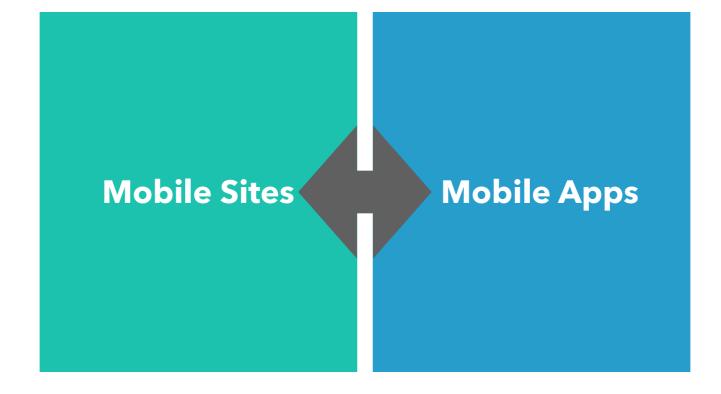
Mobile for Member Engagement

@santiagojara





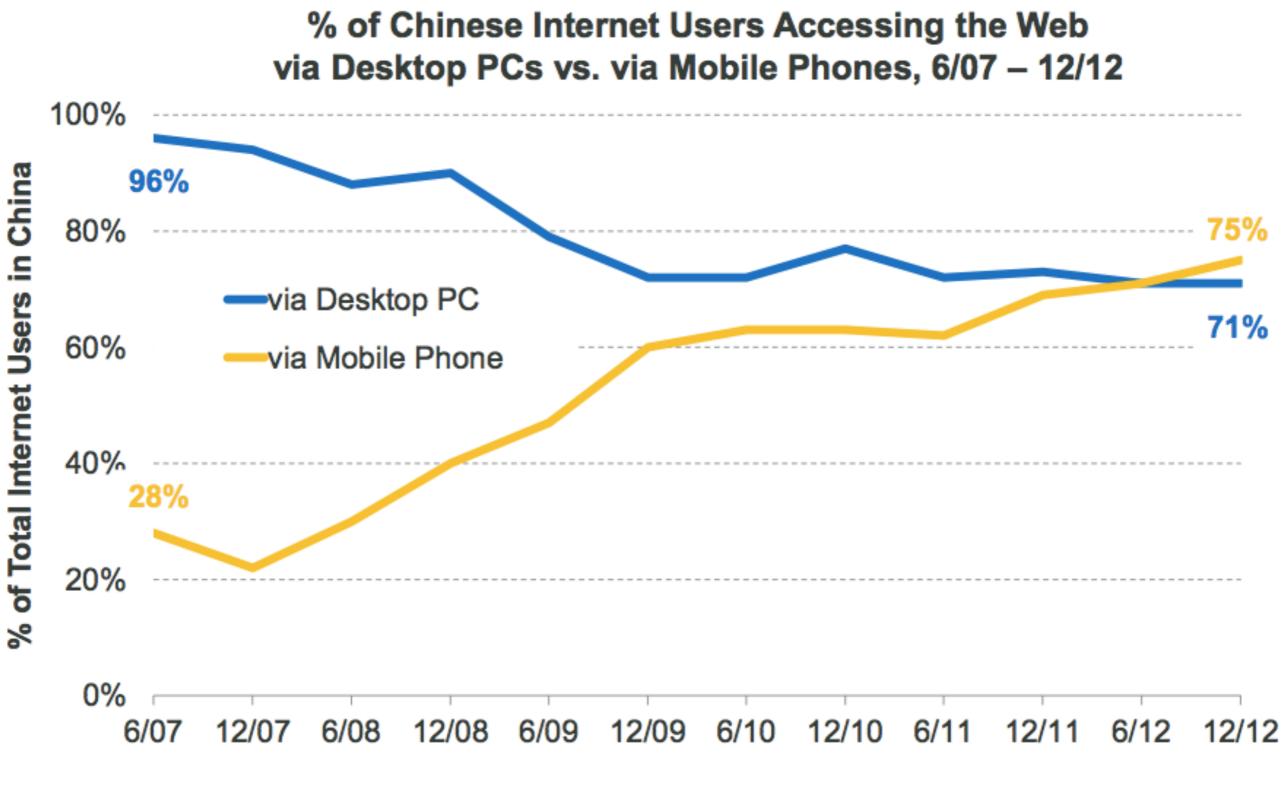
Mobile Site

Mobile App

- Primary Use: Information
- Native calls-to-action (except maps)
- Cross-platform
- Responsive is best
- Intuitive navigation & layout

