

Goal

If you can help a business grow their social media presence, local presence, loyalty, you're going to show small businesses a huge return on investment!

Tip -- You can even charge more for this service!

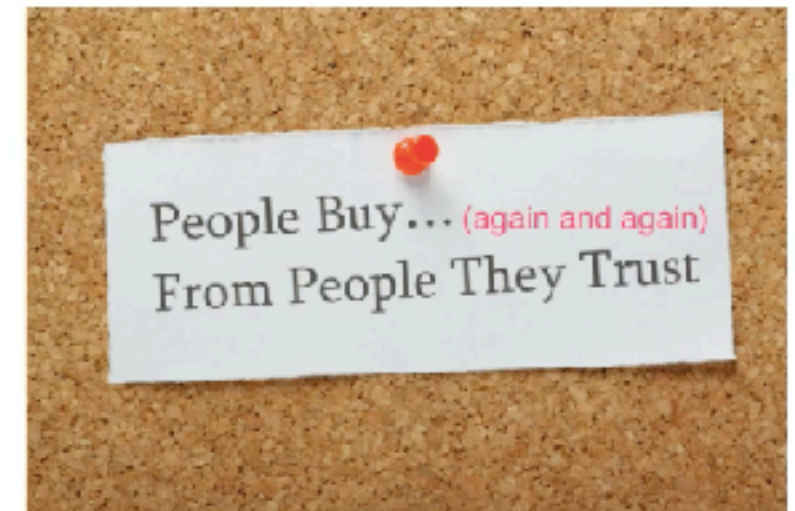
How can an app increase customer loyalty?

Reward customers for their patronage

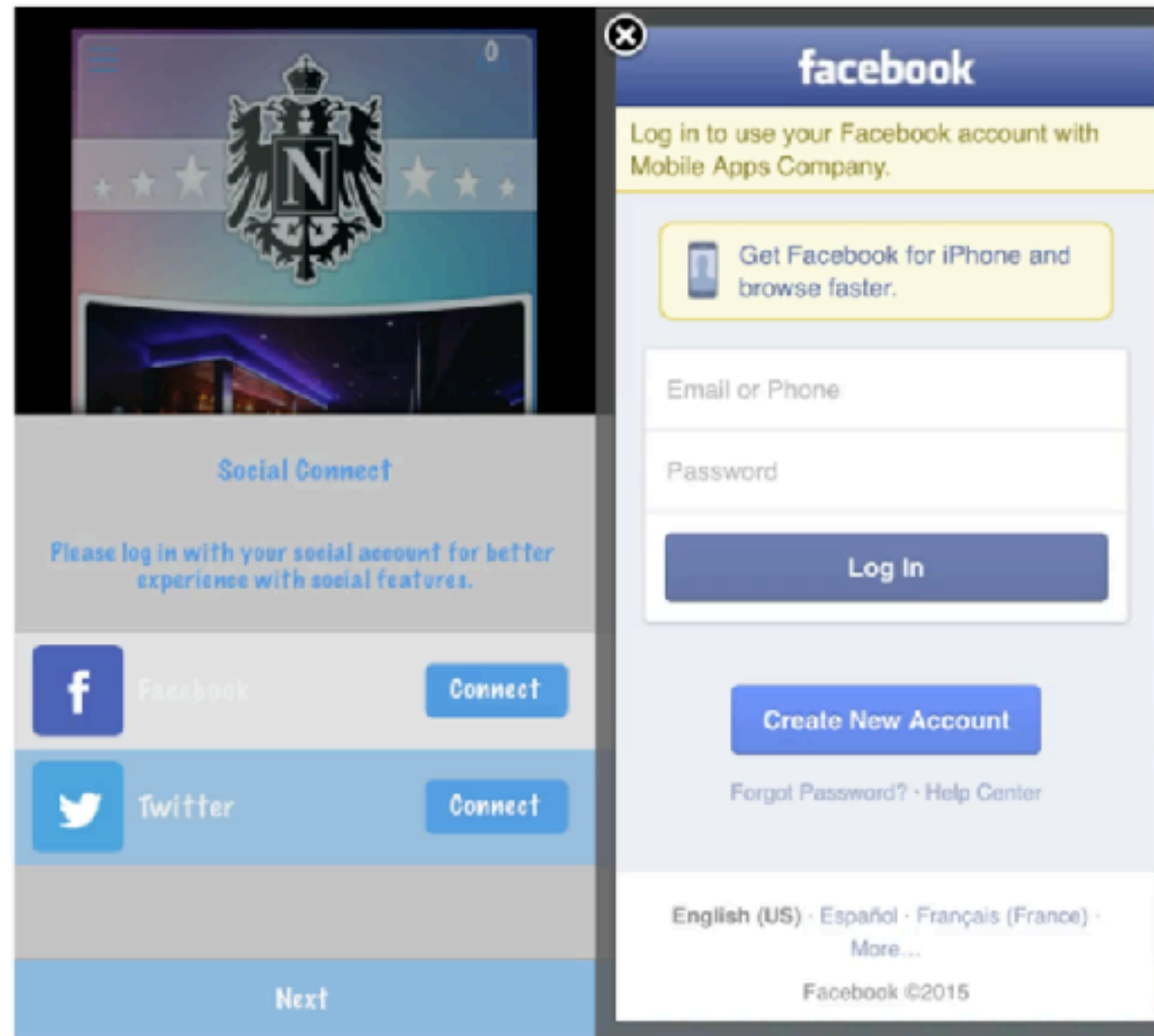
Send push notifications to remind customers of deals, specials, events, etc.

