



Mobile Application Marketing Playbook

A Guide to Increasing Mobile Adoption and New and Repeat Business by using the Mixed Media Ventures, LLC Platform.

Last Revised 10/2013 Version 1

Smartphone Application Sales Handbook Overview

The purpose of this manual is to provide introductory, yet concise, step-by-step directions how to maximize the opportunity for you as the decision maker in your business to get maximum adoption of your smartphone application for whatever the successful purpose of implementing it was. Take the time to go through this manual, and take part in the exercises that should guide you through the process of building that success.

Table of Contents

Smartphone Application Sales Handbook Overview.....	2
Table of Contents	2
Introduction	3
Adoption Drives Monetization: Foundational Steps for Success with Your New Smartphone Application for Your Business.....	3
Your Mobile App Roll-Out & Marketing Plan.....	3
<i>Whom Do You Serve?</i>	4
Push Notifications.....	5
Loyalty Programs.....	6
Your Smartphone Application Adoption Success Plan	9
Mobile App Marketing: Timeline & Checklist.....	9
<i>Mobile App Marketing: Timeline & Checklist – Continued...</i>	10
<i>Mobile App Marketing: Timeline & Checklist – Continued...</i>	11
Marketing to Your Customers with Your Smartphone Application.....	12
Traditional Advertising and Marketing Methods	12
Online Advertising and Marketing Methods	13
Standard Feature List.....	14
Mobile Application Specific Terminology	15
Additional Bonus Ideas	16

Introduction

Adoption Drives Monetization: Foundational Steps for Success with Your New Smartphone Application for Your Business

You know you wanted a smartphone application for your business, and you've made the decision to move forward, but now what? Well, let's go back a few steps and ask a few questions that will be relevant to helping you both drive adoption, and ultimately drive new and repeat customers for your business.

Your Mobile App Roll-Out & Marketing Plan



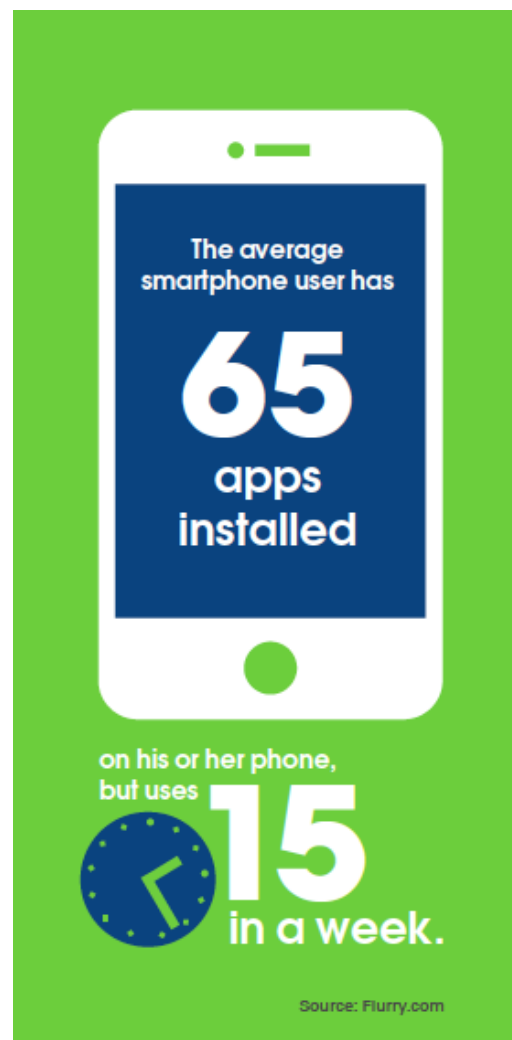
As you map out your roll out program, give our team a call. We would like to learn more about your situation and share recommendations that are best fits for your audience.

Whom Do You Serve?

This is a relevant question. Who do you serve? Defining who your customer(s) is/are will help you to focus your efforts and allow you to:

- Create **loyalty programs** that they will use time and time again as they come back to you to do business,
- Define and design your **push notification** campaigns,
- Design **discount coupon campaigns**,
- How you handle leads, questions, and other inquiries that come to you from your applications usage by your prospects and customers,
- How you will engage your customer with social media via the Mixed Media Venture Portal.