- Primary Use: Repeated Engagement
- Deep native calls-to-action
- Local Caching (offline access)
- Active Communication (Push Notifications)
- Save Favorites w/o login
- User Personalization

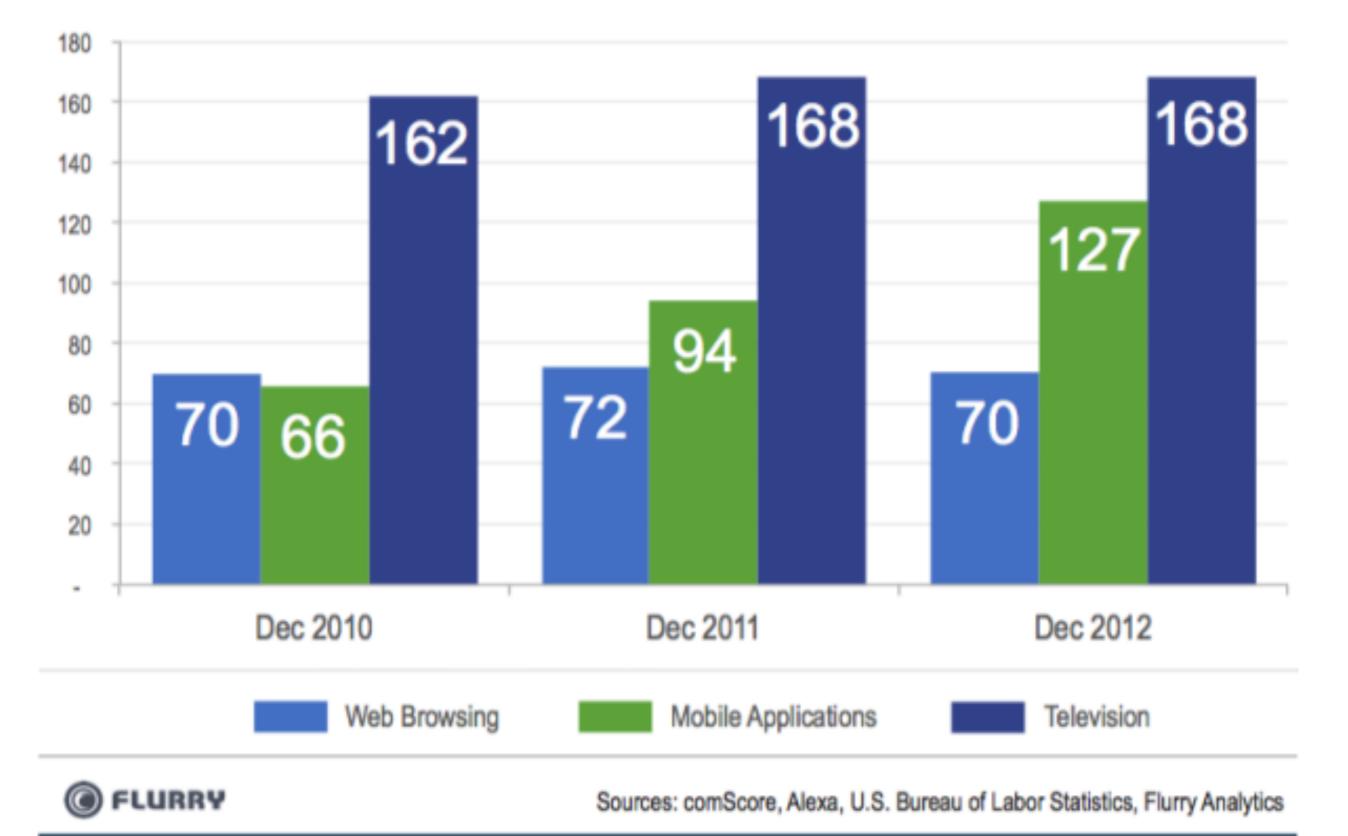
China – Mobile Internet Access Surpassed PC, Q2:12



