

Front Desk



SMALL BUSINESS & MOBILE

See how mobile can change your small business

MOBILE HAS TAKEN OVER THE WORLD.

Steve Jobs initially was hesitant of apps, fearing that a malicious one could take down whole networks and, with it, Apple's reputation. But after he saw the potential of mobile applications the floodgates opened for a mobile revolution.

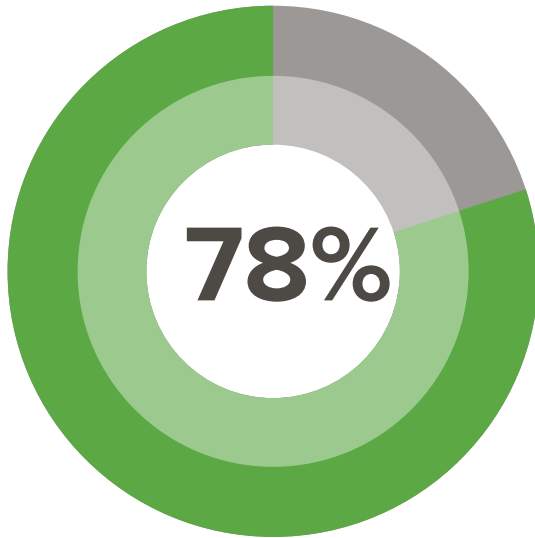
Large businesses have been on the front line of using mobile applications to accelerate their brand and reach out, retain, and find customers.

But how have mobile apps affected small businesses? Almost everything you need to run your small business - from scheduling clients, taking attendance, adding clients, automatic billing, payroll, and even email marketing - can now be done in the palm of your hand.

Mobile can be a game changer for small companies that have specific business challenges. Let's take a look on how mobile is shaping small business.

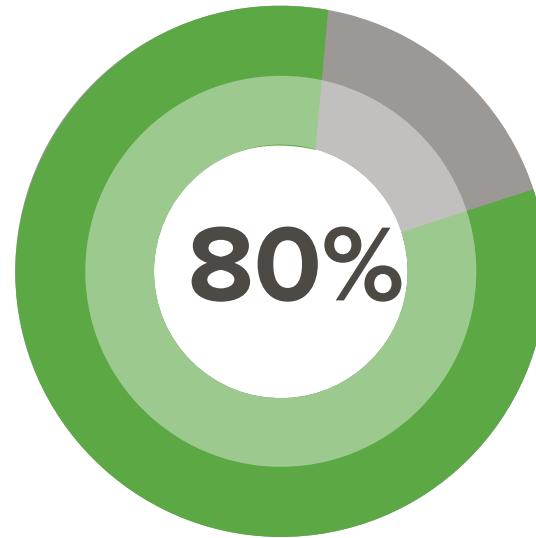
OWNERS THOUGHTS ON MOBILE

Don't have mobile website or app



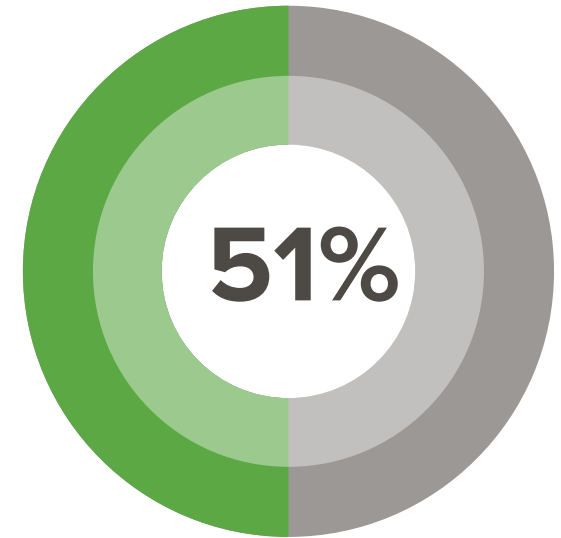
75% of small business owners don't have a mobile app or website optimized for mobile.

Would mobile improve your business



80% believe a mobile website/app would increase their bottom line.

Do you plan to invest in mobile this year?



51% of users plan to launch their mobile app or make their website responsive.

