you would see it from your desktop screen. It allows you to navigate throughout the website without having to leave your application. Your customers can see what others are saying about your business and share reviews without leaving their application.

Benefit:

This application adds transparency to your business by displaying third party comments and reviews about your business. Customers also have the possibility to rate your business from this application.



QR Coupon Tab

Function:

Similarly to the Loyalty and Check In tabs, QR Coupons are set to drive people inside your business. With this tab you have to scan a QR code in order to redeem a coupon to an offer. Similar to the Loyalty tab, customers need to check in as much as you want to redeem their coupons. For this to work the business owner must display the QR coupon code with directions attached to it in visible areas where people can scan it.

Such places can be the cash desk, doors, the main entrance, tables, walls, windows, etc. Examples of coupons to redeem are: “Buy 3 and get the 4th for Free”, “Buy 2 and get a 25-50% Discount on the 3rd”, etc. Just like for the Loyalty and the Check In tab, this tab has Social Media functionalities built in and people can recommend and share their buying experience with others on Social Media.

Benefit:

Offering coupons to your customers has a great advantage because clients like to know they are getting a bargain and a great discount from you. Similar to the Loyalty and Check In tabs, this tab has Social Media functionalities built in and businesses are getting visibility to people that they probably would not reach, with a recommendation. Again, this is word of mouth advertising at its best.



Scan the QR Code, Share it



Redeem Coupon, Your Free Appetizer

Tip Calculator

Function:

The tip calculator allows customers to calculate the tip they can give to the waiter depending on the amount of money they've spent, the tip percentage and the number of people who are accompanying them.

Benefit:

This tab is definitely a great plus for restaurants owners, bars, nightclubs and any place that accepts tips. It takes the guess work out of the equation and makes it easy for customers to calculate the amount of money they want to tip to the waiters.



PDF Menu Tab

Function:

The PDF tab allows you to upload and display multiple PDF files inside your app. You can share any type of information inside this tab: menus, images, listings, programs, etc.

Benefit:

This application allows you to upload and save any type of PDF file onto your app, which people can view at their convenience from their mobile devices. Because of the limited screens on cell phones, it works especially well with tablets with high picture resolutions.



Menu Tab

Function:

This application allows you to display menus and organize them in categories and submenus inside the app. You can have the breakfast menu, lunch menu, dinner menu, etc. and inside these menus, categories such as soup, salad, meat, pastas, wines and create submenus to these categories, etc.

Benefit:

This tab allows your customers to search through your entire menu and they need not call you, drive by or to search the Internet to get this information. You can update the tab any time with new changes and new offers. When you have the reservation tab installed, this gives your customer the power to make reservations beforehand while knowing exactly what they will order before getting to your restaurant.



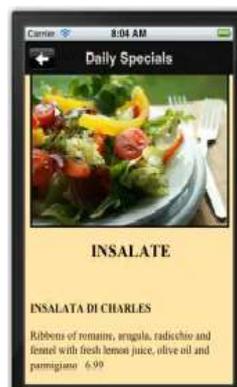
Daily Specials Tab

Function:

Just like the menu tab, the Daily Special tab displays the same functionalities as the menu, only that it's designed for specialties of the day and because of that, it needs to be updated on a regular basis.

Benefit:

Because the Daily Specials tab is updated regularly, this can be a motivation for customers to check in on a regular basis to see what the specialty of the day is, pushing them eventually to drop by for dinner if it's one of their favorite meals on display.



Email Photo Tab

Function:

Love your meal? Take a picture of your dinner and send it to us and we'll pick one at the end of the week and give away a free lunch. Are you having great fun in your preferred nightclub? Share that picture on your wall for friends to see. Your local bar is organizing a sport event tonight with music bands and live karaoke music? Take a picture and share this event for the whole world to see. Were

you involved in a car accident where you were clearly not at fault? Take a picture and send it to your DUI lawyer for your own records... this might be the piece of evidence that will help you win your case before the jury. The possibilities are endless with what you can do with this application.

The email photo tab can be used in multiple ways and it is a real ace in your pocket that lets you shoot unlimited pictures from your cell phone where and whenever you want. Pictures say a thousand words they say, so what better way do you have at your disposal to let the world know what's happening in your neighborhood than pictures?