Loyalty solutions:

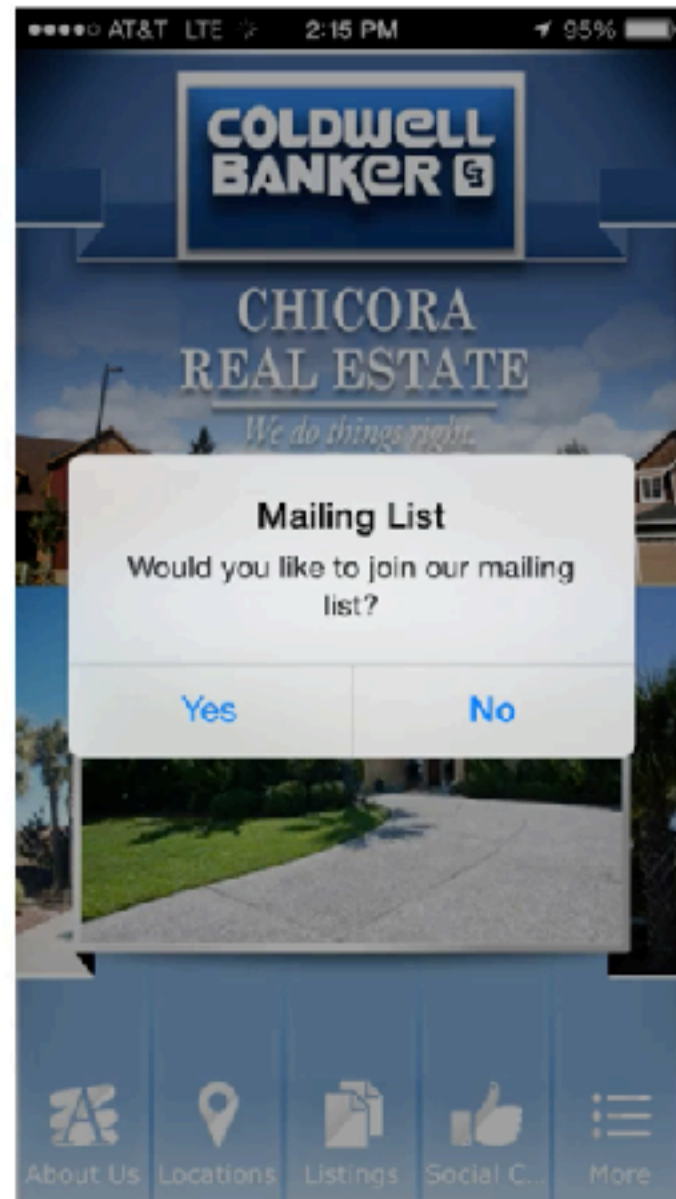
- Digital stamp cards
- Loyalty reward programs
- QR coupons



