7 MYTHS ABOUT

GOING MOBILE WITH YOUR BUSINESS

TouchPoint
S T U D I O

The incredible growth of smartphone and tablet usage is driving more and more businesses to cater to the needs of mobile users. As current studies show that people now spend over two-thirds of their media time on smartphones, it's clear there is a trend here worth capitalizing on. The problem is this: **most of us don't know where to begin**.

Conduct an online search on the topic and you'll find a vast sea of articles and opinions that can provide a starting point, but as with all emerging technologies, the information is riddled with rumors and myths that just don't seem to die off. **Knowing the facts before diving into a project of this type is vital – so how can you separate facts from fiction?**

To clear up some of the confusion, we're going to set the record straight and tackle 7 of the most common myths about taking your business mobile. Let's get started!
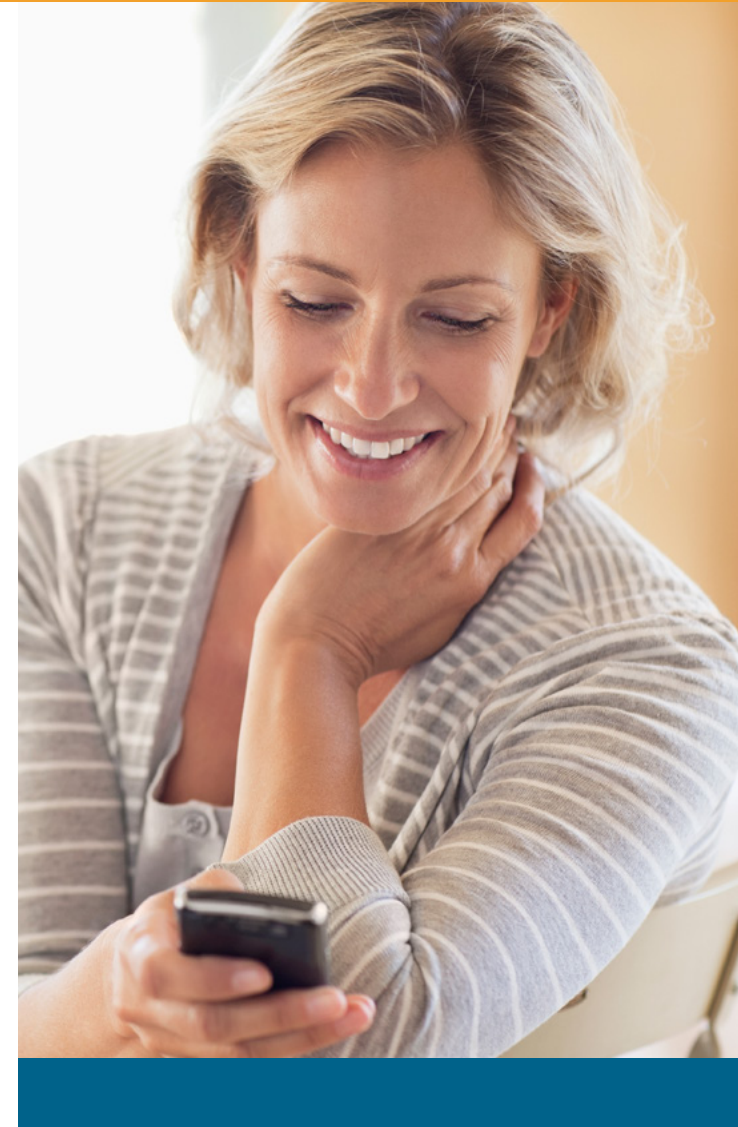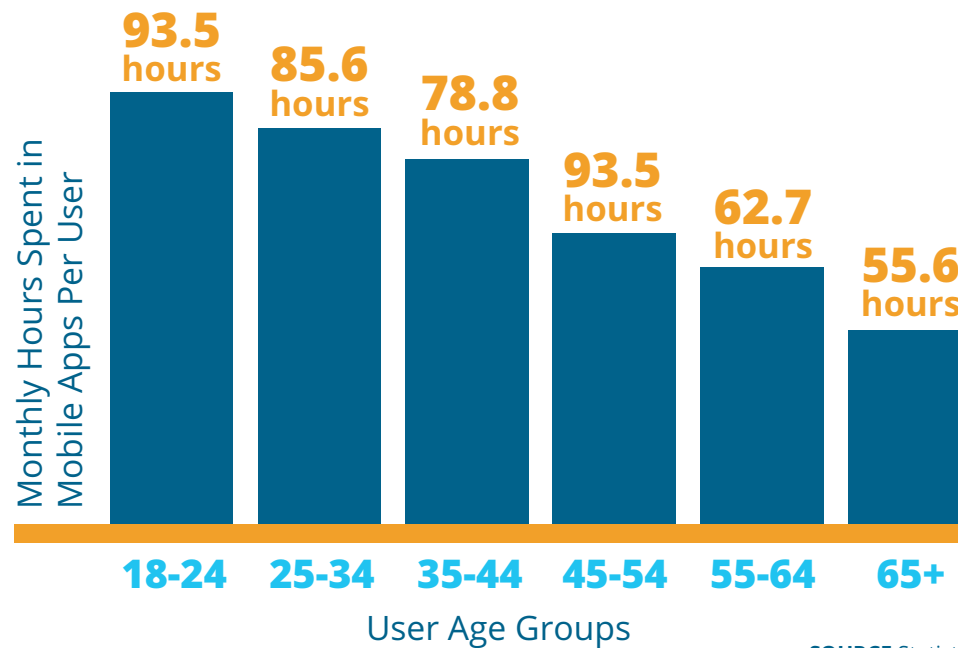
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MYTH #1. "My customers don't use mobile apps."