Benefit:

This tab allows your customers to share their personal pictures with friends and followers. Pictures carry a lot of symbolisms and emotions - they are hilarious, entertaining, inspiring, beautiful, shocking, sad and tragic, and the ones people share the most are the ones that end up going viral on the Internet. When these pictures are associated with your business, this is unsolicited exposure sponsored by your own customers you are getting. This is yet again word of mouth advertising at its best, and you will reap the rewards.



Mobile Food Ordering Tab

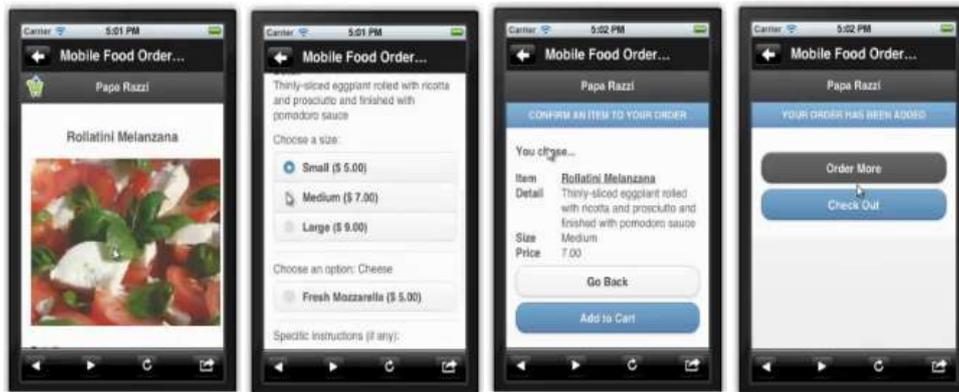
Function:

If you are a pizza or a restaurant owner with a food delivery service in place, this is a convenient tab that you will be able to make good use of. It allows you to create menu order pages your customers will gladly order from without having to leave their house or call in.

You can import your entire menu listings inside this tab with categories, submenus and lots of pictures. It also integrates a shopping cart that accepts PayPal payments, credit card, or you can cash in on delivery if you choose so.

Benefit:

This is a benefit to your business because the buying/selling functionality of your business is integrated inside your application, which simplifies a lot of processes for you and your customer. Your customer buying experience is greatly enhanced and this gives them the sense of having more freedom, more control and ease of use with their pocket Smartphone.



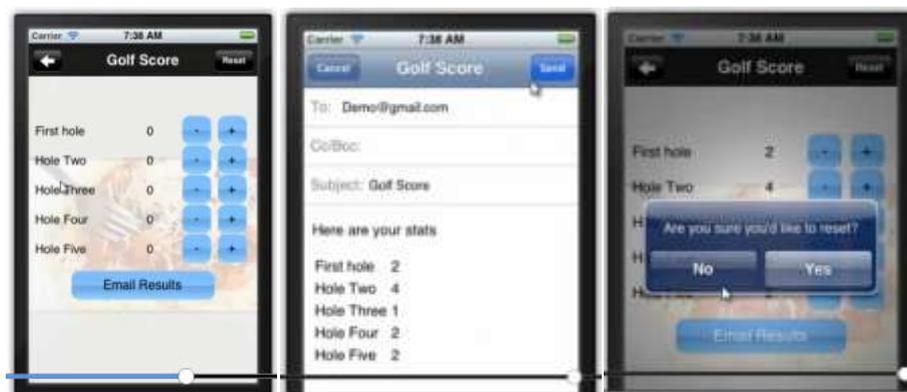
Sport Stats Tab

Function:

This tab is extremely useful for sport apps like golf places, bowling alleys, bars with sport themes such as soccer matches, tennis, boxing, ice hockey, football, baseball, motorsport, Olympic games, karaoke music, game contests, etc. It allows fans to tally the scores of their favorite teams and share this information with friends and followers on their wall or via email in real time.

Benefit:

The benefit of this tab is the ability customers have at their disposal to communicate with their fellow fans the results of their favorite teams in real time. This functionality adds great value to your app and sport enthusiasts will love it because it's a great way to support their teams and show their joy, enthusiasm and excitement. This tab has the Social Media functionality built in and it is another venue at your disposal to gain exposure for your business by enthusiast fans.



