

Welcome to Introduction to Smartphone Apps

What's *Your* Story?

Ever since people started painting on cave walls, people have been using new technologies to tell stories in new ways.



Oral



Cave Paintings



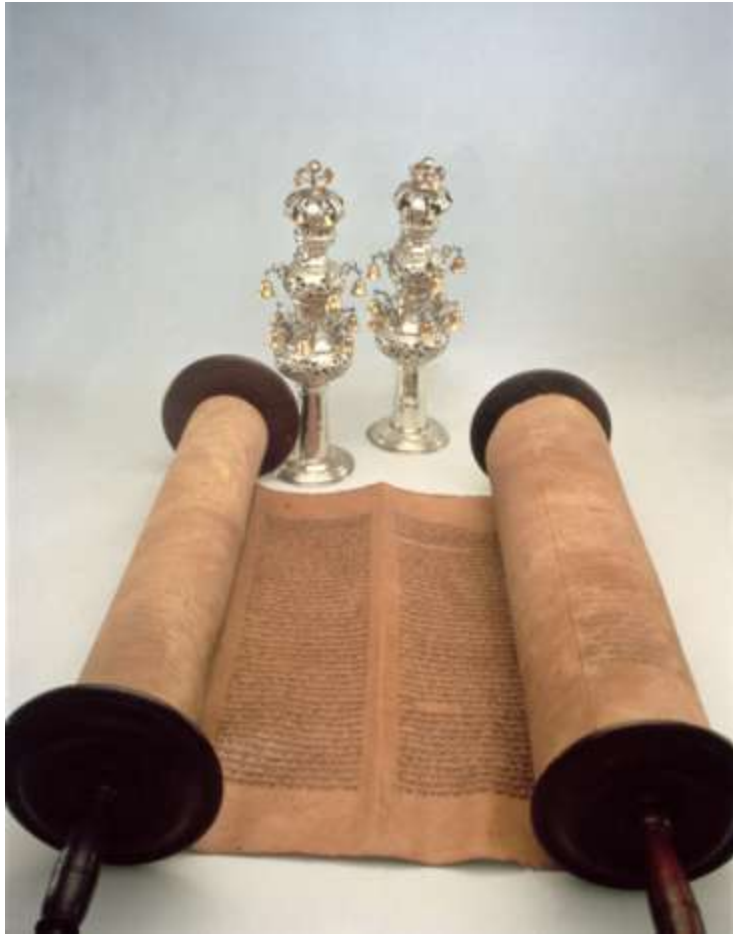
Clay Tablets



Papyrus



Scroll → Printing Press



Radio



TV



Digital (Wired) → Mobile Digital



You tell the story of your town in many ways:

- Oral History
- Museum/Historical Association
- Books
- Brochures
- Walking Tours
- Websites

Mobile digital just expands and enhances that story and allows your visitors and customers to add YOUR story to THEIR story through...

facebook®

Gowalla

twitter

foursquare

BLOG

GoLocalapps

Design the right Smartphone app to help:

- Your residents reach essential services
- Reach your residents during emergencies
- Encourage your residents to shop/play and engage in local activities
- Direct visitors around to your story



What is a Smartphone...and why are apps different from websites?



Apps are:

app [ap] noun

an application, typically a small, specialized program downloaded onto mobile devices

Native, Web, and Hybrid apps

The Issues	Native Apps	Web Apps
Internet Access	Not required	Required, no offline database
Installation/Updates	Must be deployed or downloaded	Dependent on server and web access
User Interface	Native apps are responsive and functional	Browsers can be clunky
Access to Hardware Sensors	Yes, all of them: camera, gyroscope, microphone, compass, accelerometer, GPS	Access through the browser is limited, though geolocation is common
App Store	Yes	No, requiring extra marketing
Security Concerns	No for Apple, yes for Google (currently)	Yes, as no review is done. Virus or malware potential

**Hybrid Apps use a native program
and database, but can be
updated via XML.**

All the benefits of both.