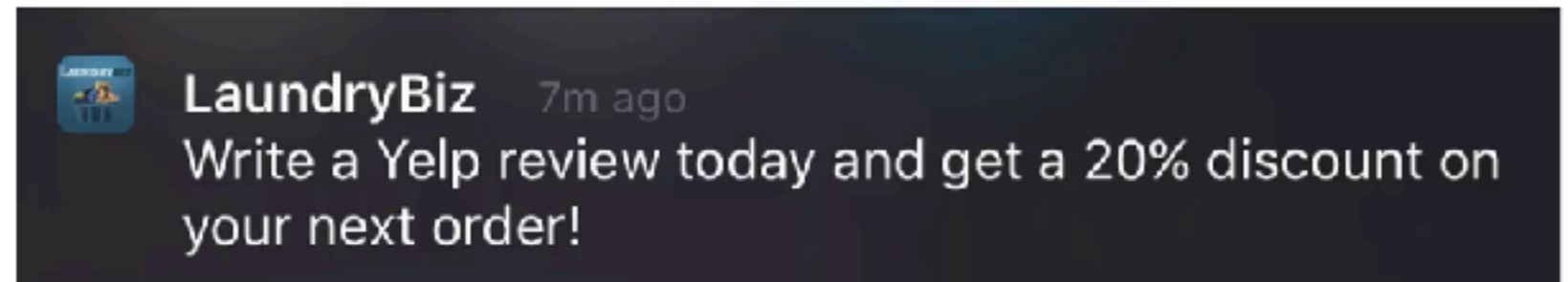
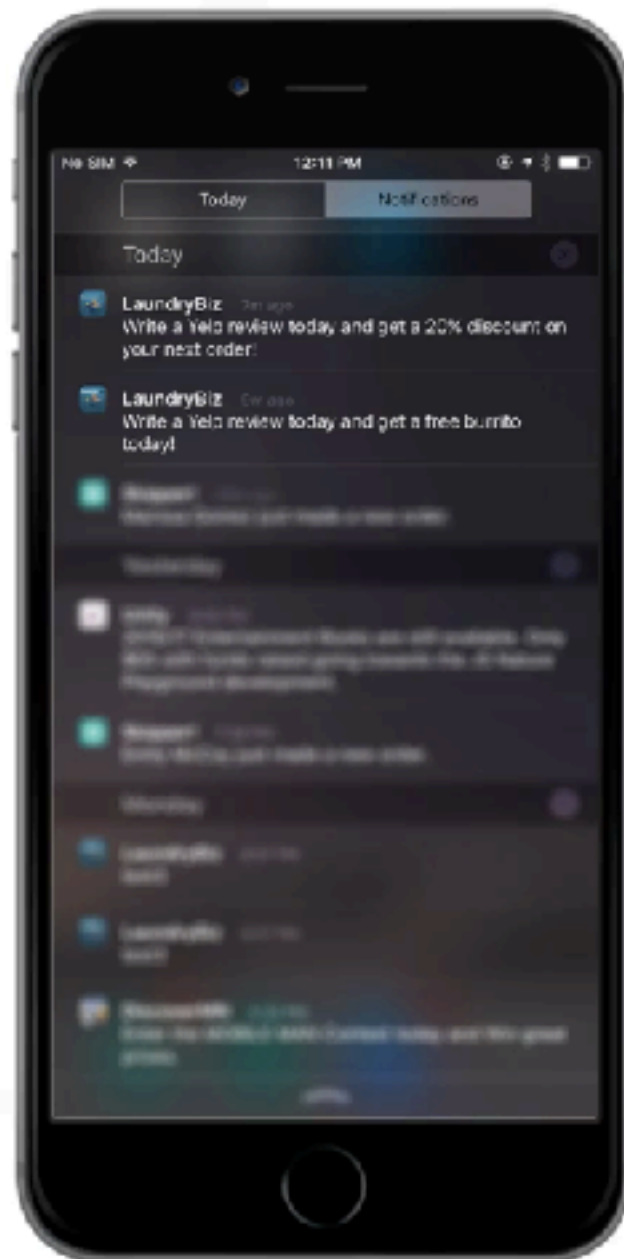
Example #1 – Increase Social Media Followers



Example #2 – Increase Email Subscribers



Example #3 – Increase Yelp Reviews



Example #3 – Increase Yelp Reviews

Push Notifications

SCHEDULED 0

SENT 0

SEND MESSAGE



Message

Enter push notification text here.
[Learn More](#)

Write a Yelp review today and get a free burrito today! Or get 20% off your meal!

