appiy ltd

Mobile App Manual

Introduction

Appiy have put together a mobile app manual to help you get the most out of your mobile app.

Mobile apps for businesses are a fantastic way to help market your business, products and services, however, like any marketing medium, this needs to be updated and fresh on a regular basis.

Please take the time to have a look through our app manual to help you gain a better understanding of what your mobile app can do for you.

Should you have any questions or queries then please do not hesitant to contact your appiy representative who will always be "appiy" to help and assist you in any way.

App Features

We have listed a brief explanation of each of our mobile app features available to you below.

Its always a good idea to understand what features your mobile app can offer you so if and when your business needs change then we can always change the functionalities of your mobile app to suit.
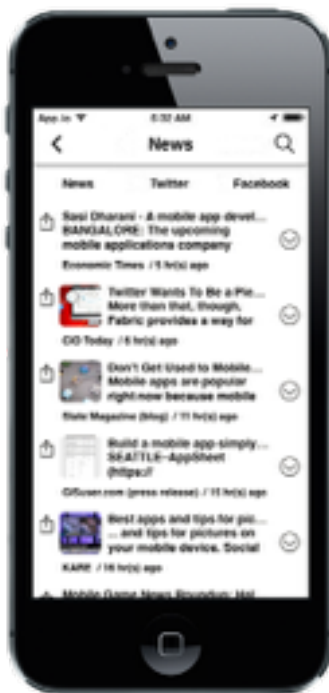
One Touch Calling

Give your customers One Touch Calling from inside your app.

No numbers to save or remember.

Tell a Friend Feature

Let your customers take your business viral with built in sharing capabilities over email, Facebook, Twitter, SMS etc.

News Feed Feature

Easily gather content, instantly from Twitter, Google News and Facebook in seconds with our powerful News Feature
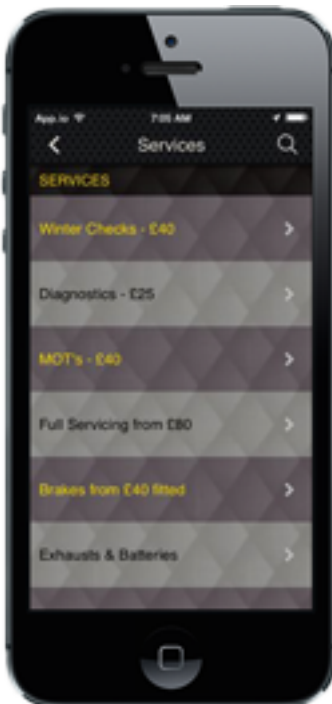
Loyalty Card Feature

Reward loyal customers for making frequent visits or purchases at your business.
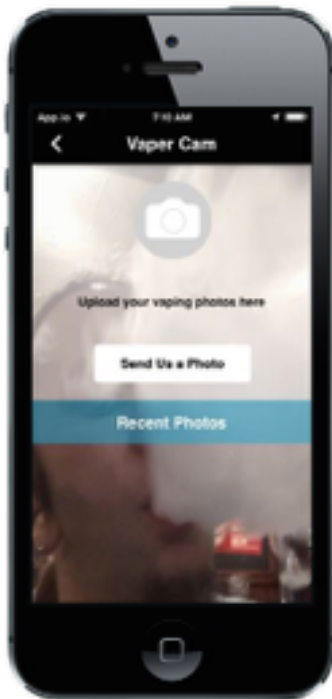
Custom Email Forms

Create a custom email form for reservations, leads, appointments and anything else.

Business Information

Integrate any sort of information you'd like about your business. Whether its your food, menu, products or services.

Email Photo Feature

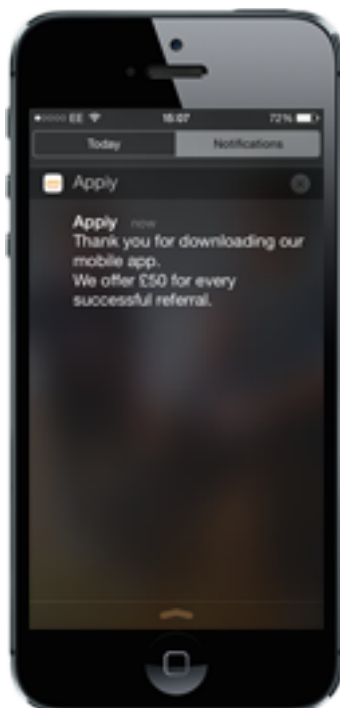Allow customers to take a photo, a selfie or an existing photo and email it directly to your business.

