

Why Your Business Needs An App

Cutting through the noise to get your business in front of the right people

Today's sophisticated client is time poor, information rich and technologically savvy. They demand instant gratification and have little patience for sales hype and irrelevant information. Apps have become an essential tool for businesses to thrive in an increasingly changing market.

An App promoting your business is as essential today as your website. Today's clients are overwhelmed by emails, social media and advertising messages. Apps provide the ability to engage existing and potential clients by allowing them to filter the information that's useful to them as opposed to overwhelming them with untargeted marketing messages.

Where do you start if you want an App?

How do you navigate the software development minefield when you have so many questions?

- Perhaps you're impressed by smartphone technology yet unclear of its value to your business?
- Maybe you appreciate the benefits of smartphones but are unsure of their relevance to your industry?
- Possibly you're unclear of the questions to ask about how smartphones can promote your brand?
- Perhaps you're afraid you'll be taken advantage of because you don't know what's involved?
- Do you look at the development costs but can't justify the return on investment?

The mobile phone market is no longer just a communication platform. Today, through smartphone technology, it provides a direct bridge between your organisation and your existing or potential customers. Today's technologically astute clients want to access information about products and services when they want, not when it suits your marketing schedule. By responding to these changes in consumer behaviour, you will increase your competitive edge and increase customer engagement and retention.



DESIGN



DEVELOP



ACTIVATE



Don't let your message be lost

If you are in an industry where things are constantly changing and your clients need to be regularly updated, email marketing and advertising alone are no longer effective marketing tools. An App will communicate targeted information to your clients, filtered according to their needs, thus avoiding overwhelm. Your message won't get lost in a sea of emails or irrelevant information and clients come to trust a provider who they assess can quickly solve their problems.

An App for your business at a fraction of the price

Communicate³¹ has already developed a series of Apps designed to list events and news in a number of vertical markets. This platform can now be leveraged to rapidly create tailor-made Apps for other vertical markets. For you, this means:

- Lower development costs (Starting at less than \$10,000)
- Faster development schedules.
- Proven existing platforms on both Apple and Android phones.
- Leveraging of existing back-end structures.
- Cross implementation of features from other vertical market Apps.

COMMUNICATE³¹

Communicate³¹ provides individual and organisational strategies and tools to enhance personal and business communications. Headed by Managing Director and Organisational Psychologist Clare Mann, they appreciate how smartphone technology can enhance communications, build community and create connection.

ANIMAL EFFECT

Case Study

The united events and news platform for Animal Advocates, Animal Welfare Organisations and Animal Lovers everywhere.

See www.AnimalEffect.com for details of how this App is enhancing communication in this sector.



The steps to getting your own App



Contact us to discuss your App, project plan and estimated costs.



We will assess your requirements and see how you can leverage our platform.



We provide a proposal, project scope, budget and time frames.



We give ongoing project updates as per project plan through testing and delivery.



Our maintenance and support team work to make sure you maximise your App.

Contact us for an obligation free discussion

Call or email us today for a discussion about how an App can transform communication with your clients.

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