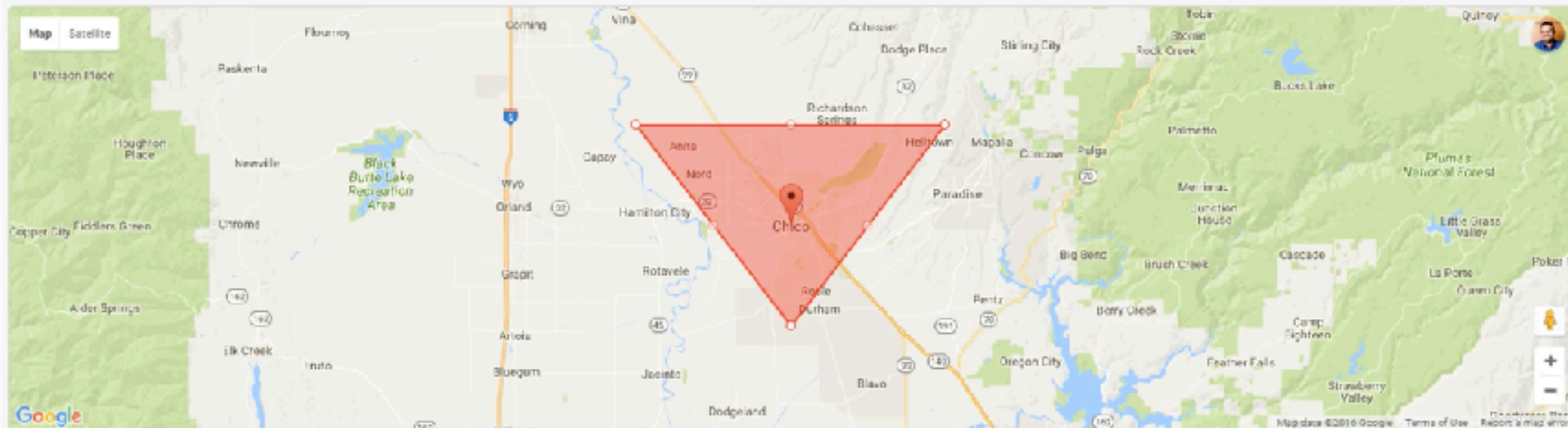
47 Characters Left

Push Notification

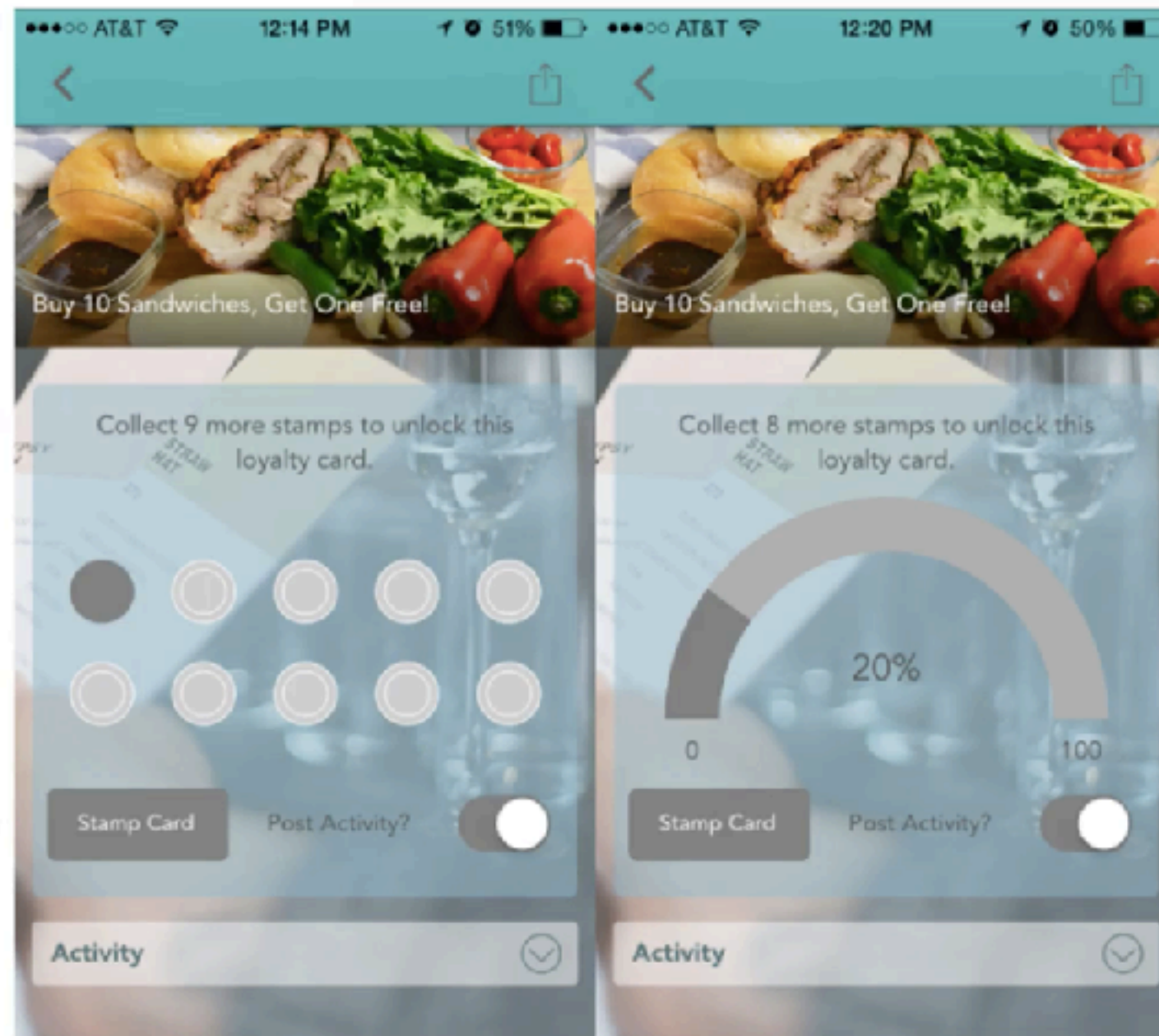
Write a Yelp review today and get a free burrito today! Or get 20% off your meal!

View

Close



Example #4 – Increase Customer Loyalty



Example #5 – Powerful Push Notes Ideas



JackThreads 24m ago

Up to 60% Off: The Polar Vortex Sale. Ft. Coats, Boots, and Cold Weather Accessories. Promo Code: COLD



loungebuddy now

24 hours left to enter the "Escape To Hong Kong" sweepstakes where you can win a free trip to HK. Create a trip, go to Settings, and...
[slide to view](#)

Promote a sale or special within your business that only app users get!

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



theCHIVE 3h ago

Looking for your favorite posts? With our fancy search feature they're all just a keyword away!



UO now

Tweet with #UOLastCall and get 20% Off + Free 2-Day Shipping on Orders of \$100 or More!
[slide to view](#)

Promote a feature in the app that users haven't tried yet!

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

Research Your Prospects

- How many Facebook fans do they have?
- How many Twitters followers do they have?
- Do they have any strategy for growing the above?
- How do they get positive Yelp reviews?
- How do they encourage customer loyalty?
 - You can help solve ALL of the above!
 - You can give them a social strategy
 - You can give them a loyalty strategy
 - You can give them a local strategy
 - ALL AT ONCE