Image Gallery

Display images of your business in a beautiful image gallery specifically optimised for the iPhone and Android.
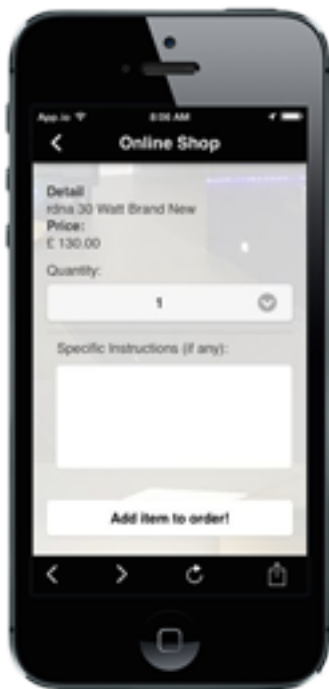
Fan Wall Feature

Set up a fan wall for your customers to leave feedback on your business. Manage the comments online.
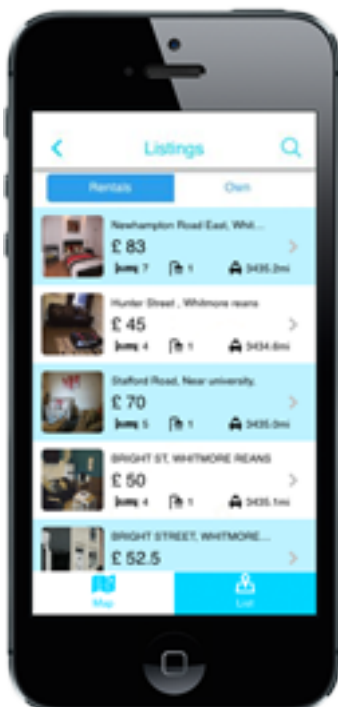
Push Notifications

Send messages to your customers whenever you'd like using our easy to use content management system.
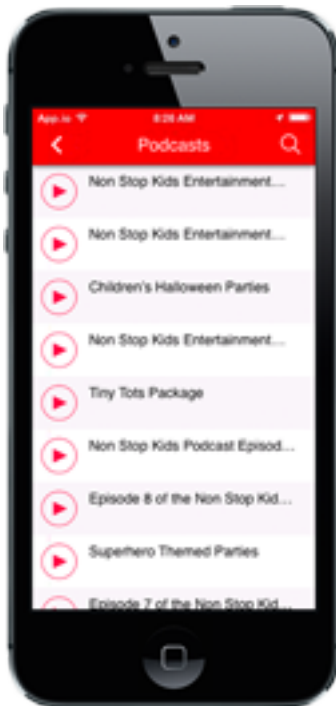
Mobile Shopping

Let customers make product purchases directly inside your mobile app.

Estate Agent Feature

Show prospective clients available homes for sale or rent and give them the ability to contact you to view or purchase the property.
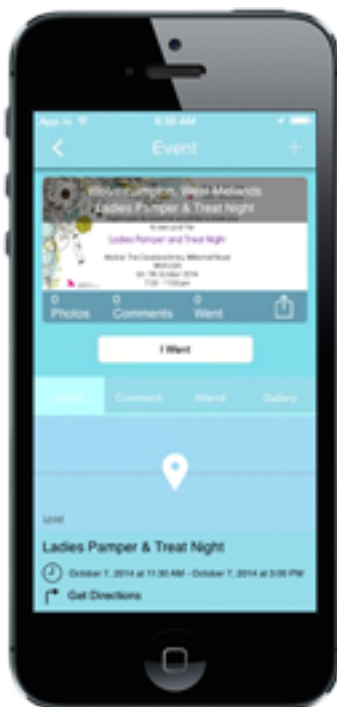
Podcast Feature

Engage users with your podcasts. Stream podcasts inside of your mobile app for your users to listen at their leisure

Video Integration

Integrate your YouTube channel in a beautifully displayed format for your customers.
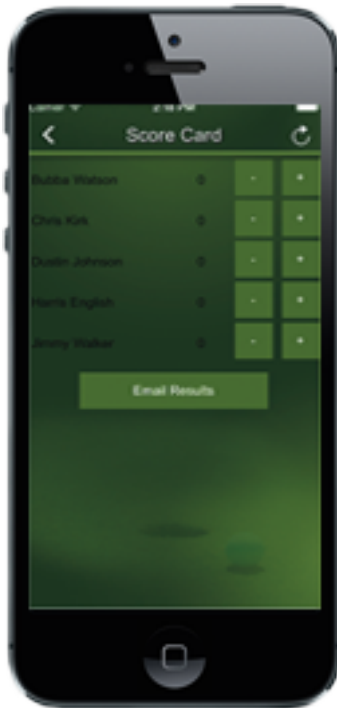
Event Attendance

Let users notify others they are attending any event inside of your mobile app.