KPCB

@santiagojara

U.S. Web vs. Mobile App vs. TV Consumption, Minutes per Day



6

SMARTPHONES > BABIES

Each day in the US there are more smartphones sold than babies born.

EVERY 6 MINUTES

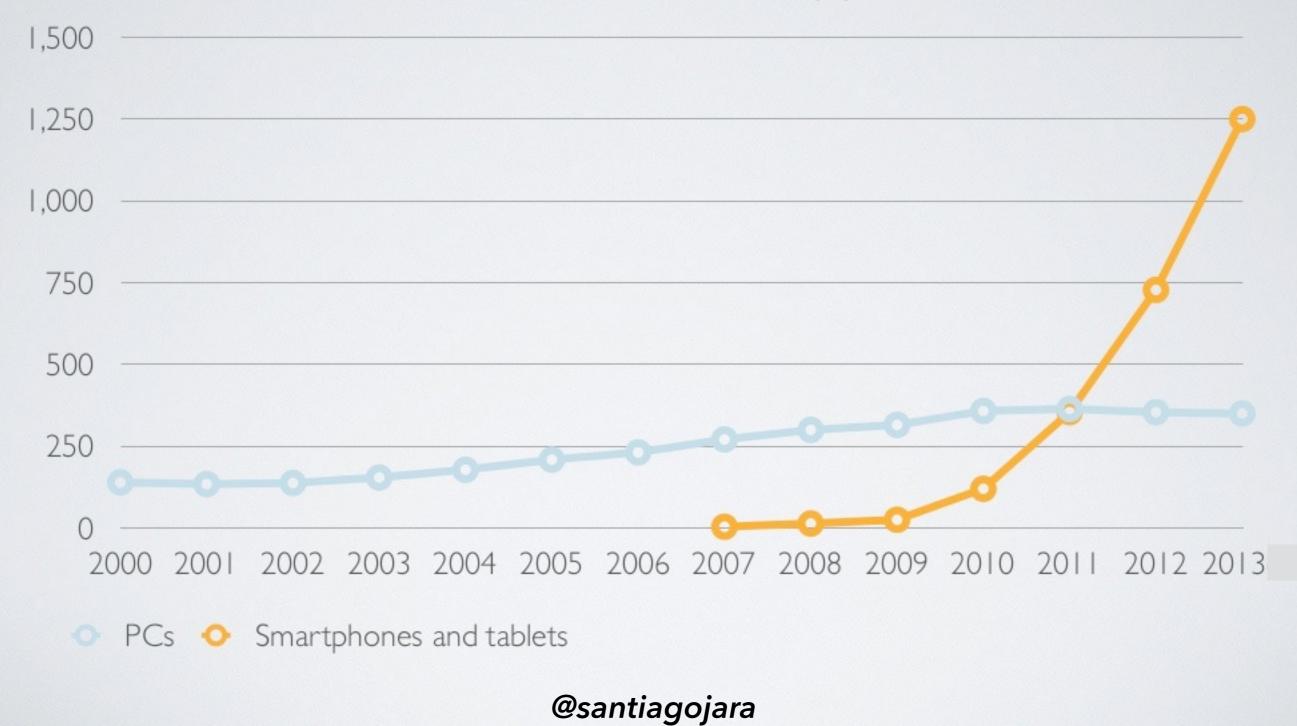
That's how often the average smartphone user checks his/her phone. (That's over 200 times a day!)