A common misconception about mobile apps is that they're only really used by younger generations – and that customers won't rely on them where private information—like medical or financial data—is involved. However, the facts tell a different story.

Users across *all* demographic groups are embracing mobile to interact and conduct business across all industries. While it's true that 18-24 year-olds are the most avid users of mobile apps, the 55-64 year-old age group isn't too far behind, spending almost 70% as much time using apps as Millennials. And the 65-plus age group? They're actually using apps over half as much as the typical teenager. More importantly, people 50 and older account for more than 50% of consumer expenditures, so even though they may be using apps less frequently, they are spending more money.

This growth is occurring in every industry for all kinds of transactions. Today, more than 30% of pizza orders from Domino's are placed through their app. Bank of America recorded over 1.4 billion logins via their mobile app in just 3 months. And Walgreens receives a prescription refill request through their mobile app every second of every day.

Average Mobile App Usage Across Age Demographics

Monthly Hours Spent in Mobile Apps Per User

Age Group	Hours
18-24	93.5 hours
25-34	85.6 hours
35-44	78.8 hours
45-54	93.5 hours
55-64	62.7 hours
65+	55.6 hours

User Age Groups

SOURCE Statista

The data is clear – your customers ARE on mobile. If you don't have an app, they simply aren't on mobile *with you.*

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MYTH #2. "My type of business isn't suited for an app."

Alright, not EVERY business will benefit from having a mobile app, but we have to think pretty hard to come up with an example of one that won't. Even so, apps are not a "one size fits all" proposition. The key to success with mobile is understanding what makes your business unique and how to choose the range of app features that will have the most impact. For example:

- Is your business well-suited to selling products and services online with the infrastructure to support **e-commerce** capabilities in the app?

- Is your business centered on long-term relationships that can be strengthened through increased **customer engagement**?

- Are there opportunities for **process improvement** that will help streamline operations, saving you time and money on staffing?

- Is your business in a competitive market where **perception** and **innovation** can tip the scales in your favor?

Not every business will benefit from every option. In fact, some may exclusively focus on just one. Each situation is unique and starting on the right foot is where an expert can make all the difference. There are thousands of app developers that can build what you ask for, but a true mobile solutions partner will first help you understand exactly what you need.

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MYTH #3. "My website is already mobile-compatible."

People often assume mobile apps and mobile websites are substitutes for one another when, in reality, they serve entirely different (and often complementary) purposes. If you have a website, by all means, take the extra time to ensure it's mobile-friendly so that people who find you through a Google search can learn about your business using any device. Done well, a mobile-compatible website can help you connect with new customers.

What a mobile website won't do, however, is help you engage with existing customers. When they need to interact with your business, very few people will opt to start their device, open their browser, search for your website and then navigate through various pages on a small screen to complete a task.

Mobile apps are all about making life easier for your customers – allowing them to complete what they need to do in the shortest amount of time possible. Nobody thinks to use the Starbucks website to order their coffee, but over 1 million people do so through their app every month. In fact, 90% of consumers report that they prefer mobile apps to mobile browsers.

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MYTH #4. "Apps are too expensive."