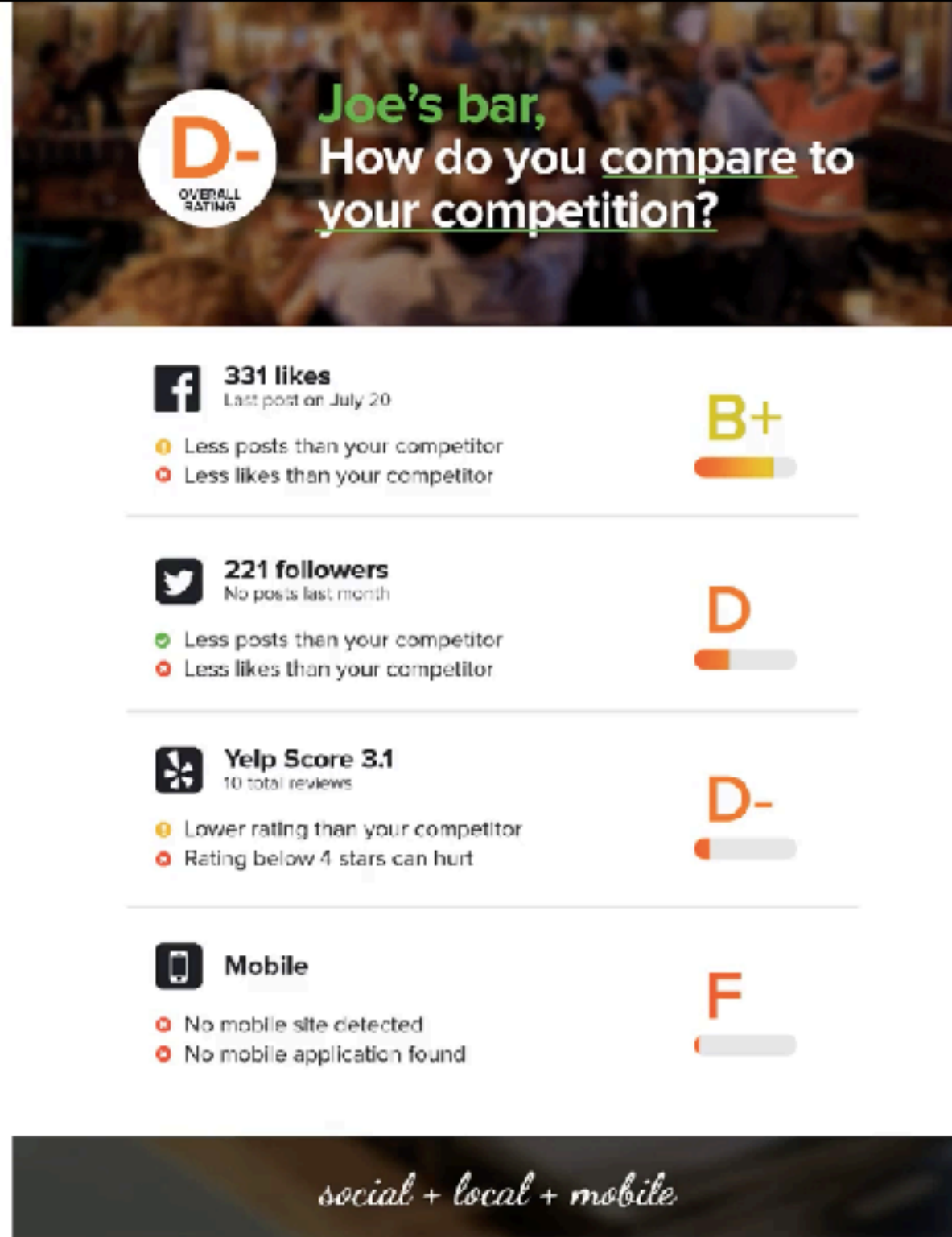
Compare businesses to others

“Hello, I’ve been doing some market research on businesses in your area and have some interesting information about your business compared to your competition. Do you have 15-minutes to discuss?”

- Get them curious
- Let them know how they compare to their competition
- Then provide real solutions to their problems
- Grow their social, local, mobile presence
- Increase customer loyalty
- Increase their email marketing efforts

Example Business Health Score

*(You can
edit this in
Photoshop)*



Example Business Health Score

*(You can
edit this in
WORD)*

WHAT'S YOUR SCORE? Joe's Bar

D-



Your business has 331 Facebook likes
Your last facebook post was on July 20th
+ Your average post engagement is high
- You have fewer likes than your competition
- You are posting less frequently than your competition

C+



Your business has 221 Twitter followers
You have not tweeted in the last month
- You have fewer followers than your competition
- You are posting less frequently than your competition

D



Your Yelp score is 3.1
You have 10 total reviews on Yelp
- A rating below 4 stars can hurt your business
- You have fewer reviews than your competition

D-



No mobile website was detected
No mobile application was found

F

Summary

Mobile apps are a powerful marketing tool that can help a small business manage other aspects of their marketing.