iPhone has changed the game



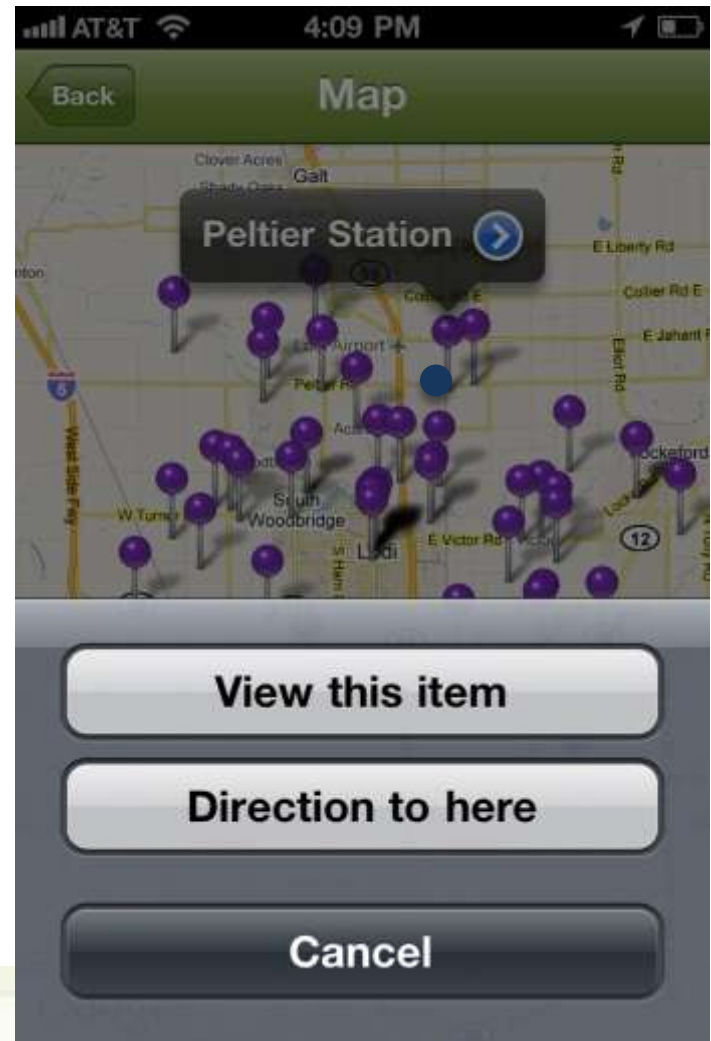
- All users now want to run real apps on their smartphones
- Smartphones are cheaper than laptops
- They have senses (sight, hearing, touch) that laptops never had
- Smartphone users spend more time on their phones than their computers
- Good Smartphone apps are different than good web apps or good desktop apps

It has to let you tell your story!

