

# MOBILE APPS SERVICES

## Anytime. Anywhere.

With almost 80% of our nation carrying mobile phones, users are accessing information anytime, anywhere. This is an opportunity you don't want to miss. Mobile marketing can be used to increase brand awareness and loyalty, generate opt-in databases and provide important information on your company and products.

We recognize that making the jump to mobile may seem intimidating, but it shouldn't. We will work with you to develop a mobile strategy customized to your needs, and then fully execute on it. As mobile marketing is a distinct channel with unique requirements, we will walk you through the decisions you'll need to consider to determine the right mobile fit for your company. One of the biggest decisions in moving to mobile is how users will access your information — through a platform-specific app or a mobile website.

## Finding the Right Fit: Native App vs Mobile Web

- **Performance/Features:** Mobile websites can offer very advanced functionality, but when you want something highly creative or resource intensive, you can't beat native mobile app for performance.
- **Discover-ability:** When people are looking for information, they go to Google, not an App store. They will find your mobile website in search results.
- **Accessibility/Speed:** As mobile browsers become faster, the performance gap between Apps and websites is closing. However Apps stand alone in their ability to run without being online.
- **Branding/Loyalty:** You can't beat the branding opportunity that comes with your App logo on a phone that is accessed 24/7. And, with Apps built-in rating system, you can get more buzz and evangelism around your brand.

	Mobile Web	Native App
Performance/Features	★ ★	★ ★ ★
Discover-ability	★ ★ ★	★
Accessibility/Speed	★	★ ★
Branding	★ ★	★ ★ ★
Loyalty	★	★ ★ ★
Low-Maintenance	★ ★ ★	★
Low-Cost	★ ★ ★	★

- **Maintenance:** Mobile Websites win here again. Content and images can be refreshed on a mobile website much like your main company website, where a native mobile app requires more steps.
- **Cost:** It is generally much less expensive to build a mobile website, so the bang-for-the-buck is much higher. You also only develop one version that works on all Smartphone's.

Contact your sales representative or Penton Marketing Services directly for more information.

# MOBILE APPS PACKAGES

Penton Marketing Services will design and produce a mobile app or mobile website specifically for your company. The package options listed below provide levels of functionality based on individual company needs.

## Content-Driven: Native App or Mobile Website

Deliver fresh content to your clients with a branded app created for the mobile device(s) of your choice. Create a Content App to deliver news on new business developments, brand marketing updates, business strategies and best practices, sharing success stories and more.

Our Content Template includes:

- Category page - capable of supporting 1 article & 1 photo per page
- Sub Category page - capable of supporting 1 article & 1 photo per page
- Maximum pages – 30 per APP
- Share button for Facebook, Twitter & LinkedIn

## Product-Focused: Native App or Mobile Website

Deliver product specific information, and product database queries to your distributors, retailers, sales reps and customers. This template, with the ability to host up to 50 pages, can be used to deliver a variety of Product Categories with multiple sub categories organized by SKU, product name, functionality, etc.

Our Product Template includes:

- Page templates for: Home, Category and Detail Pages
- Search Functionality
- Search Results Display
  - Search by: City and/or Zip Code
  - Search by: Product Name/Product ID
- Maximum 50 page site
- Share buttons for Facebook, Twitter and LinkedIn

## Add-on options:

- Google Maps/single location
- Store Locator/up to 100 stores
- Embedded Social media feeds
- Contact Us Form
- Video Page (up to 10 videos)
- Product Finder

### Important Information:

- Delivery Timeline: 6 weeks from signed contract to develop a Basic App without add-ons.
- Client required to open an account with Apple, Blackberry or Android.

### Capabilities:

- Mobile Websites
- App development
- Mobile Marketing
- Response analysis

### Enhance your Mobile App efforts with these related products:

- Content
- Blog Moderation
- White Paper
- Video

Contact your sales representative or Penton Marketing Services directly for more information.