MOBILEGEDDON IS UPON US

Recently Google updated its search algorithm to include “mobile friendliness” as a ranking factor.

In the United States and a number of other countries, mobile search has overtaken traditional desktop search and Google has confirmed this by rolling out their mobile-friendly update. Named **Mobilegeddon**, it favors mobile friendly websites on mobile search results.

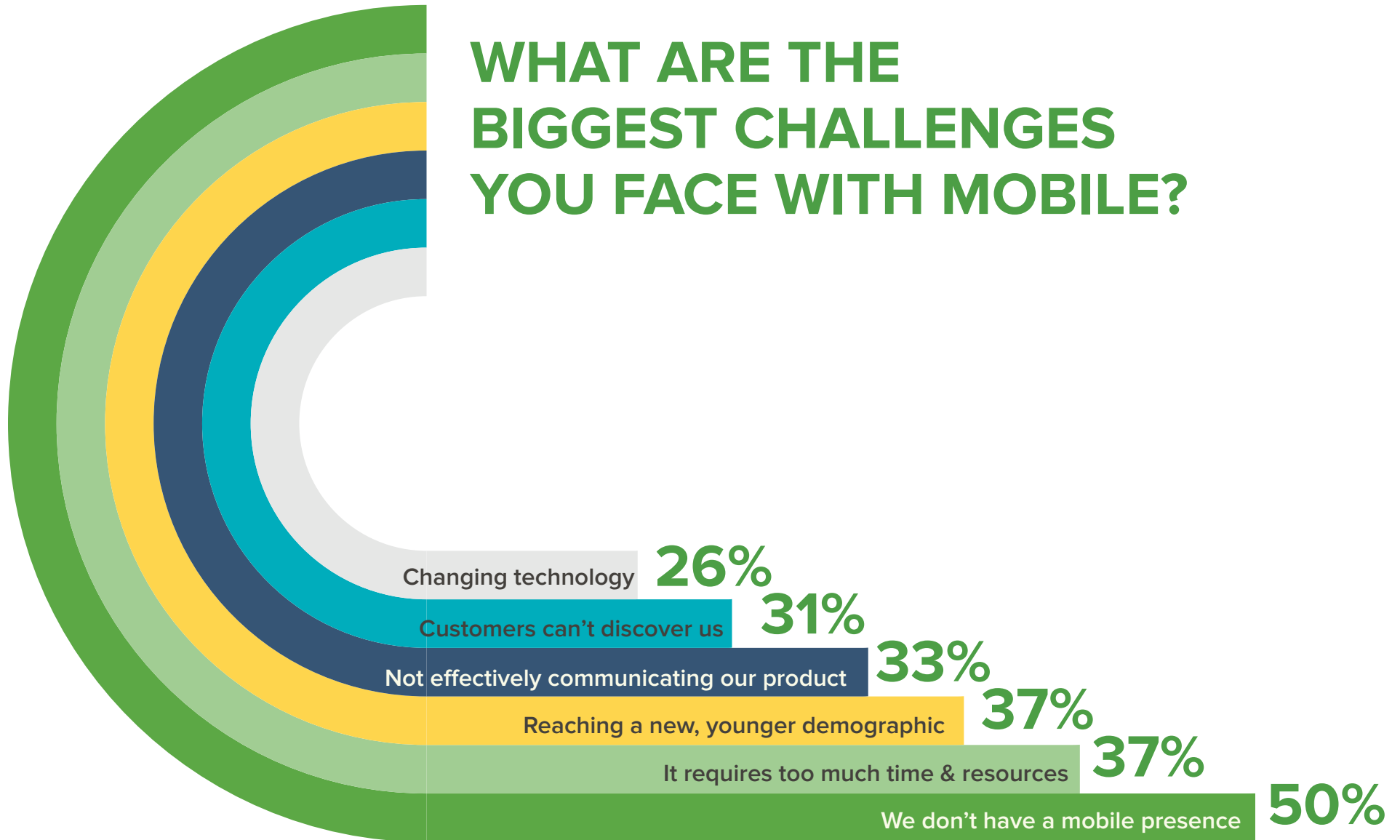
A third of small businesses that didn't have mobile optimized sites **lost up to**

half of their traffic following the Google mobile update.