Take a few moments and define whom your existing customers and clients are:



Now take a few moments and define how you are engaging your customers today from an advertising and marketing perspective? What does it cost you? How long does it take?

Push Notifications provide customers with helpful, just-in time information at their fingertips and everybody wins!

Push Notifications

Think of Push Notifications as real-time marketing. It's about providing real-time information that's relevant to your customer's interests. It's about improving their ability to do business with you again, by making fast, real-time decisions based on their immediate needs, thoughts and feelings!

You have the ability to send push notifications to all your users or select geographic area. What type of Push notifications would you send to them? Please note that a one / two punch with the push notification can drive engagement. For instance:

- "Come in Saturday, and "Check In" from our App, and get 10% off your purchase!" or
- "Come in Sunday for Brunch, order a Mamossa, and get 10% off your Brunch!"
- "Come in for Happy Hour, Friday, "Check In" and get 10% off your appetizer order!"

Notice you are asking the customer or prospect to do two things to get the benefit of 10% off what they buy on over the weekend. First, You've asked them to come in Saturday. Second, you've asked them to "Check In." Checking in drives popularity inside the app, and drives engagement by your customer for the 10% discount. They have to be in your store when checking in to get the 10% off.

You could also offer a discount if the customer shows you that they have downloaded your app to drive adoption. On the next page, there is an exercise to design several Push Notifications so that you can jumpstart your creativity.

What are some other push notifications you could send to your customers and prospects? Take some time and write a few of them out here so you can schedule them in the near future to go out once you have some users that have downloaded your application. Don't be afraid of getting creative. It's your business, so market it!

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Loyalty Programs

With Mixed Media Ventures smartphone application platform, you will have the ability to create any number of loyalty programs to get your customers coming back to visit you and do business with you. Here are a couple of examples:

- If you are a coffee shop, you may offer a loyalty program, where your customer purchases 30 days of coffee, and they get a free coffee and sandwich, danish, etc.
- If you are a hair salon, you can offer, come in for 10 haircuts and get the 11th one Free.
- If you are a dog groomer, you can offer 10 visits / shampoos, groomings, etc, and get a free shampoo.
- If you are a carpet cleaner, you can offer for every 5 or 10 shampoos the customer gets a free scotchguard treatment for their rugs in high traffic areas.
- Announce an event or conference you will be attending and that you want to meet-up with customers
- Announce new YouTube videos on your channel, an upcoming webinar, or new product or service you will be providing, etc...
- GET CREATIVE!!!

The possibilities are really endless and left to your imagination. Below, design a couple of loyalty programs you think may go over well for your customers and prospects to keep them coming back for more! Implement the one or two that you think might be best for your customers. Hint: Ask your customers what might excite them. Test the ideas with them first, and write the answers down so that you can compare what excites them the most, and implement them.

To do this, you will need to define what exactly a loyal customer is to you and your business. This definition will be tied directly to the type and number of loyalty programs you will build now and in the future. Some of the exercises you may wish to engage in are determining the lifetime value of a customer. By determining this, you will be able to decide how you want to shape your loyalty programs. If you are interested in this exercise you can learn more about the lifetime value of a customer, and how to determine such at the links below:

- Definition of the Lifetime Value of a Customer:
http://en.wikipedia.org/wiki/Customer_lifetime_value
- How to Calculate the Lifetime Value of a Customer:
<http://www.entrepreneur.com/article/224153>

Loyalty Program design ideas:

1. _____
2. _____
3. _____
4. _____
5. _____

Ask your customers what loyalty program excites them the most and keep track in the table below:

Loyalty Program 1		Loyalty Program 2		Loyalty Program 3		Loyalty Program 4		Loyalty Program 5	
Yes	No	Yes	No	Yes	No	Yes	No	Yes	No

Special notes about the Loyalty Program(s):

Your Smartphone Application Adoption Success Plan

This section of the Playbook will help you take action on creating buzz and preparing your customers to ready themselves for your upcoming smartphone application so you can better market to them and generate new business.