Contact Information

Give customers multiple ways to contact your business. Phone, website, email and directions to your business.

Sports Stats Feature

Include a feature for your customers to count items related to your business and have them email the results to you.

Music Player Feature

Give your fans and customers the ability to listen to & purchase music inside your app.

Food Ordering

Allow restaurant customers to place food orders directly inside the mobile app.

Blog Integration

Include a blog by integrating your RSS feed to allow your users to quickly and easily read your blog posts.
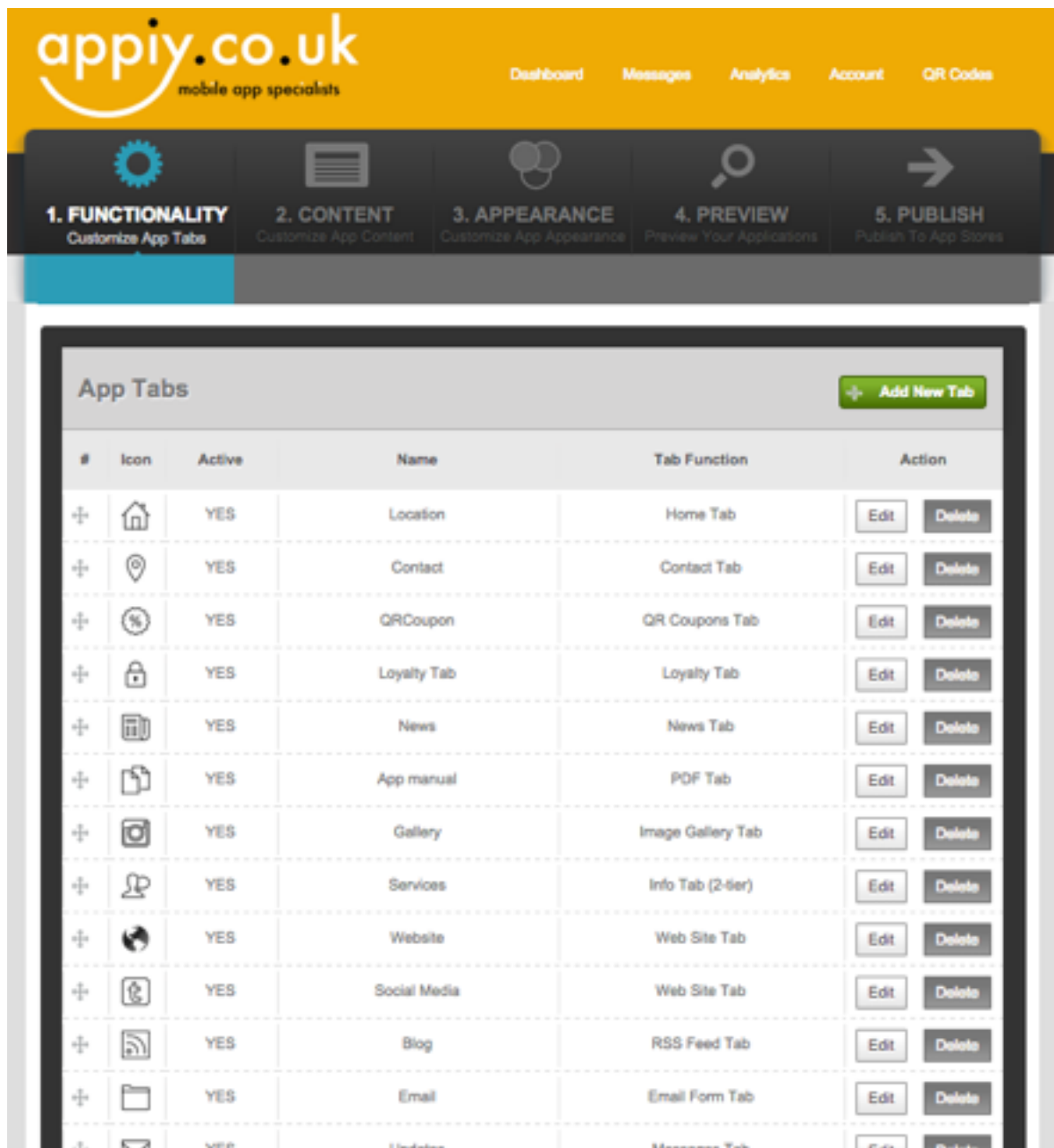
Appiy Customer Management Tool