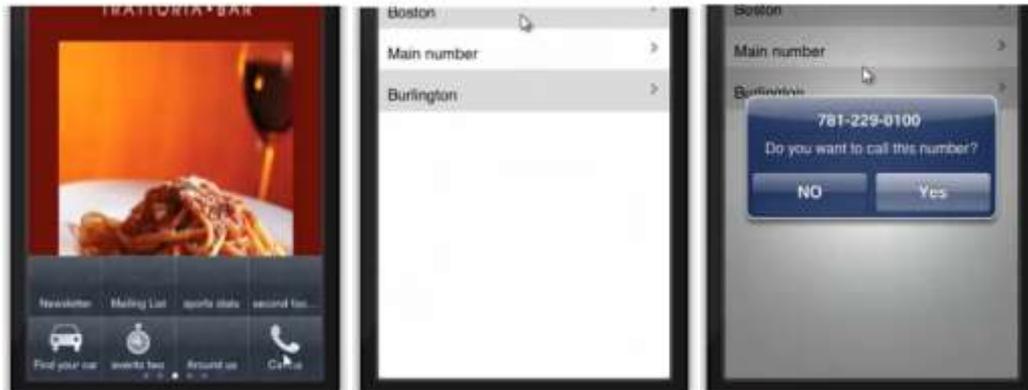
Call Us Tab

Function:

The call us tab has a simplistic and basic function - it allows customers to call you straight from their cell phones. You can list as many numbers as you like inside the tab, depending on if you have one or multiple locations.

Benefit:

Your customers can reach you anytime with this simple tap to call functionality.



Email Form Tab 2

Function:

This tab allows you to create custom made forms with multiple fields, drop-down menus, bullet points, and message fields to create an email list, run surveys or collect significant data pertaining to your business.

Benefit:

The benefit of this application is that it allows the collection of further data from your target audience and segment it in categories and sub categories so that you have a better view of what your target audience looks like. This way you can give them a far more superior product and charge them more if this is what your intelligence is suggesting.

Since these people have opted in by downloading your app onto their cell phones, they've shown great interest in your products and services and this function allows you to extract more data from them. It's a powerful marketing tool you can utilize to garner vital data for future product launches and to tailor better offers.

Let's say for example you've released a new pizza creation. You want feedback from your target audience just to see how well they've received it. You can send them a short message via SMS or push-notification asking them to take a survey on your latest pizza creation. When they reply, you will have the kind of input that will tell you if your last marketing ploy was a hit or not. You will be able to improve your product and charge more money if this is what your data is suggesting. No other marketing tool since the dawn of marketing was capable of gathering, with such precision, this kind of information first-hand, this fast, and in real time from their customers. You can also learn better ways to improve your marketing skills and strategies through this data collection method.



Car Finder Tab

Function:

This application uses the GPS functionalities of your cell phone to spot on the map where you parked your car. Customers who can't remember where they left their car, can read the directions from this tab and be able to find their car even in the densest populated cities in the world.

Benefit:

This is an added value to your business and your customers will thank you for having it on their cell phones because it will help them tremendously in any circumstances, and not only when they have an appointment with you.



Contact Us Tab

Function:

The contact us tab is a tab that lists your main business contact information such as telephone number, address, website, map location and email. You can list as many addresses as you want inside this application if you have more than one location to your business. This is the main hub in the app and the focal point to your business contact information.

Benefit:

You can pull any contact information related to your business from this tab.



Events2 Tab

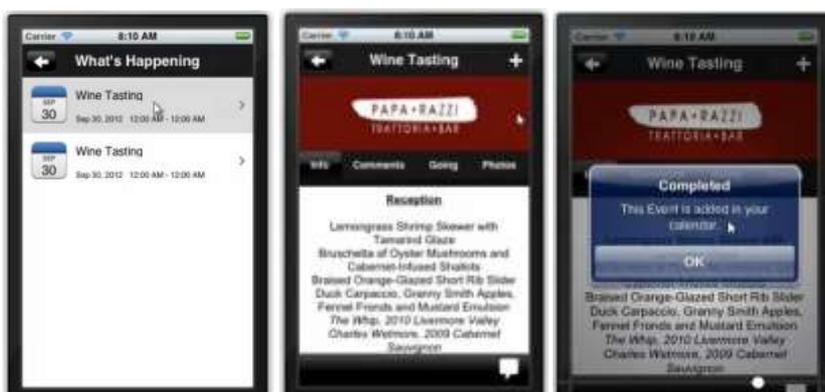
Function:

This application allows people to take part in events. It allows people to bookmark them, and post shares and comments with friends on Social Media before or during the event.