87%

Of all time spent on mobile is spent in apps.

The future is mobile

Global annual unit sales (m)



Dominant Utility Effect

Near Exhaustion by EO2014

OCCUPY WALLST. NEWS

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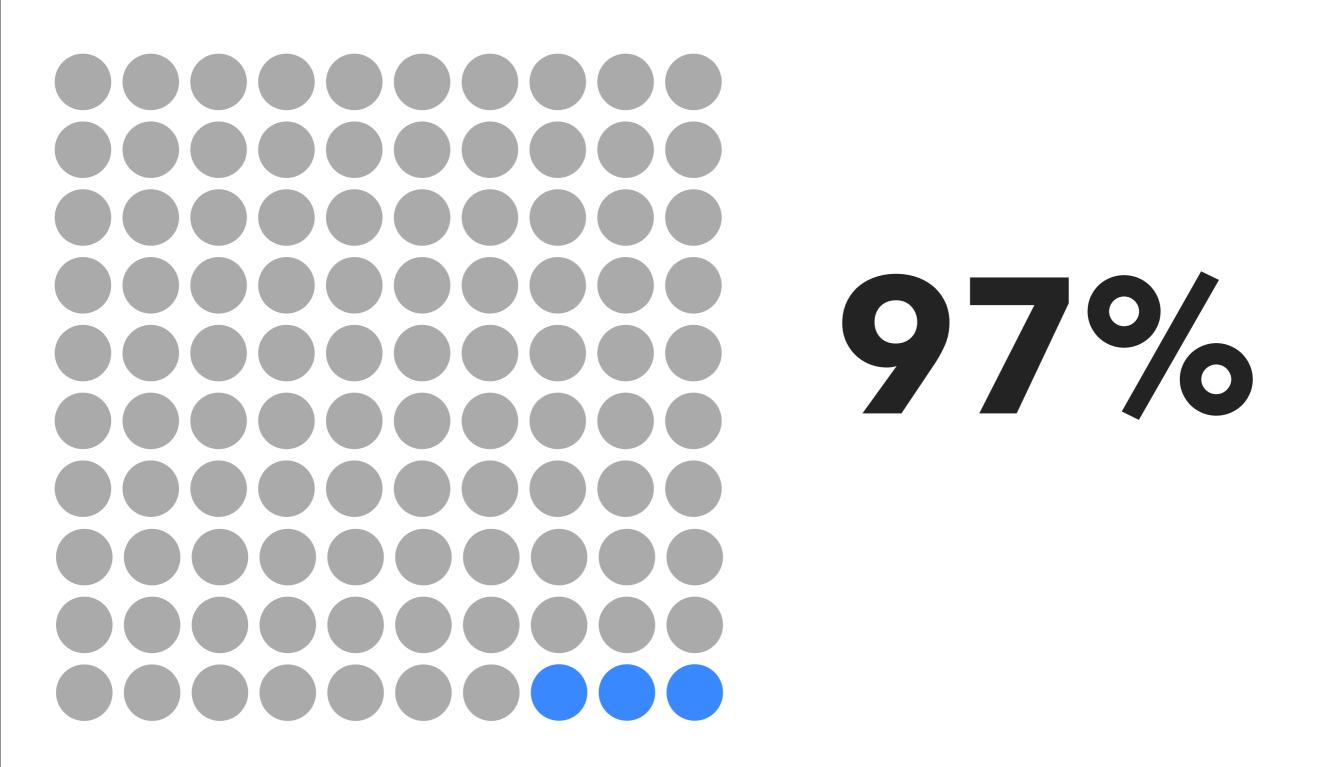


"2012 was a big year for us. We made the big transition where now there are more people using Facebook on mobile everyday than on desktop."

~ Mark Zuckerberg, CEO Facebook

@santiagojara

The Problem



@santiagojara

But apps are ...