We give you full access to your mobile app management tool with your own username and password so you can have full management control and enable you to keep it up to date, check your analytic stats, send push notifications and much more.

Your mobile app dashboard

We give you full access to your mobile app management tool with full functionalities, as shown above.

1. Functionality

This enables you to add or remove tabs, edit the tab name and change the icons.

2. Content

This enables you to add or edit the content of your mobile app tabs.

3. Appearance

This is where you can change the whole layout, outlook, colours, schemes, background images, headers, etc.

We strongly recommend that if you wish to make changes to your appearance of your mobile app then please contact us and we will be more than happy to assist.
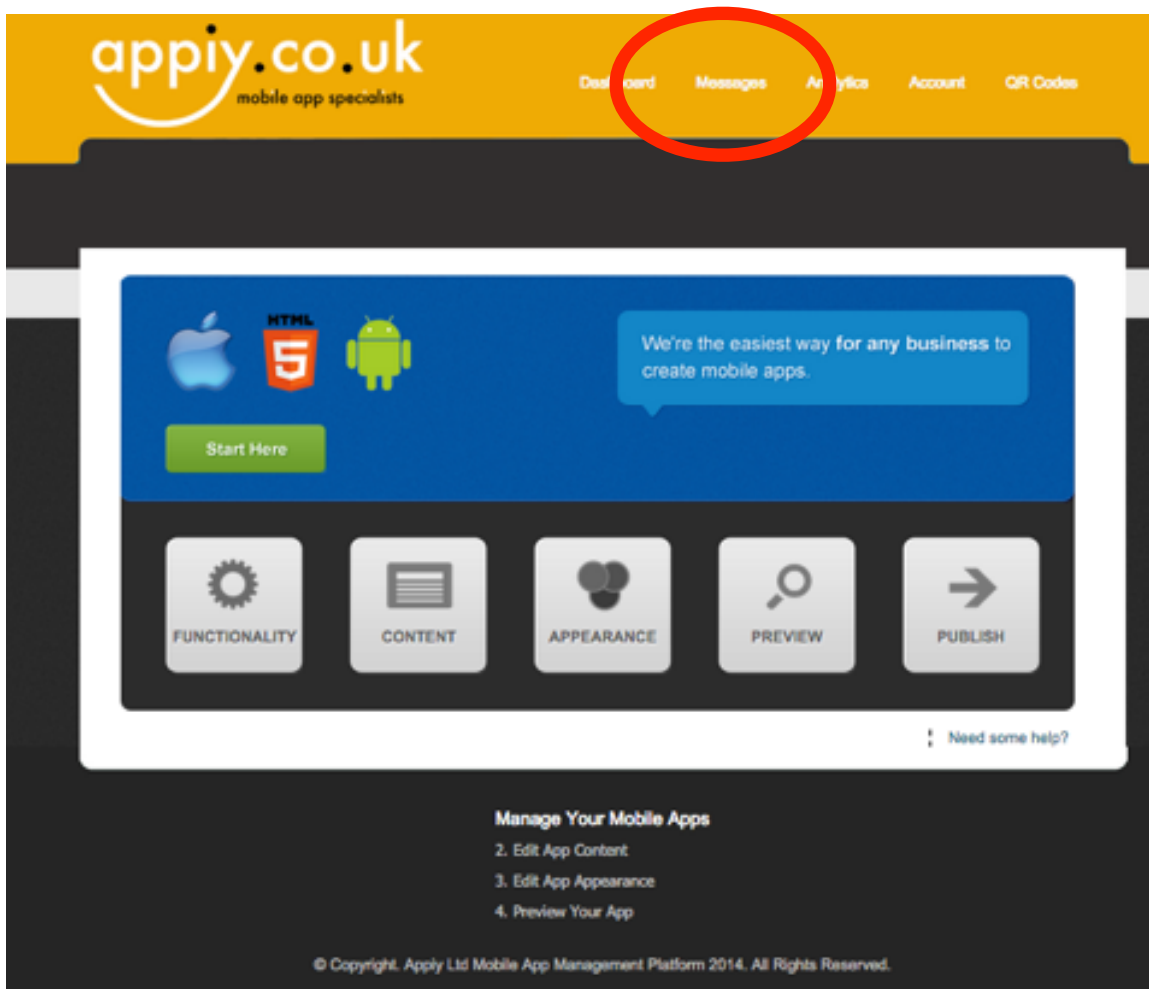
4. Preview