Businesses can organize any type of event related or not to their niche market. It can be wine feasts, gourmet dishes for cuisine enthusiasts, sport and cultural event, etc. This event tab uses native and social sharing functionalities, which are great if you're looking to gain exposure and publicity. It also allows you to take pictures of this event and share them with friends to see.

Benefit:

Events are one way businesses can make good use of this application to create awareness and gain traction. Any business that has an event coming up always wants as many people as possible at this event and there's no better way to make strong connections with your target audience than with an event. Events are a great way to gain exposure for your business because of the Social Media functionalities built in that help spread the word.



Mailing List Tab

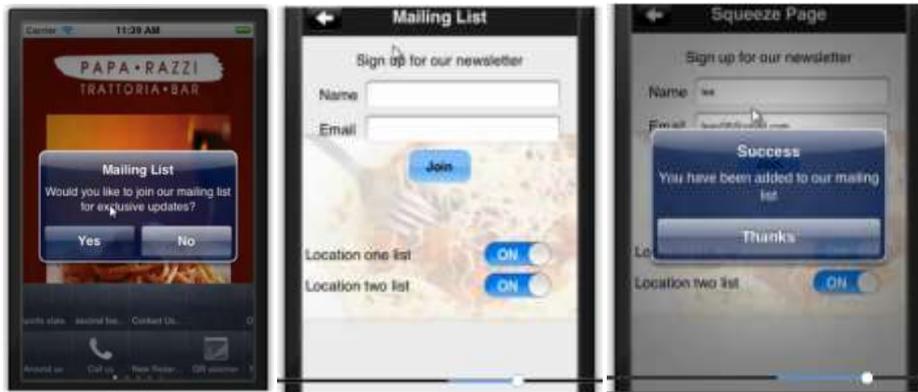
Function:

This tab allows businesses to build a mailing list. Unlike the email form tab 2 above that allows you to create custom forms to collect significantly more information, this tab relies on the traditional email

lead capture page type to collect name and email addresses to send out newsletters or offers to your list.

Benefit:

Simple leads capture page.



Around Us Tab

Function:

The Around Us tab is a map location tab. Its main functionality is to highlight 3 major locations in your area marked in colors (red, green and purple) you want to appear on the map. It has no function of real significance other than to pinpoint other businesses and locations in your area on the map your customers may be interested in.

Benefit:

This map application helps situate your customer with directions by highlighting specific locations in your area pertaining either to your business or what matters. If you have a big audience to your name, you can use this tab for ad placements and sell it to the highest bidders in your area.



GPS Coupon Tab

Function:

The GPS Coupon tab has basically the same functionalities as the Check In tab with redeemable coupons built in. You can set the target amount of check ins you want before people are able to redeem the coupons, and you can add as many coupons your customers can redeem as you like.

Examples of coupons people can redeem are: “Free Soft Drink”, “Free Soda”, “Buy 3 and Get the 4th for Free”, “Buy 2 and Get a 25-50% Discount on the 3rd”, etc. Just like in the other Loyalty tabs listed above, the Social Media functionalities are built inside this application which makes it easy to share on social networking sites.

Benefit:

Ditto as the Check in and other Loyalty tab: you have the ability to post shares and comments on Social Media. Just as for the Check in and QR Coupon features, with this feature business owners are getting all that visibility to people that they probably would not reach especially with a recommendation and again this is the best advertising they could ever get, which is what word of mouth advertising is.



Home Page Tab

Function:

The home page tab is a basic tab with your business contact information with tap to call button, directions, and “tell-a-friend” functionalities.

Benefit:

All your basic information is accessible from this one single page.