In 2015 more than 780 million people will be **mobile only users**, not owning a laptop or desktop. And mobile users have now exceeded desktop users as of March 2015. This falls in line with the decline of PC's sales nationwide.

As mobile continues to dominate, it's paramount that small businesses understand that not having a mobile-friendly **site isn't an option anymore**. Google has spoken, and the time is now to invest in the mobile.

WHAT ARE THE BIGGEST CHALLENGES YOU FACE WITH MOBILE?



MOBILE APP VS MOBILE WEBSITE

While a mobile app has higher ROI, usage, and customer generation, it may not always be the best solution for your business.

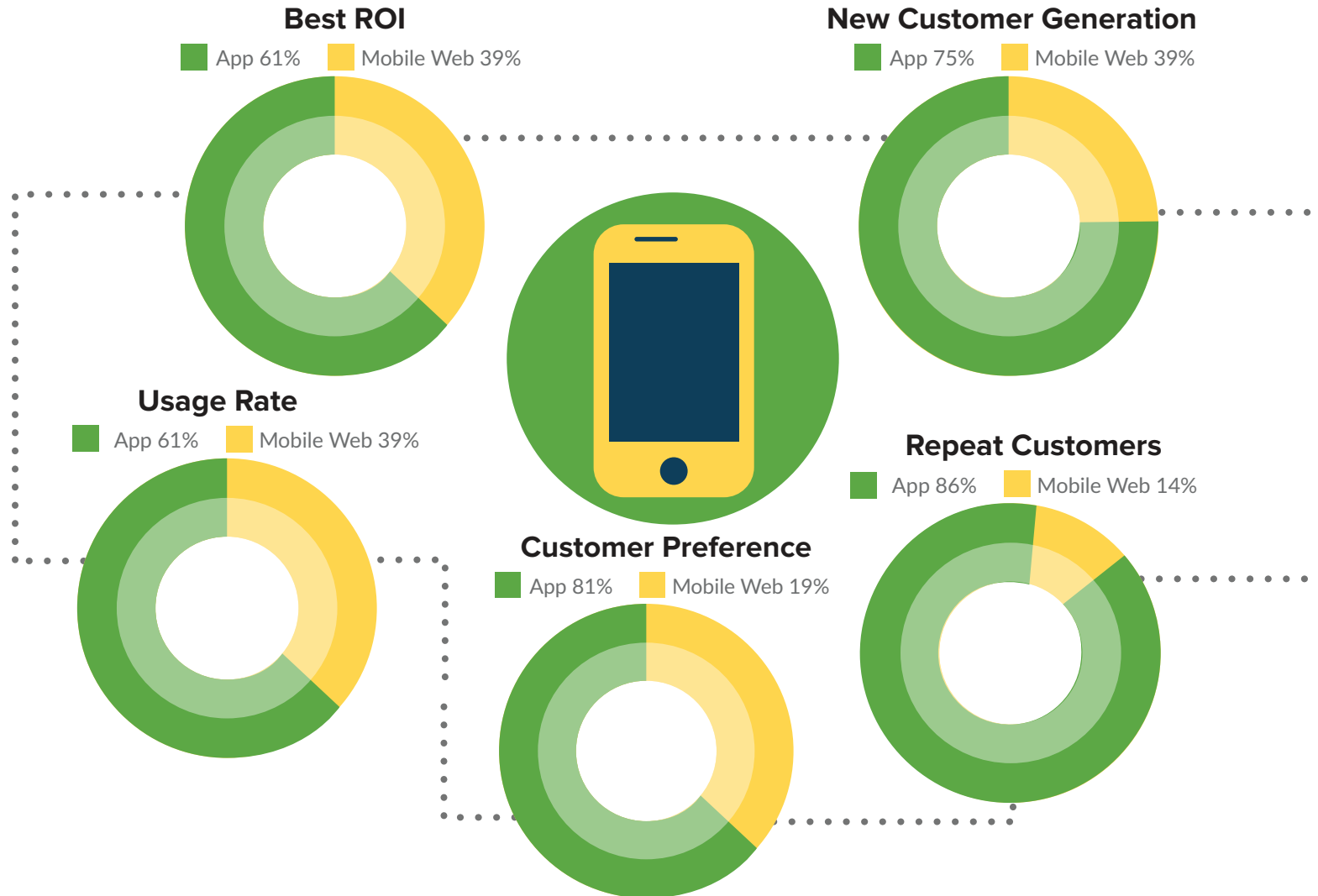
The gold rush for mobile apps is over. Long gone are the days where you can put a makeshift app in the marketplace and get noticed. The grand majority of apps are **“ghosts apps”** that don’t break into their category’s top 100. So the only way to see your app is for a user to search for it or be directed to it via some other means (like an ad or your website).

