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BUSINESSES NEED A MOBILE

FAST APP

PROMOTIONAL IDEAS INCLUDED

WHY YOU NEED THE FAST APP

INTRODUCTION

In today's digital world, businesses of all sizes need to be aware of the importance of having a mobile presence. As technology advances, so does the use of mobile devices. For businesses to survive and thrive, they must ensure that their website is responsive, and they must also consider the use of a mobile app.

Having a responsive website is not enough in today's digital world. Some 84% of folks prefer to use a mobile device instead of a laptop. And, when shopping, order sizes are larger when online.

Everyone knows about Domino's® Pizza. And over 11,500,000 people in the U.S. have the app on their smartphone. Now think about how many people are in the families of those millions. Statistics say the average family has 3.21 members. That adds up to lots of pizza!

Eighty-five percent of quick service orders last year were to-go orders, according to NPD Group, up from 76% just before the start of the pandemic.

To continue to engage with customers, businesses must also consider the use of a mobile app. With the help of a mobile app, businesses can interact with their customers in a more personal way and offer them a more customized experience.

This paper aims to explain why any business with a responsive website both needs, and can afford, a mobile app. What it does not do, is discuss full blown mobile apps in any detail.

Our purpose is to discuss how a business which already has a responsive (mobile) website, but no actual app, can benefit from the H&H Media Group **FAST APP**. It will also provide some tips on how to make sure your mobile app is successful.

WHAT IS A **FAST APP**?

A **FAST APP** differs from other apps in that it brings up your website home page, your pricing, your order page, DoorDash, or any other page you wish.

The other major difference is the cost. Instead of tens of thousands of dollars, and the complexities of submitting to the App Store and Google Play, your **FAST APP** delivers your Local Market at a more than reasonable price.

WHO NEEDS A **FAST APP**?

Plumbers, Electricians, Dentists, Doctors, Restaurants, Retail Stores, Coffee Shops, Dog Walkers, Barber Shops, Beauticians, Massage Services, Legal Services, Marketers, and on, and on.

Virtually ANY business that interacts with the public can use a **FAST APP**.

BENEFITS OF A **FAST APP**

A **FAST APP** offers many possible benefits to businesses. It can, and will, lead to increased profits.

A **FAST APP** can provide customers with a more personalized experience because the app is on the customer's mobile phone home screen. It can

also offer customers more convenience as they can access the app from anywhere, and at any time.

FAST APPs can also help to improve customer service. By offering customers the ability to connect with the business through an app, businesses can provide better customer support and respond to customer inquiries faster.

Finally, **FAST APPs** can help to boost brand awareness. By creating an app, businesses can create a unique experience for their customers. This can help to increase customer loyalty and boost brand recognition.

COST OF DEVELOPMENT

The cost of developing a traditional mobile app will vary depending on the type of app and the complexity of the project. Generally speaking, the cost can range from a few thousand dollars to tens of thousands of dollars, as noted above.

It is also important to consider the cost of maintenance. Mobile apps require regular maintenance in order to keep them running smoothly. This can include bug fixes, security updates, and informational, or product updates. The cost of maintenance can range from a few hundred dollars to several thousand dollars per year.

But not with the **FAST APP**. Everything is taken care of for you. All you need do is make the QR code available to the customer and encourage them to get the app.

Your **FAST APP** also comes with a Tell-A-Friend feature that lets friends share the app just by scanning the code. It works with both iPhones and Androids.

TIPS FOR A SUCCESSFUL MOBILE APP

Once you have decided to develop a mobile app, there are a few things you can do to ensure that your app is successful.

First, you should make sure that your app is user-friendly. Make sure that the user interface is easy to understand and that the navigation is intuitive. Just click on a button in the **FAST APP** and your website, or order page, is instantly loaded.

Second, you should make sure that your app is optimized for mobile devices. This means that the app should be designed to work on both iOS and Android devices, which a **FAST APP** is.

Third, you should make sure that your app is secure. Make sure that all data is encrypted and that the app is regularly updated to address any potential security vulnerabilities. This can be a major flaw if the developer is not very careful. However, this does not apply with a **FAST APP** because no sensitive data is involved in the functioning.

Finally, you should make sure that your app has a clear purpose. Make sure that your app is designed to offer customers value and that they can easily understand why they should use it.

This is pretty obvious. Similar to the way that the Domino's app works, so does a **FAST APP**.

PROMOTIONAL IDEAS FOR YOUR **FAST APP**

For your app to be successful, it needs to be on the phones of your customers. Here are some ideas as to best do that, all of which are inexpensive. They all involve the use of your QR code, which will make the app available to save to the home screen on your customer's phone.

1. **Table Stands** - These are inexpensive and available from a number of sources,. Just Google "table stands". You want a stand that is design for a 5" wide by 7" high card. Then order product S-6745W from Uline.com. The



cards are 2 to a page. (No, we make nothing on this.)

Just use your QR code with whatever text you wish, such as “Get Our App!”, “See Our Pricing”, “See Our Menu”, or “Order Now!”. Whatever you wish. The example here, and below, can be used for ANY business, not just restaurants. We will direct your **FAST APP** to whatever URL that you wish.

2. **Street Signs** - Any brick and mortar store can use this type sign to promote their **FAST APP**.



3. **Entrance Signs** - Any brick and mortar store can use this type sign to promote their **FAST APP**.



4. **Wall or window Signs** - Any brick and mortar store, or office, can use this type sign to promote their **FAST APP**.



5. Business Cards - Hand them out to anyone!



6. Newspaper and Magazine Ads - Well, maybe not this big!



7. Vehicles - A vehicle wrap, or just a simple magnetic sign will put your **FAST APP** on the home screen of new customers.



These are just a few ways to use your QR code. Other uses are limited only by your imagination

CONCLUSION

Your **FAST APP** will bring more new business, and more return business to whatever URL you wish to target. Just like Domino's, your own app will rise on customer's phones, and elsewhere as you wish!

Order now and have your own **FAST APP** in 48 hours and for the very low price of just \$15 per month.

With our 30-day money back guarantee, you have absolutely nothing to lose. And, you can cancel the service at any time with no penalty.



Thank you for taking the time to read this paper. We appreciate it very much.

If you have any questions at all, please don't hesitate to contact me at admin@hhmediagroup.ltd, or 352-226-0457.

Thanks again,



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