RSS Feed Tab

Function:

The RSS Feed tab can be used to import feed items from your blog, your video channel, your podcast channel, your car or real estate listings if you're a realtor agent or car dealership, your menu if you're a pizza or restaurant owner, your weather channel if you're a golf place or outdoor event organizer, the stock market if you're a shareholder broker, and other source feeds you have for your business. This means whatever update is released from each one of these assets of yours are updated automatically and fed instantly inside this application, meaning your audience is automatically kept informed of the changes in real time.

Benefit:

This RSS Feed functionality is a good way to keep your readership informed of your updates in real time, without necessarily having to leave their tablets or cell phones to switch to your blog, video channel and any other source feeds you pull this information from. This functionality allows people to access aggregated content from a variety of sources under one roof, in real time for ease of use.



Real Estate Listings

Blog Feed

Weather Feed

Video Feed

Tell a Friend Tab

Function:

The Tell a Friend tab is a simple sharing tool that taps into Social Media by sharing information on Facebook, Twitter, email or SMS. This tab has no other function other than to propagate content on Social Media.

Benefit:

Similarly to other tabs that utilize this functionality, the power to share content on Social Media can expose your business to a greater audience than the one you're used to. When it's used well, this creates awareness and gets the kind of advertising businesses are looking for that can generate publicity to your business, forcing people to hit the streets to see what the buzz is all about.



Voice Recorder Tab

Function:

The voice recorder is an interactive functionality similar to the email photo tab that allows your customers to record short messages they can send you over email from their cell phones.

You can ask for recorded testimonials from your customers you can repost onto your blog, which adds social proof to the products and services you provide to your community. If you are a bar tender, you can organize karaoke song contests and win prizes in a draw of the month for example.

If you're a lawyer it can be useful to have oral witness accounts to use as piece of evidence in a trial from witnesses involved in a crime, car accident, or whatever the case is. This functionality can be useful in many ways. It is incumbent upon a business to figure out which ways they can make good use of this added feature to either increase their bottom line or to get attention.

Benefit:

Similar to the email photo tab, the voice recorder is an interactive interesting feature that adds great value to your app. Because your customers are able to share content with you, adding more social proof to your business, this creates a great connection between you and your customers that you can utilize to showcase your business as one that's trusted, highly appreciated, and that your customers value a lot.



Messages Tab

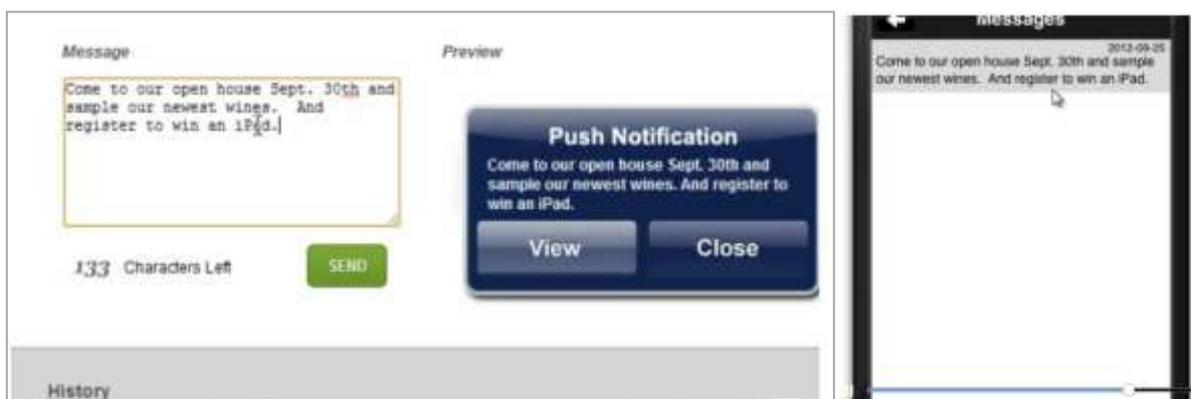
Function:

The Message tab functionality, better known as “push-notification”, is like email list building on steroids. This feature gives you the capability to send messages to your audience straight to their phones. If you want to utilize the marketing potential of your app, this is the main feature you want to use to send 140 character messages to your customers.