This is where you can preview your mobile app, check your features, layouts, the functionalities as if it was a LIVE mobile app on your mobile phone.
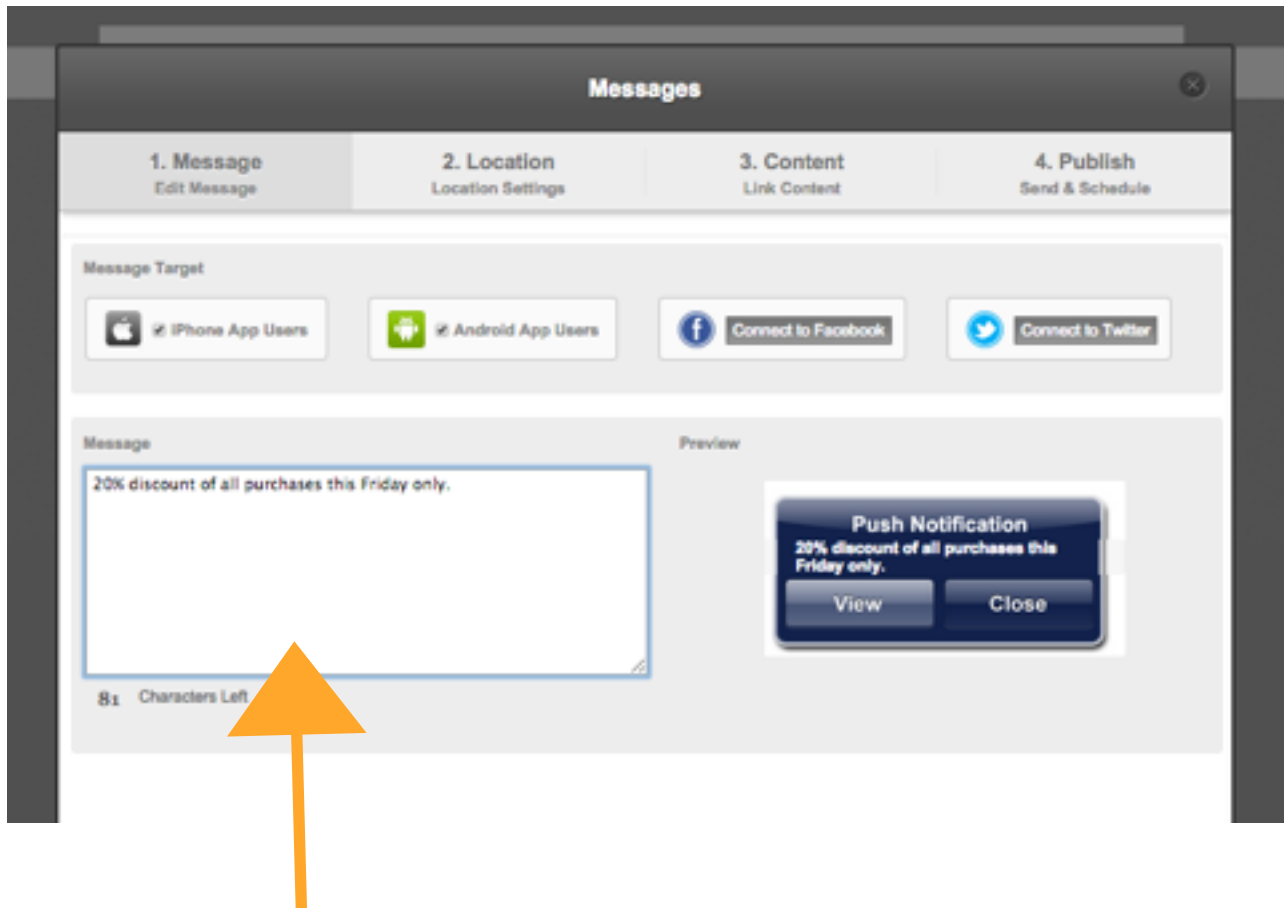
Messages

Push Notifications (messages)

One of the main features of a mobile app is having the ability to communicate instantly to your mobile app users.