Business related apps also need to give value propositions to users for them to be successful.

It's important to take advantage of apps native features to stand out among the competition. Features such as: mobile payments, loyalty programs, customized alerts and notifications, schedule import/export, and client management are expensive to implement. With the average app costing about \$6,453, you must be sure you'll see a return on your investment.

MOBILE APP VS MOBILE WEBSITE

Survey of 500 SMBs with both a mobile app and website



PRO'S VS CON'S

Mobile App Pro's

- Can take advantage of native functionality like swipe, text, speed, and location services
- Better engagement if not abandoned
- Internet may not be required
- Controlled environment
- An average user spends 20% of their day on their phone

Mobile App Con's

- Cost and resources are high
- Multiple operating systems
- Need to update apps
- Installation required
- Marketing and SEO are more difficult and expensive with apps

Mobile Web Pro's

- Easy to update and deploy
- Less time and resources to create
- Easy SEO
- Easy marketing
- Low cost to make
- No installation required

Mobile Web Con's

- Engagement on the web is not as high
- Internet required
- Must account for multiple devices and different form factors

A responsive, mobile website is easier to create, update, and maintain.

We suggest only making a mobile app if you have **some real value to give to your customers**, and your customers are interested and loyal enough in your business to really use the app. Most of the time, a mobile-friendly website is more than enough to meet you and your clients' needs.



Mobile trends

Consumers are increasingly using their phones to shop, relax, and play - and it's up to SMBs to be where the audience is.

Sales involving devices such as smartphones and tablets are increasing. Mobile device usage is also increasing. As of 2015 **more than 20% of worldwide payment transactions are made with a mobile device.**

Businesses will need to optimize their websites for mobile and customers can finalize, upsell, and be reminded of their appointments through their devices.

51 % of small businesses say they believe mobile payments offer new opportunities for their businesses to surpass competitors. It should come as no surprise that **Millennials are the most likely to be excited about mobile payments' future**—71 percent say they're likely to consider adopting mobile payments this year.

Small business are also recognizing having a strong online presence for their business and brand. In fact, more than one-third (35 percent) say improving their online presence is their number-one concern for 2015.

Business owners time breakdown

What kind of tasks do business owners typically do during a week? **That's where Front Desk comes in**—the fastest, most reliable, and most flexible solution available. We'll help you reduce time spent on administrative chores and spend **more time building relationships** with clients to **grow your business**.



Conclusion

While mobile has taken over the world, **many small business owners haven't taken the leap to create a mobile app** or even optimized their website for mobile. Google's new search algorithm to favor mobile optimized sites will certainly increase that number in the near future.

Mobile apps continue to be expensive to create, update, and maintain. Businesses that give their customers services such as: **online scheduling, mobile payments, billing/appointment alerts will increase revenue.** Small businesses are increasingly using software platforms to offset the costs of giving these features to their customers.

Consumers are increasingly using their phones in their day to day lives and demand mobile first solutions to interact with businesses.



Build your business

Use Front Desk from any smart phone, tablet, or computer to keep helping clients wherever you are.

There's nothing small about your business.

Front Desk is the fastest, most reliable, and most flexible solution available. We'll help you reduce time spent on administrative chores and spend more time building relationships with clients to grow your business.

You get terrific support, pricing that works (no matter your size), and a relationship your mom would be proud of

With Front Desk you can:

- Let clients manage themselves
- Automate billing and notifications
- Increase appointments and reduce no-shows with online scheduling
- Securely accept payments at a flat rate with no hidden fees
- Get custom reports that identify new opportunities for growth
- And much more

Start your free 30 day trial at www.FrontDeskHQ.com