Benefit:

This is your primary tool you will utilize on a regular basis to drive foot traffic inside your business. Restaurant owners will love this application because it allows them to fill the void caused by slow days by sending out special offers, coupons and other freebies to their audience.

This goes the same for other businesses relying heavily on level of visits and daily occupancy to stay afloat over the month. Businesses with perishable and non-perishable goods will love this feature too because it allows them to liquidate their unsold inventory anytime during the month and recoup their initial investment.



Merchandise Tab

Function:

Similar to the Mobile Food Ordering tab listed above, the merchandise tab allows you to create product and service order pages your customers can order from without having to leave their houses or call in. You can import your entire product or service listings inside this tab with categories, subcategories, submenus and pictures. Similarly to the Mobile Food Ordering tab it integrates a shopping cart that accepts PayPal payments, credit card, or you can cash in on delivery if you choose so.

Benefit:

This is a great benefit to your business because the buying/selling functionality of your business is entirely integrated inside this application, which simplifies many processes for you and your customer. Your customer buying experience is greatly enhanced and gives them the sense of having more freedom, more control, and ease of use from their pocket Smartphone.

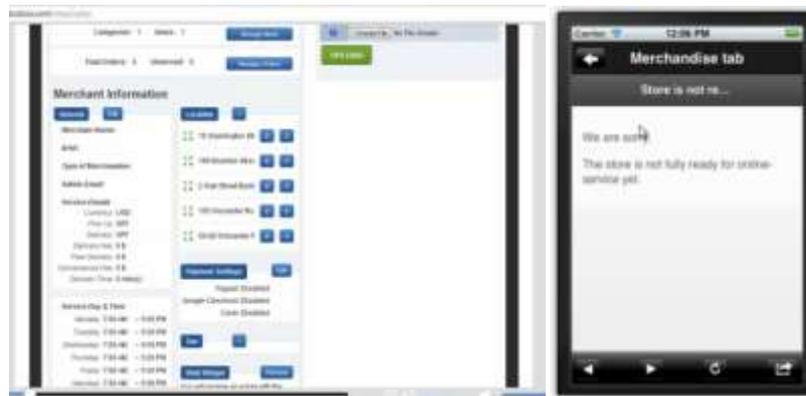


Image Gallery Tab

Function:

The Image Gallery is designed to host pictures of your business, your staff, your customers, your local area, events or personal pictures in one location. This feature allows you to showcase your business from multiple angles with pictures, images, and graphs of your choosing.

Benefit:

The benefit of this functionality is that it provides more visual information about your business.



Fan Wall Tab

Function:

Fan Walls allow people to post comments in real time. A business owner can have a sign inside his business that reads: "Please use our fan wall to tell us if you liked our meal...", or "Did you like our service, etc." Those posted comments land on Facebook, Twitter, etc. which is yet another way to get exposure and reach out to an audience that is not your primary target. The fan wall tab allows you to monitor the conversation in real time and delete unwanted comments when necessary to protect your reputation, so this way you have total control over the conversation all the time.

Benefit:

The benefit of this tab is its interactivity. People love engagement and this tool gives you the possibility to engage with your customers. You can find out what their interests are and reply to questions in real time. This tool helps to get a pulse of the market and see who your customers are.



Final Note

This concludes this E-Book. I hope you enjoyed reading it and that you have received an informed education about apps and you gained a whole new understanding about digital marketing.

I have listed the main functionalities you can find inside a business app. As the app market continues to mature, more functionality will be deployed and added to increase the user experience and help you make more sales on mobile devices. When this happens you will be updated with the latest changes as they arrive.

The app industry is only 5 years old; it's still in its infancy so to speak and has great years ahead of itself. I can't wait to see what the future holds for this very young industry and how it will benefit businesses in terms of technology and marketing capabilities.

When you decide to host your own business app inside the App stores, there are many things you need to solve. Not every app is accepted immediately inside the Apple store; in fact, quite the opposite is true.

There are a series of Apple's stringent hosting criteria your business app needs to fulfill in order to be downloaded by your target audience. Apple values quality apps that offer a great user experience, great functionality and top notch graphic designs. When you fail to meet those criteria this can result in the rejection of your application inside the App store. Not many app developers and businesses know this fact, which explains why most applications inside the Apple store end up being rejected 50% to 70% of the time.