COMPLICATED



Over 100 unique Android screen sizes



8 updates since 2011

4 updates since 2011

EXPENSIVE

\$35000

Average mid-range app

\$7 000 per year Average maintenance

TIME CONSUMING

6 months

Average development

25 hours per month Average maintenance

TOO TECHNICAL

"I don't even own a smartphone how am I supposed to maintain an app?"

JUST A FAD

"There's always something new what if no one uses my app?"

UNNECESSARY

"I already have a mobile site why do I also need a mobile app?"

5 Mobile Tips

- 1. Connect Members to Events, Info, & Each Other
- 2. Engage with Push Notifications
- 3. Fully Integrate with Website
- 4. Care Deeply about Design + User Experience
- 5. Invest in an App Platform, not just a Mobile App

•	
•••••○ AT&T	
August 08 - August 21	>
SUN SUN 8:00 AM - 12:00 PM Main Hall	>
Family ministry	>
Men's ministry Women's ministry	>
Youth group Church-wide events	>
Events eBulletin News Media	• • • More
	j





1-touch save to calendar

Increase attendance by saving events to personal calendars

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1-touch social sharing

Go viral by empowering your members to spread the word

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Customizable calendar

Allow users to browse events that are most relevant to them

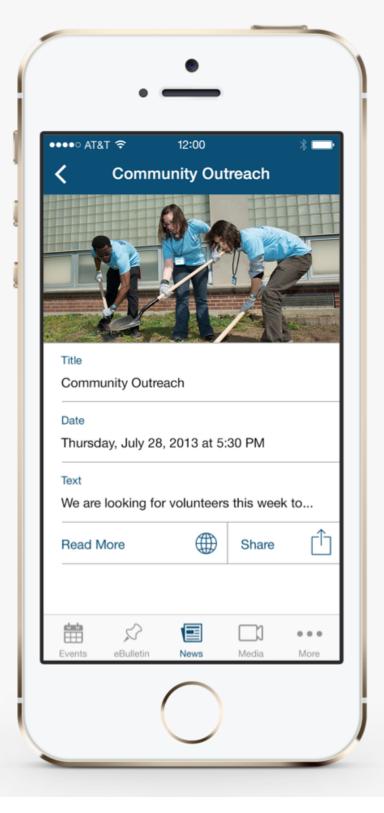
Event Calendar

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22	Opening Da 8:00 AM - 1 Location	-	sion	>
23	AIA Exective 11:00 AM - Location			>
23	AIA Day at t 7:30 PM - 8 Location		house	>
24	Gallery Oper 7:30 PM - 8 Location	-		>
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Keep your members up-to-date

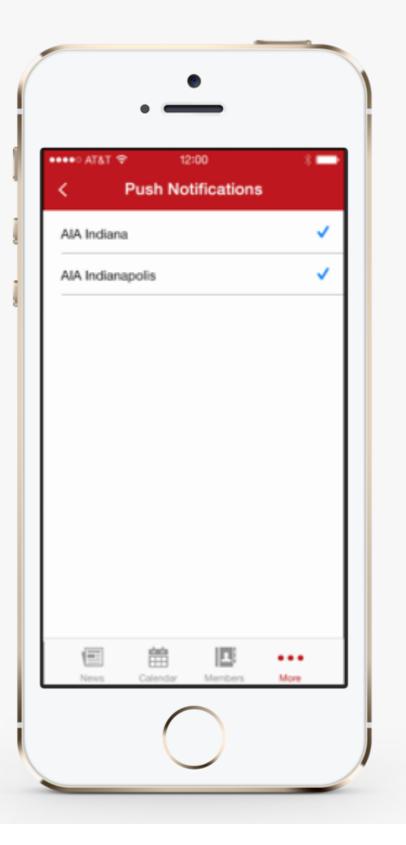




Blog updates
Your blog posts automatically appear in your app
$\overline{\mathbf{V}}$
Personalized news
Allow the user to view topics that interest them most
Ê
1-touch social sharing
Equip your congregation to spread your message