Over 90% of "Push notifications" are opened so you need to make sure you are regularly keeping your mobile app users up to date with your latest products, special offers, events, new services etc.
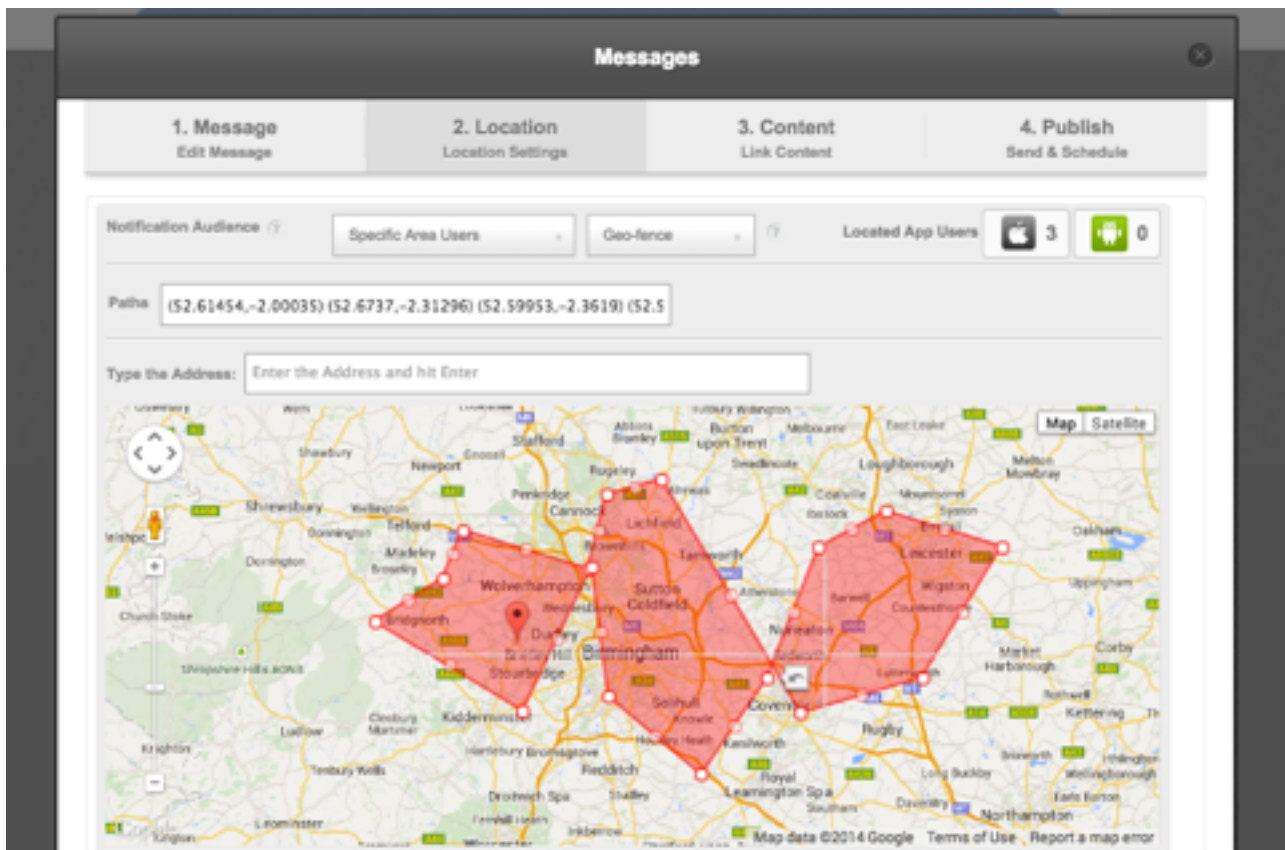
1. Message

Type the message you would like to send in the text box.

You will notice a "Preview" box that populates as soon as you start typing your message so you can see how your message will look on your mobile app users devices when received.