Building an application from the ground up can be expensive; that part isn't necessarily a myth. However, not every app *needs* to be built from the ground up. While a large organization with access to resources may choose to create a highly-customized mobile solution, **the widespread emergence of mobile app platforms has opened the door for small and medium-sized businesses to create a mobile presence for as little as a few hundred dollars per month.** In many cases, the technology behind these platforms was originally developed to support much larger initiatives, so you receive many of the same benefits as the big fish but at a fraction of the cost.

With that said, not all platforms are created equal.

Some only offer tools and allow you to build the app yourself, while others offer a comprehensive solution that includes design, development, and ongoing maintenance and management. The latter generally cost more, but for most businesses without a dedicated technical staff, it is a small price to pay to ensure you end up with a high-quality mobile app and access to a team of experts who will be just as invested as you are in making your app a success.

By choosing the right platform provider, it is possible to have a professional-grade mobile app that can start paying for itself in as little as 60 days. So no, it's not expensive to have a mobile app – but it sure can be expensive *not* to have one.

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MYTH #5. "If you build it, they will come."

This approach might work for baseball diamonds in corn fields, but with mobile apps, counting on customers to simply stumble upon your app is a road paved with disappointment. The good news is you don't have to be a marketing guru to get the word out, and you don't have to do it alone. A full-service partner will have experience with many other businesses—some in the same industry as you—and can guide you with best practices and case studies that show what has worked well in the past.

Simple steps, like hanging a poster on the wall where people can see it, dropping a postcard into their bag at checkout, and mentioning the app in your *on hold* and *after hours* recordings can make a big difference. **In fact, the most effective strategy for attracting users is often the easiest – have your staff talk about it.** Your customers know your team and trust their opinions. If your employees are excited about the app, they will be too. With your less tech-savvy customers, take a few seconds to help them install the app and show them all the exciting things they can do. In the blink of an eye, you'll have a user for life and a whole new way to connect with that person.

MYTH #6. "I don't have the time or infrastructure to create an app."

From fixing our cars, to making our clothes, to preparing a delicious caramel macchiato, life is full of things we don't have the time or infrastructure to complete. Fortunately, we don't need to do these things ourselves, relying instead on the talents and expertise of people trained to do the things for which we lack the knowledge or bandwidth. **The reality is, they are better at it, faster at it, and giving them the task lets us focus our time and energy where we are happier and more productive.**

Going mobile is no different. Unless you have a pretty unique set of skills, odds are it probably isn't something you should be doing on your own. Creating a good app, to borrow an aphorism, takes a village. It draws on the expertise of business consultants, graphic designers, software developers, data analysts, product testers, and more. On top of that, it requires intuitive tools, sound architecture, and robust systems to make sure it performs 24 hours a day, 7 days a week.

You may not have the time or infrastructure for an app, but the good news is that you don't have to. We do, and we're happy to help.

MYTH #7. "There's no rush. I can work on getting an app later."

There's no consensus for how long it will take your mobile app to reach a critical mass of users, but one thing is certain: **the sooner you start, the sooner you'll get there.** Realistically, getting your app right takes time. Some features you start with will resonate well with users, while others won't, sending you back to the drawing board to refine them. You'll try some messaging that generates a great response, and some that doesn't generate much of a response at all. It's all part of the learning process, but along the way, you'll slowly but surely be adding users, increasing the size of that group until its reach extends far beyond print mailers or newspaper inserts.

It may be surprising to learn that the first Facebook app was a flop and was, according to Mark Zuckerberg, "probably one of the biggest mistakes [they've] ever made." Today, it's one of the most widely used apps on the planet and accounts for 90% of the company's revenue. Imagine how things would have turned out for Facebook had they decided not to adopt mobile when they did and then use those initial failures as opportunities to learn and improve. The decision to go mobile can be life-changing for a business, but only if you take that first step.

Separate Facts from Fiction

Interested in learning more about how mobile technology can benefit your business? **Let's talk.**

ABOUT TOUCHPOINT STUDIO

TouchPoint Studio is a mobile app platform developed by Fountainhead Mobile Solutions, a cutting-edge provider of sleek and intuitive mobile solutions to organizations big and small seeking to amplify their brand's reach and value to the rapidly expanding population of active mobile users. After spending nearly two decades designing and developing for some seriously big brands, we set out to create a platform that would make mobile technology available to every businesses, not just big corporations with large marketing budgets. After countless hours putting our heads together, unpacking and then repacking our ideas, TouchPoint Studio—the most cost-effective mobile app platform for small to mid-sized businesses—was born. We pride ourselves on solving problems for our clients. We're experts in our field, always learning and growing to remain competitive. And we care about our partnerships, as you do yours.

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