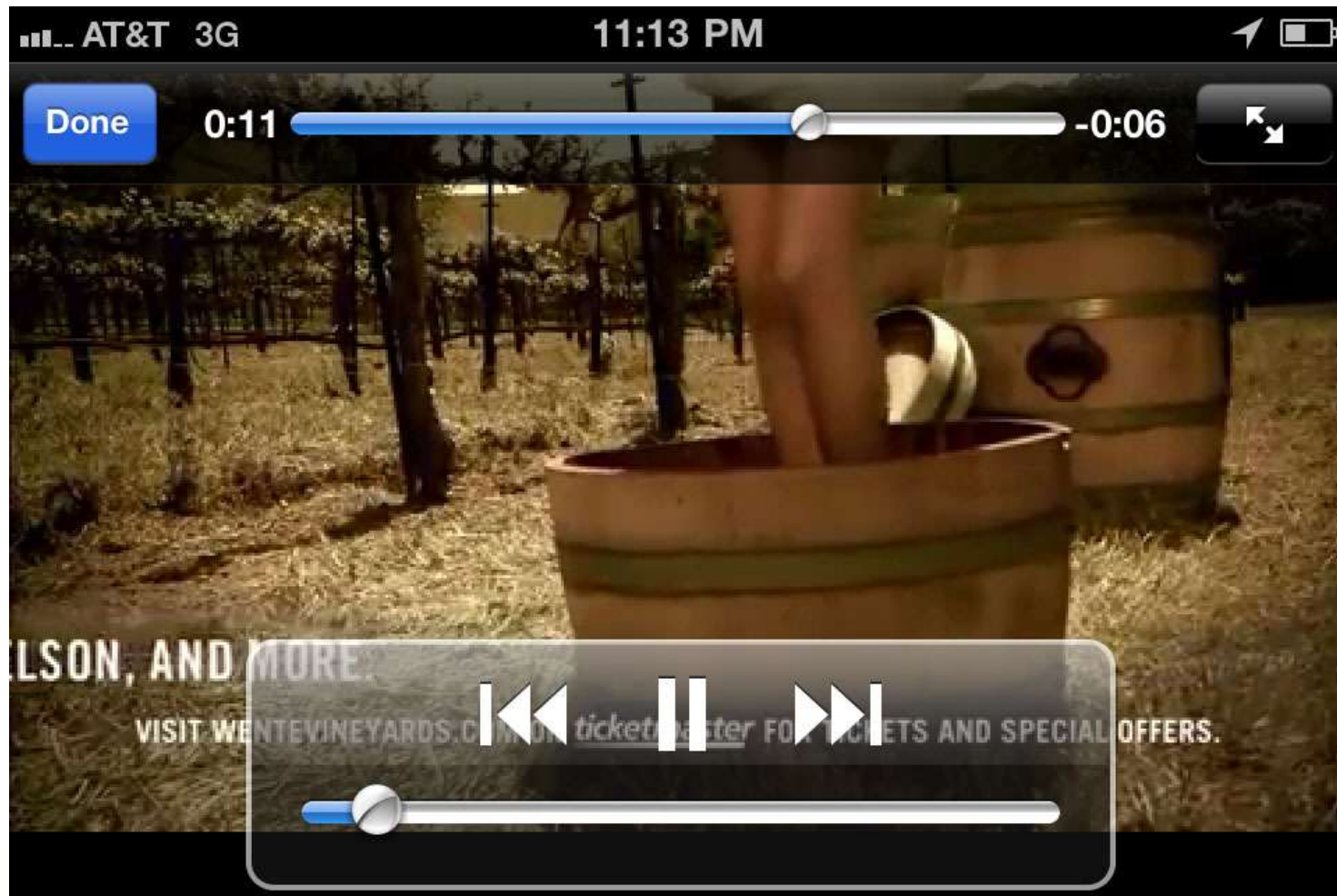


Use the features of the phone...

Geolocation



Embedded Media



Push Media



Define Your Target



Define Your Goals

Revenue

Outreach

Shop
Local

Marketing



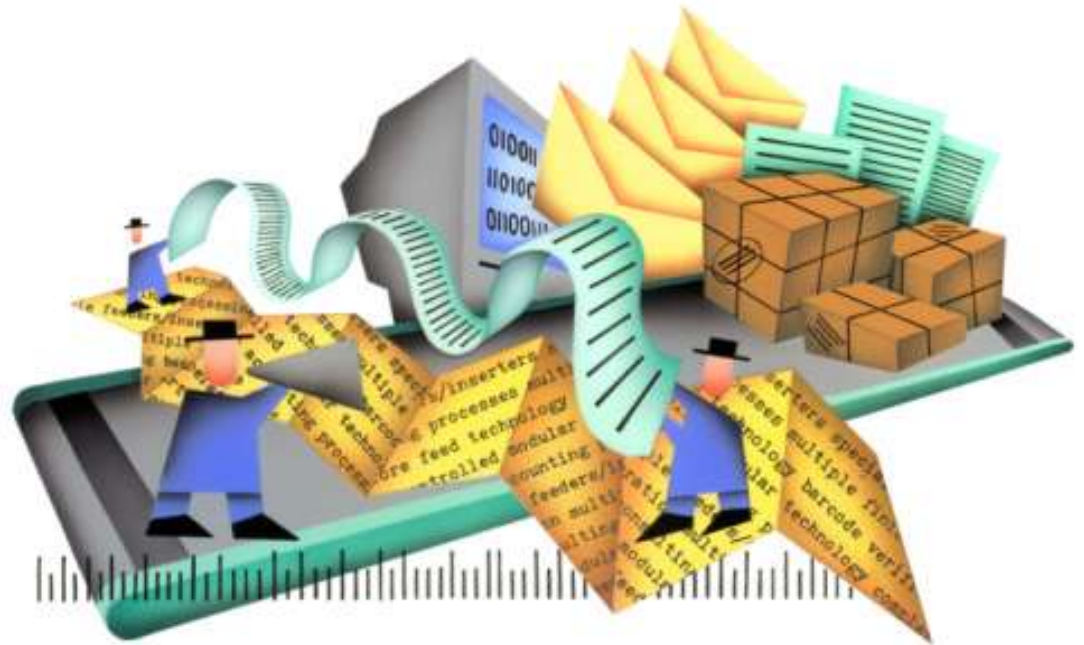
Design

- Must reflect your own branding
- Flexible/customizable page templates
- Potentially rebrandable



Data

- Easily imported and updated
- Web-based CMS
- Instant updates to App



Watch Out For:

- Web apps masquerading as native apps. Ask "Is the data resident to the phone?"
- Charging per download, per concurrent user, per page or per use.
- Ownership of program, and data.
- Program updates, bug fixes, problems.



Location-based check-in services

According to a ComScore report released on May 12, 2011, nearly one in five Smartphone users are tapping into check-in services like Foursquare and Gowalla. A total of 16.7 million mobile-phone subscribers used location-based services on their phones in March 2011



- 75% of all mobile traffic comes from iOS devices (iPod, iPhone, iPad)
- 97% of all tablet internet traffic comes from iPads

Pricing Models

Purchase v Licensing/SAAS

- Key issues:
 - Own and maintain or ongoing support and maintenance
 - Upgrades and improvements
 - High up-front costs or perpetual expenses

Per-User vs Fixed Cost

- One Chamber of Commerce app charges \$2.50 per member, per month.
- 200 members = \$500 month or \$6,000 a year. Have to forecast growth and longevity.

Thank you!

We'd be happy to answer any questions you may have regarding mobile marketing.

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