Once you've finished your message and you wish to send to ALL your mobile app users then simply go straight to section 4 and "Publish" your push notification.
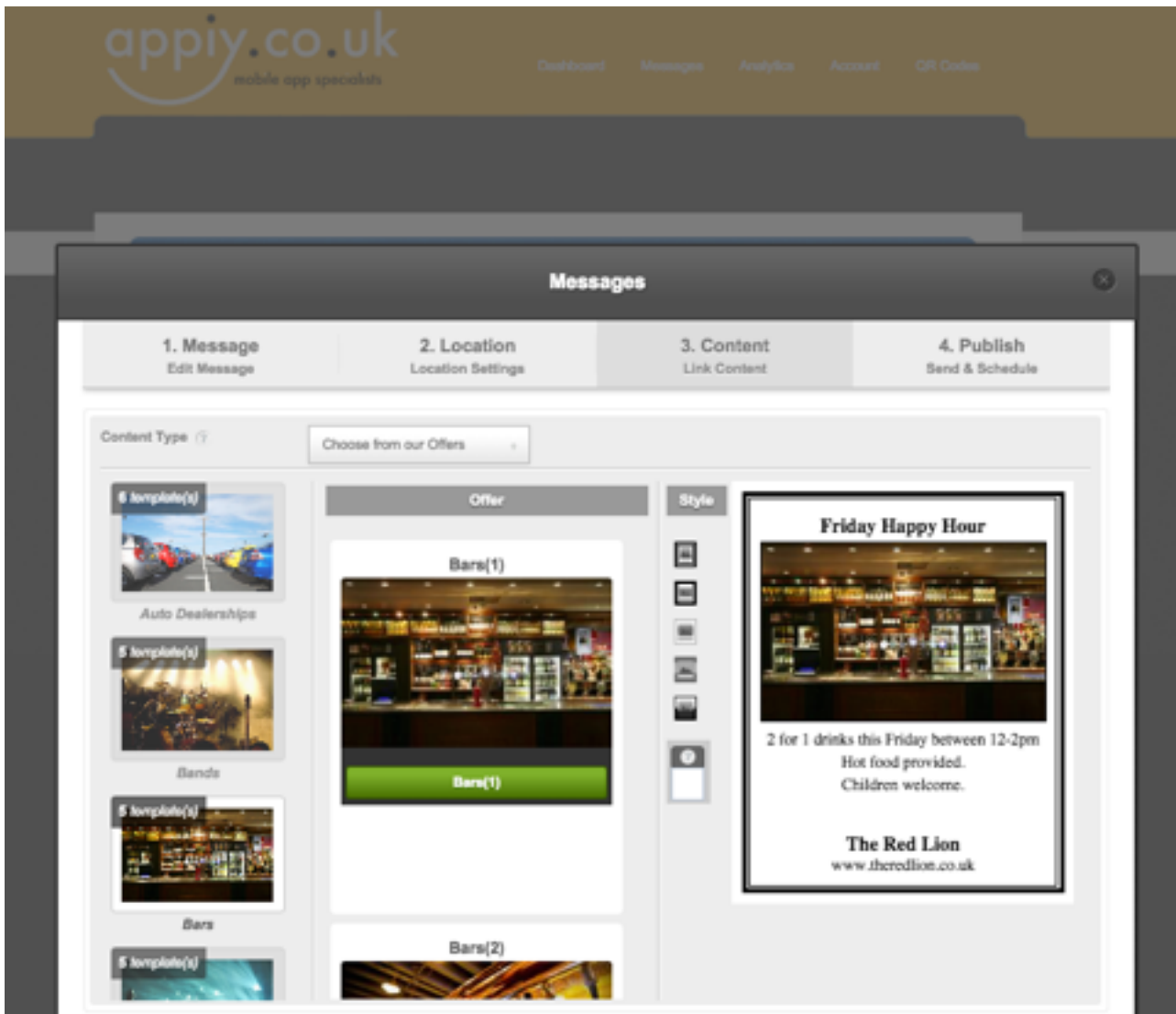
2. Location

