

DOES YOUR BUSINESS NEED A MOBILE APP?

Analyze whether a mobile app will **BENEFIT** your business bottom line

Use your calculator to add up the score

Does your business have repeat customers?

(Repeat customers spend 33% more than new customers equals 2pts it's that important! If the nature of your business is non repeat there would need to be very strong compelling reasons to pursue a mobile app)

YES = 2 | NO =0

Would your business benefit by engaging your customers on their phones?

(60% of consumers have higher expectations for customer service now than they did in the past)

YES = 1 | NO =0

Would your business benefit from more social media activity?

(78% of people say social media posts influence purchasing decisions ie reviews)

YES = 1 | NO =0

Would customers talking about your business on Facebook benefit you?

(Social media drives 4% of all leads for small to medium sized businesses)

YES = 1 | NO =0

Would a mobile app help you stand out from your competitors?

(80 / 20 rule – your company's future revenue will come from 20% of your customers)

YES = 1 | NO =0

Could / would your customers purchase your services or products from an app?

(60% of consumers use mobile devices to make purchase decisions)

YES = 1 | NO =0

Would your business benefit from customers scheduling your services from an app?

(35% of mobile reservations are made when a business is closed)

YES = 1 | NO =0

Does your business offer any promotions or sales?

(Promotions average a 20% increase in sales)

YES = 1 | NO =0

DOES YOUR BUSINESS NEED A MOBILE APP?

Would your business benefit from a higher Yelp \ GMB rating?

(Increase in rating score can see revenues increase 5 – 9%)

YES = 1 | NO = 0

Would your business benefit from a mobile loyalty program?

(Building brand loyalty increases business by 33%)

YES = 1 | NO = 0

Do you think mobile marketing is important to your customers?

(70% of mobile searches lead to online action within an hour)

YES = 1 | NO = 0

**TOTAL = 10 OR MORE YOUR BUSINESS WILL
BENEFIT GREATLY FROM A MOBILE APP!**

How much on Average does a Customer Spend at your business? Amount:

(Educated Guess)

How many Repeat Customers do you currently enjoy? Amount:

(Educated Guess)

ESTIMATED MOBILE APP ROI (Use your calculator)

AVERAGE CUSTOMER SPEND X 33% = X AMOUNT

REPEAT CUSTOMERS X 33% = Y AMOUNT

ESTIMATED ROI TOTAL = X AMOUNT x Y AMOUNT = \$YOUR EST ROI REVENUE INCREASE

(CONSERVATIVE ESTIMATE AND ON GOING INCREASE)

**WE WOULD BE GLAD TO MAKE YOU A FREE NO OBLIGATION DEMO APP SO YOU CAN START
TO SEE WHAT A MOBILE APP CAN DO FOR YOUR BUSINESS.**

CONTACT US NOW – 1.609.986.0060 OR DEMO@2B1MARKETING.COM