In the best case scenario, **you are collecting your customers email addresses** so that you can email them when your applicatiuon goes live on both the Apple iTunes store and the Google app store. With this alone, you can build momentum and repeat use with regular updates that deliver high value to your customers.

Mobile App Marketing: Timeline & Checklist

When you sign the agreement with Mixed Media Ventures for your smartphone application you need to immediately begin the below. Two weeks until your app is finished, and a week or two until Apple approves it to be included in their iTunes App store. **You will have a three (3) to four (4) week lead time to get ready to market your smartphone application** and have it available for download to your customers and prospects.

<input type="checkbox"/>	<p>Brief teaser message in your place of business: “The XYZ COMPANY mobile app is coming – Stay tuned!” Give us your E-mail Address to get notified to stay in touch!</p> <p>* Use signage at the point of sale, in areas of your establishment where customers most frequent, and any other area that is available as well where you know your customers may traffic, and see the notice.</p>
<input type="checkbox"/>	<p>Add banner or notice immediately to your Website, vehicles, add a sticker to the back of your business cards, your product literature, etc. that your smartphone application is coming soon and to check back frequently over the next four (4) weeks. Update your Twitter followers and Facebook “Like’ members on your Facebook page frequently.</p> <p>* Have your Web Developer, Printer, or other employees help you with these tasks where applicable!</p>
<input type="checkbox"/>	<p>Inform your employees to start telling your customers and prospects as they speak to them that your smartphone application will be avialible shortly. Print or copy flyers with the features that are going to be available on your application so that they too can be excited about using it, getting special deals, coupons, take part in your loyalty programs, etc. <i>Tell them to get your customers E-mails!!!</i></p> <p>* Have your Web Developer, Printer, or other employees help you with these tasks where applicable!</p>

Mobile App Marketing: Timeline & Checklist – Continued...

<input type="checkbox"/>	<p>Blog about the coming applications on your blog to create some additional SEO and to also make the information available to those that might follow your blog.</p> <p>* Have your Web Developer, Printer, or other employees help you with these tasks where applicable!</p>
--------------------------	---

Application Launch on the iTunes and Google app stores.

Once the smartphone application has launched on the respective app stores, you should execute on the following tasks. Once launched **you will be emailed both of the URLs for the locations of your applications so you can link them to the appropriate areas on the iTunes and Google App stores.** Please see below for more information.

<input type="checkbox"/>	<p>Number One: You will email those customers and prospects that gave you their E-mail Addresses over the last three to four weeks letting them know that your applications are live. You will include the two URLs for both App Stores so the customers can download your smartphone application and install it on their devices, and start using it!</p> <p>* Have your Web Developer, Printer, or other employees help you with these tasks where applicable!</p>
<input type="checkbox"/>	<p>Number Two: Announce on your social networks that that your applications are live. You will include the two URLs for both App Stores so the customers can download your smartphone application and install it on their devices, and start using it!</p> <p>* Have your Web Developer, Printer, or other employees help you with these tasks where applicable!</p>
<input type="checkbox"/>	<p>Number Three: Blog about the published applications on your blog to create some additional SEO and to also make the information available to those that might follow your blog. You will include the two URLs for both App Stores so the customers can download your smartphone application and install it on their devices, and start using it!</p> <p>* Have your Web Developer, Printer, or other employees help you with these tasks where applicable!</p>

Mobile App Marketing: Timeline & Checklist – Continued...

Application Launch action items continued...