I would like to hear from you and if you have questions, thoughts and ideas please feel free to send them to our support desk at: support@restaurantsonmobilekoeln.de so that we can answer them.

If you have friends and colleagues you know can benefit from this kind of information, please refer them kindly to this E-book. On this note, thanks again for reading; it was a pleasure writing this E-Book for you. I hope you enjoyed reading it and I wish you all the best in all your marketing endeavors for 2013 and beyond.

Sincerely,

Maurice Ufituwe,

March 2013

Ecommerce Maurice Victor
Grubenstr. 69A
53179 Bonn
Germany

Appendix



[Apple](#)

Apple Inc., formerly Apple Computer, Inc., is an American multinational corporation headquartered in Cupertino, California that designs, develops, and sells consumer electronics, computer software, and personal computers. Its best-known hardware products are the Mac line of computers, the iPod, the iPhone, and the iPad. Its software includes the OS X and iOS operating systems, the iTunes media browser, the Safari web browser, and the iLife and iWork creativity and production suites. The company was founded on April 1, 1976, and incorporated on January 3, 1977. The word "Computer" was removed from its name on January 9, 2007, reflecting its shifted focus towards consumer electronics after the introduction of the iPhone.



[Android](#)

Android is a Linux-based operating system designed primarily for touchscreen mobile devices such as smartphones and tablet computers. Initially developed by Android, Inc., whom Google financially backed and later purchased in 2005, Android was unveiled in 2007 along with the founding of the Open Handset Alliance: a consortium of hardware, software, and telecommunication companies devoted to advancing open standards for mobile devices. The first Android-powered phone was sold in October 2008.



[Yelp](#)

yelp.com operated by Yelp, Inc. is a local directory service with social networking and user reviews. Yelp.com had more than 71 million monthly unique visitors as of January 2012. Yelp's revenue comes from local business advertising.



[FourSquare](#)

Foursquare is a location-based social networking website for mobile devices, such as smartphones. Users "check in" at venues using a mobile website, text messaging or a device-specific application by selecting from a list of venues the application locates nearby. Location is based on GPS hardware in

the mobile device or network location provided by the application. Each check-in awards the user points and sometimes "badges".



[OpenTable](#)

OpenTable is an American public company that offers online real-time restaurant-reservation service. It was founded by Chuck Templeton in San Francisco, California, in 1998. Reservations are free to end users; the company charges restaurants monthly and per-reservation fees for their use of the system. In 1999, the website began operations serving a limited selection of restaurants in San Francisco. It has since expanded to cover 25,000 restaurants in most U.S. states as well as in several major international cities. Reservations can be made online through its website at opentable.com



[Facebook](#)

Facebook is a social networking service launched in February 2004, owned and operated by Facebook, Inc. As of September 2012, Facebook has over one billion active users, more than half of them using Facebook on a mobile device. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends".



[Twitter](#)

Twitter is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets".



[YouTube](#)

YouTube is a video-sharing website, created by three former PayPal employees in February 2005, on which users can upload, view and share videos. The company is based in San Bruno, California, and uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging, short original videos, and educational videos.



Mashable

Mashable (Mashable Inc.) is a Scottish-American news website and Internet news blog founded by Pete Cashmore. The website's primary focus is social media news, but also covers news and developments in mobile, entertainment, online video, business, web development, technology, memes and gadgets. Mashable was launched by Pete Cashmore from his home in Aberdeen, Scotland in July 2005. With a reported 50+ million monthly pageviews and an Alexa ranking under 300, Mashable ranks as one of the world's largest websites. Time noted Mashable as one of the 25 best blogs in 2009, and has been described as "one stop shop" for social media. As of March 2012, it has over 2,775,000 Twitter followers and over 1,000,000 fans on Facebook.

(Source: Wikipedia)

One Last Thing



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This is also a fantastic group for finding joint venture partners and cross promotion opportunities! Imagine if you had hundreds of other entrepreneurs from all over the world collaborating with you – imagine how big of an impact you could have.

It's also a great place to get any marketing questions you have answered as well.

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<https://twitter.com/AppMarketingX>

Pinterest

<http://pinterest.com/appmarketingx/>