The power of push





Real-time updates

Reach members immediately with timely messages

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E	

Push scheduling

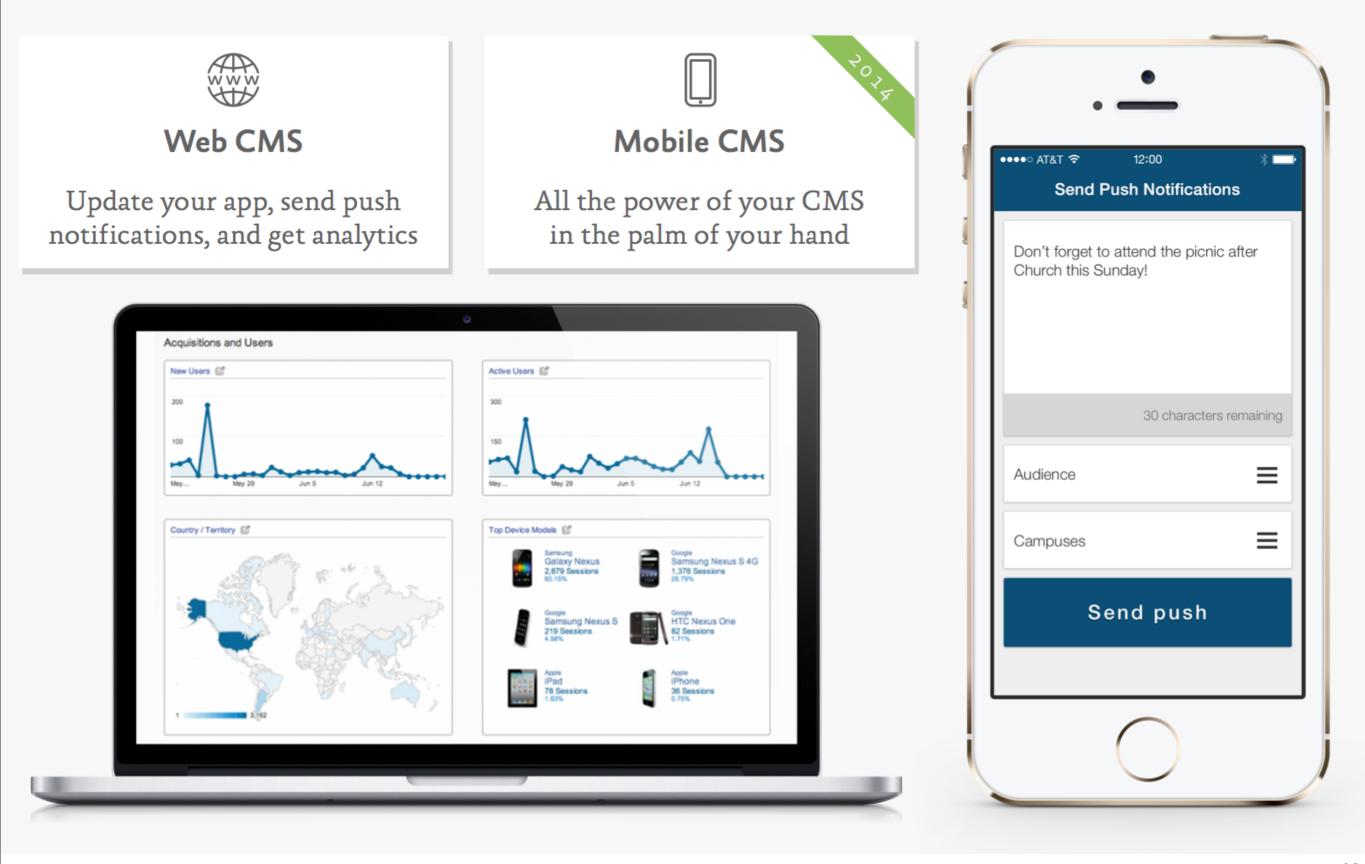
Conveniently plan your pushes in advance