<input type="checkbox"/>	<p>Number 4: Have your Web Developer add the links for both applications to your Website so that they are available to your customers and prospects can download the applications to their devices and start using it!</p> <p>* Have your Web Developer, Printer, or other employees help you with these tasks where applicable!</p>
<input type="checkbox"/>	<p>Number 5: Have your employees start telling EVERYONE about the applications and where they can find them and how they can find them. Print up a 3 x 5 card to include with every sale and to give to every prospect on how to get to and download your application. List on the card important features such as Loyalty programs, mobile coupons, check - in discounts, push notifications with special deals, etc. Anything that is going to help get them to download the app and use it.</p> <p>Special Note: Offer a 5% discount on any purchase if they download your app while they are in the store and in front of you, and show it to you. Offer them an additional 5% discount if they log in while they are there in front of you and enable Push Notifications so they can receive great information and special services. This is even something your employees can be empowered to do.</p>
<input type="checkbox"/>	<p>Number 6: Print the QR Code Flyer located in your account at http://customer.mixedmediaventures.com, and place it in various areas of high traffic in your establishment, at your Chamber of Commerce, or anywhere else someone might see it and be prompted to download your smartphone application for use!</p> <p>* Have your Web Developer, Printer, or other employees help you with these tasks where applicable!</p>

The key to success with your smartphone application is to get adoption, and to have users start engaging and using it. Driving this is going to allow you to drive engagement, drive push notifications, additional downloads, provide new information, specials, special events you will be attending or hosting, discounts, etc. It will allow you to drive, in real time those types of actions you want your customers to take on a more consistent basis.

Marketing to Your Customers with Your Smartphone Application

If you remember in the first section of this manual we designed who you serve, what push notifications you may want to send, designed loyalty program(s) for your customers to take advantage of, and any events that you may be attending or hosting to meet customers and prospects at. These are all important components to drive usage of your app, create a more loyal customer, and create higher sales and profits for your business.

Note, this is a crucial step in keeping your app successful. You should continue to plan to market your company via your application, the same way you may plan tweets, facebook page updates, plan and publish blog posts, etc. This is just another leg that keeps the table standing up and you continuing to move your business forward.

Traditional Advertising and Marketing Methods

If you advertise, if you go to networking or other marketing events, DO NOT DISCOUNT THIS OPPORTUNITY to market your smartphone application to differentiate yourself from the competition! For instance, if you advertise in or on:

- Radio
- Television
- Billboard
- Pizza Box
- Yellow Pages
- Chamber of Commerce
- Company Vehicle
- Magazine
- Point of Sale Display Advertising
- Sponsorships
- Direct Mail
- Networking Event
- Etc.

Just like promoting your Twitter Feed or Facebook Page you will advertise and market your smartphone application as the latest way to keep in touch, get great deals, track loyalty, get updates, get new information, etc. Offline advertising is still essential to building a good online strategy. While slowly changing, many customers' still use directories, take notice of offline advertising, listen to the radio, etc. Get noticed using the methods you are continuing to consume and drive business.

Online Advertising and Marketing Methods

I think it goes without saying that if you are already also utilizing online methods of advertising and marketing that you will need to augment these as well. Several of those methods were already mentioned in this document, but below is a list to peruse so that you can add any method you may not be utilizing already today.

- Press Release
- Email Marketing
- Website
- Social Networks such as:
 - Facebook
 - Twitter
 - Pinterest
 - Instagram
 - Meetup.com
 - Youtube
- SMS/Text (if you utilize this already)
- Blogging
- Search Engine Marketing (SEM)/Pay Per Click Advertising
- Online Webinar

Download Application Marketing Forms

Mixed Media Ventures provides downloadable forms to help you to plan and market your company via your smartphone application. Use this manual and those forms to help you to better market your company in a market that is increasingly more mobile and social. You can find the forms here: <http://www.mixedmediaventures.com/market-your-app>

Standard Feature List

Platforms Available on:

- * iPhone 3, 4, 5
- * iPads 1,2, 3, Mini
- * Android Devices
- * HTML5 Mobile

List Marketing Features

- * MailChimp
- * Get Response
- * WuFoo Form Feed
- * iContact
- * MyEmma Integration
- * Constant Contact
- * Mailing List Feature
- * Campaign Monitor

Marketing Features

- * One Touch Calling
- * Push Notifications to Users
- * Social Push Notifications (New)
- * Coupon Push (New)
- * Push Notif. Archive
- * GPS/QR Coupon Feature
- * QR Code Scanner
- * Loyalty Coupons & Programs
- * Fan Wall/Reputation
- * Event/Listing Feature
- * Appointment Setting/Calendar System
- * SurveyMonkey Polls/Form Integration (New)

