



DRIVE "ON THE GO" ENGAGEMENT WITH MOBILE APPS

DRIVEN BY SMART INSIGHTS TECHNOLOGY



Need to Supercharge Mobile Engagement?

CREATE "ON THE GO" ENGAGEMENT TO DRIVE LOYALTY & SALES

As the premier engagement marketing company, with nearly a decade of experience, we have worked with companies of all sizes.

One of the recurring challenges for all of them that we discuss is breaking through "all the noise" so they can engage customers more often and more conveniently.

Engagement can be a difficult job but you increase your chances when you are able to connect with customers where they are - on mobile, on social and on the go. Yes, engagement is tough but it's the crucial cornerstone of every business in today's world.

Here are several ways to empower your team, improve customer engagement, boost your company's sales overall and create loyal customer who are likely to become proud brand ambassadors.

57% of Business Owners Agree
Customer Relationships
Drive Ongoing Loyalty!

BOOST ENGAGEMENT BY 30% THIS QUARTER!



Toll-Free:
800-547-1618



"Engaged mobile customers can foster a thriving community of loyalty. One that not only drives more lifetime value per customer, but one where users happily evangelize your brand."

STEP 1: DRIVE MESSAGING WITH A LITTLE PUSH

A mobile app has distinct advantages over text messaging. You can quickly reach multiple customers with relevant messaging (even location based) which bypasses junk folders and drives app usage. Push messaging is not regulated the same way as text message marketing is so it's much easier to implement and because it's not based on per user messaging, it's much more cost effective. But, in order to be completely effective it needs to provide value, not just "buy this" and "buy now" type of messages. Focus on what's in it for the end user (deals, promotions, etc.) and

STEP 2: CONTENT IS KING!

A sure fire way to kill engagement for an app is not having current, up to date, dynamic and changing content that is accessed through your app. The message are you communicating when a customer opens your app is vital. If they open it and find only old events and information which is inconsistent with your other communication channels they'll lose faith in you, your app, and ultimately your brand. However, if they see the latest news, events, and promotions all of which offer value to them, they will feel as though you care about them and will continue to use the app on a regular basis.

STEP 3: INTEGRATE LOYALTY

It's a truism that getting new customers is significantly more expensive than keeping current ones. An integrated loyalty program that is driven by mobile app interactions is a fantastic way to not miss out on revenue especially when you consider that fifty-seven percent of consumers engage with programs via mobile devices. A fantastic example of this concept being used today would be Starbucks. They use their mobile app for ordering, mobile payments and driving their stars loyalty program.

STEP 4: USE ANALYTICS & CREATE BRAND AMBASSADORS

Evaluating your efforts can help you better connect with the app users and uncover your top potential influencers since loyal and engaged users are typically fantastic brand ambassadors. Once uncovered, periodically survey the top and most engaged users will not only ensure you're meeting their wants and needs but it helps you connect and let them know you value their input. Then combine their insight with the data from your system and you'll know valuable information such as: reward redemption rates to see who is redeeming and how often, what activities are engaging them, and when they are engaging the most. Work with your top engaged users to tweak triggers, activities and rewards. Doing so builds stronger engagement, greater loyalty and boosts revenue.

Our Success Stories



CNH Industrial streamlines new employee onboarding and training through Community Platform



Wageworks increases tenure and employee performance through recognition and gamification



Hargray harnesses the power of employee feedback and suggestions to improve business practices

STEP 5: SHOW THE LOVE

Not only do you need a compelling reason for customers to come back and use your app repeatedly but you need to keep them enticed and made to feel special for doing so. Show them some extra love that makes them feel special, something that separates them from the average customer. This is done by using the app to push the best promotions and incentives you can that are only available through the app. Consider simple things such as "double loyalty point days" or special deals for birthdays and other such "you rock!" type of promotions that drive the feeling of being special.

STEP 6: TIMING IS EVERYTHING

It should come as no surprise that people love immediate gratification. As people use your app, keep them motivated by reducing the time it takes to get rewarded for activities they've completed (i.e., a sale, generating a referral, sharing kudos, etc.). This is where automatic fulfillment is not only easier on your company but creates immediate positive reinforcement for being a customer. Finally, your app must operate efficiently and quickly. It doesn't have to be perfect, but customers do expect to be able to access the information they want in a timely manner.

STEP 7: MAKE IT FLEXIBLE

Finally, when it comes to the app, your engagement program and the rewards, you have to remain flexible. For rewards, as mentioned above, get feedback and adapt so you're offering rewards that motivate. For the program itself, build in regular assessment periods and adjust your program based on the data and feedback you get. Plus, look for ways to tie everything into the customers' lives to let them know you're invested in them (holidays, graduations, birthdays, back to school or the changing seasons, etc.) and not just their money.

CONCLUSION

Creating an engagement program through a mobile app where customers are engaged and made to feel appreciated is a great way to drive long term loyal relationships and having a well-executed engagement program is vital whether you're a small business or an enterprise level company. Multi-faceted engagement is a proven strategy that works and will help your company grow. As mentioned above, happy engaged customers are much more likely to become your greatest ambassadors and stay with your brand longer, which can be a huge ROI for an engagement program in and of itself.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and grow your brand's ambassadors. Would you like to see real-world examples of companies using mobile apps and what we've discussed to increase their bottom line?

Connect with us today!

Get Your Free Personalized Mobile App Engagement Strategy Session Today!

Email: Sales@NextBeemedia.com

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>



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NextBee's team is stellar and will work alongside you to ensure your program success.



NextBee has been tremendous in putting in place all the variables for us to be successful!



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