Personalized

Users choose the types of information they receive

Manage your app with ease



Customized to fit your brand

Tailored look and feel

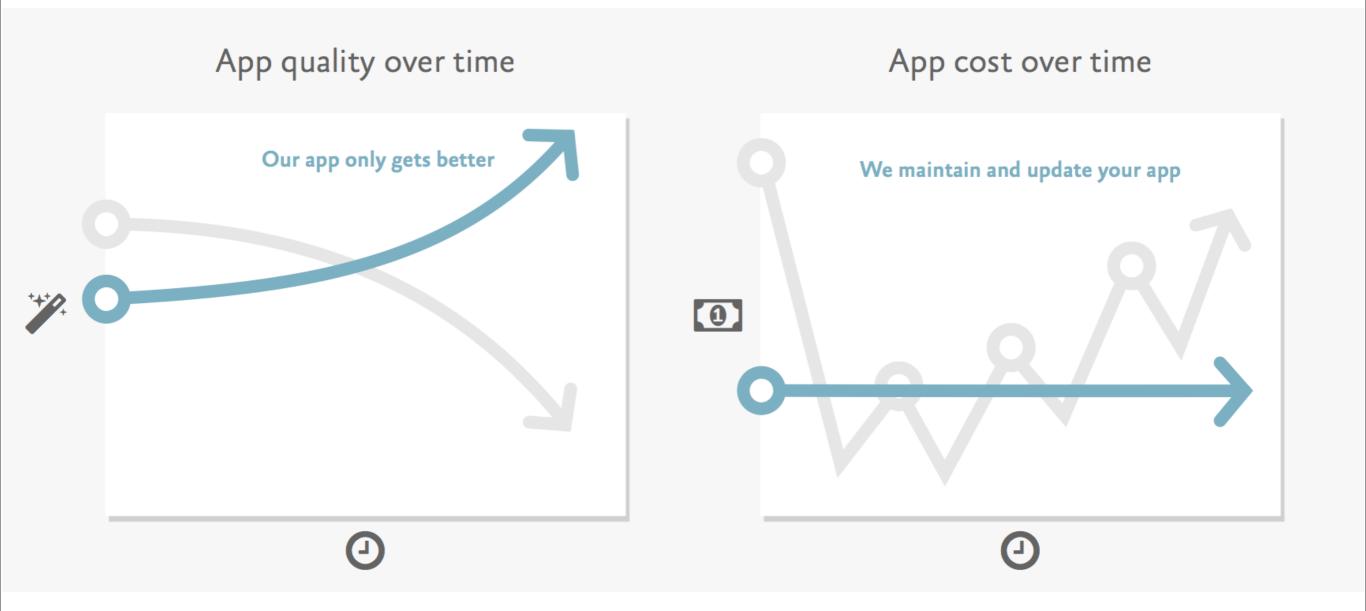
An interface that drives action





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Phone +1 (256) 413 1	201		Ç
Twitter @pastor_rick3			۷
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Events eBullet	n News	Media	• • • More

App quality over time App cost over time High upfront cost The best your app will ever be 1 0 0

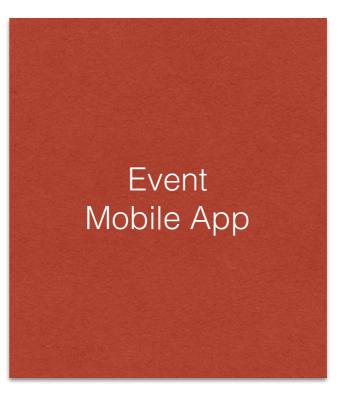


Mobile Tips

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- Member & Resource Directory
- Interactive: Voting // Polling
- News: PR // Blog // Industry
- Event Calendar
- Ad Module



- Member Directory
- Resource Directory
- News: PR // Blog // Industry
- Event Calendar
- Ad Module

Extended Q & A

Enter to Win Mobile App Blueprint



How? Email adam@bluebridgedigital.com