Media Features

- * Voice Notes Recorder
- * Native Image Gallery
- * Email Photo Feature
- * Flickr Photo Feed
- * Picasa Photo Feed
- * Podcasts Feed
- * SoundCloud Feed
- * YouTube Integration
- * Blog Feed Feature
- * Tell-A-Friend Feature
- * Mobile Ads Feature

Commerce Features

- * Shopping Cart Feature
- * Google Checkout Integration
- * Paypal Integration
- * Cash Payments
- * Authorize.net Integration
- * Big Commerce
- * Shopify eCommerce
- * Volusion eCommerce
- * Magento eCommerce

Printing

- * Google Cloud Print Internet Printing

Vertical Specific Features

- * Counter/Score Keeper
- * Tip Calculator
- * Mortgage Calculator
- * Dealer.com Auto search
- * Travelclick.com booking engines
- * OpenTable.com

Other Great Standard Features

- * Business's Information
- * Business Contact Information
- * Directions to You Feature
- * Handles Multiple Business Locations
- * All Locations Visible on map
- * PDF Documents Integration
- * Members Only Security (New)
- * Advanced Analytics (New)
- * Link out to HTML5 Mobile Ready Services (iFrame)
- * Notepad Feature
- * Points of Interest
- * Help Center
- * Premium Themes and buttons

Social Feature Integrations

- * Facebook Integration
- * LinkedIn Integration
- * MySpace Integration
- * Twitter Integration
- * Pinterest Integration

Mobile Application Specific Terminology

App Store: This is where the iPhone apps are downloaded. There are strict protocols in order for apps to be uploaded to the app store. It takes roughly two weeks go gain approval by Apple to be included in the App Store.

SDK: Software Development Kit. This is the software used to create mobile applications

HTML5: This is the programming language that is use to creat apps within a mobile devices internet browser.

Flash: Flash is a technology that adds interactivity and video to websites. The technology generally does not function on mobile devices, especially Apple devices.

Responsive Website: This is a website that changes according to screen size. When a screen is small, such as a mobile device, content and functions change to accommodate the user.

CMS: Content management system. This is where clients manage their mobile applications and mobile websites.

APK: The Android application file that you upload to Google Play.

iTunes Connect: This is the area in which we upload the iOS applications

Google Play: This is the area in we upload and customers download Android Apps.

Redirect Script: A script we provide to redirect users to a mobile website if they view a website from a mobile phone.

Native App: An application that is specifically designed to run on a specific phone and is uploaded directly to the specific application marketplace

Web App: An application created in HTML5 that is designed to run on most smartphones through the internet browser.

Additional Bonus Ideas

1. Create SMARTPHONE APPLICATION ONLY specials and notifications. i.e. – “The only way to get this special deal, is to have the application.” Get creative and call it “For App Eyes Only” or something that also compliments your business.
2. Launch weekly or monthly polls and push them to your application users, and leverage the results to provide better promotions, new products, new services, etc. for your customers, and then use the app to market to them. You can sign up with Survey Monkey here: <http://www.surveymonkey.com> and you can push the specific polls to your customers.
3. Create a networking event just for your SMARTPHONE APPLICATION ONLY, and get those customers doing business together.
4. Utilize the Analytics section of your Smartphone Portal found here: [Http://customer.mixedmediaventures.com](http://customer.mixedmediaventures.com) to find out how many of each application is downloaded and what features are being accessed so you can tweak your app for better usage.
5. Instead of sending Push Notifications like: “Come in and see our new line of Generac Generators.” This is too general, and is boring to a user. Send a Push Notification like this: “Attend our workshop on how to safely hook up & use a Generac Generator to your home for emergencies. Get the info now!”
6. Designate someone or a couple of people in your organization the “Smartphone App Genius.” This can be the employee that knows the most about what the app can do, can give the 60 second elevator speech to customers and get them excited about using it!