    If you wish to be selective with the areas you are targeting for your message then you can be as general or as specific on the areas using our Geo-Fencing software.
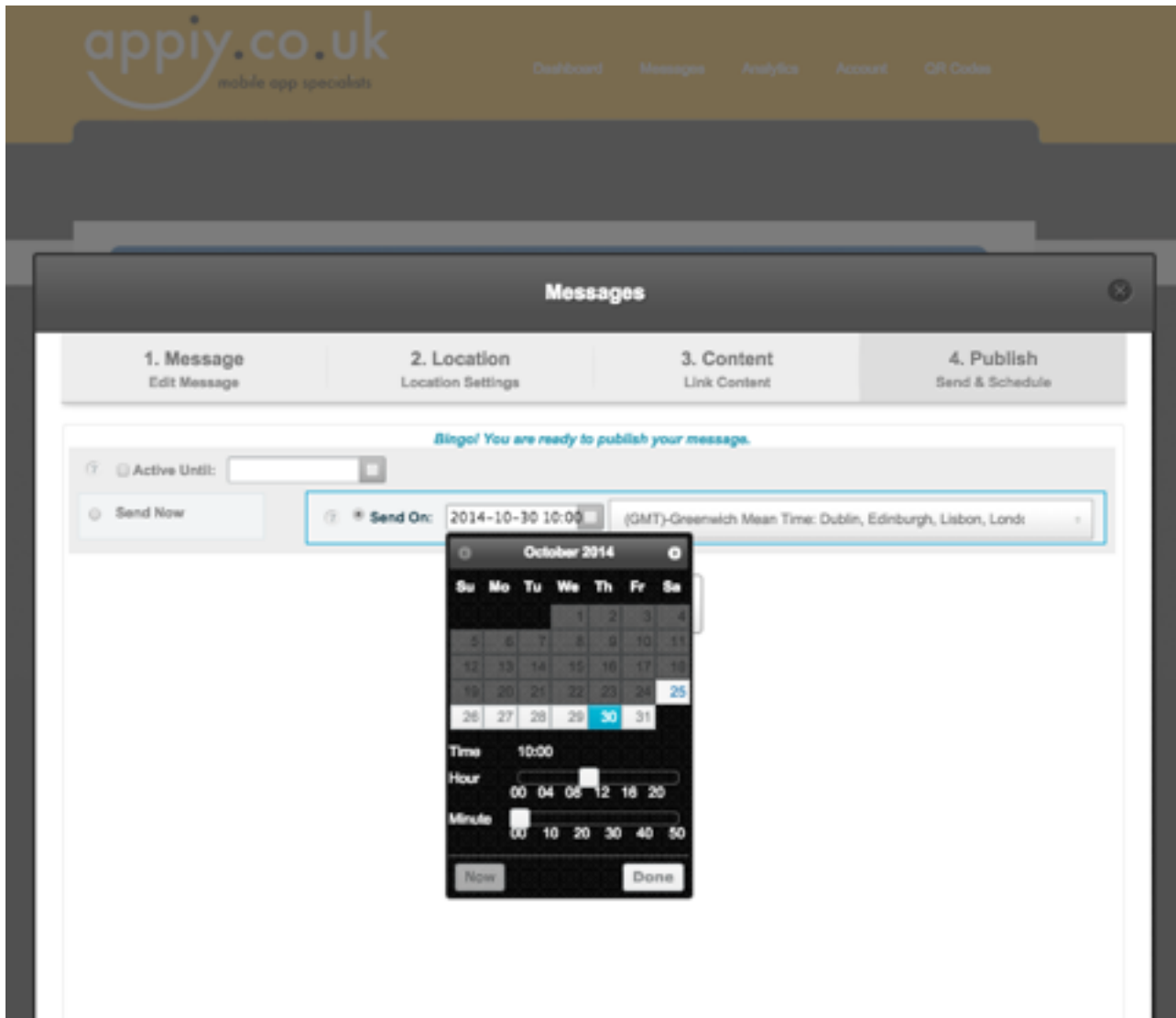
    You could even zoom in to the map and Geo-fence a 100yd radius outside your business so as soon as one of your mobile app users literally walks past your front door, they will receive your message depending on their mobile signal strength.

3. Content

If you have a special offer, new product, new menus, coupons etc. Then you can very easily upload / create a specific offer so as soon as your mobile app users opens your push notification, they will see your offer straight away.

4. Publish

You are now ready to publish and send your push notification. If you wish to send straight away then click on the "Send Now" button and it will be sent.

However, if you wish to schedule your push notification then simply click on the "Send On" tab and you can schedule the time and date you wish to have your push notification sent.

QR Codes

We always advise all of our mobile app clients to advertise the fact that your business now has a mobile app.

One of the best ways to promote this is to have a QR code poster displayed.

This makes it easier for your customers to simply "scan" the relevant QR Code and they will be automatically directed to their devices app store and straight to your app.