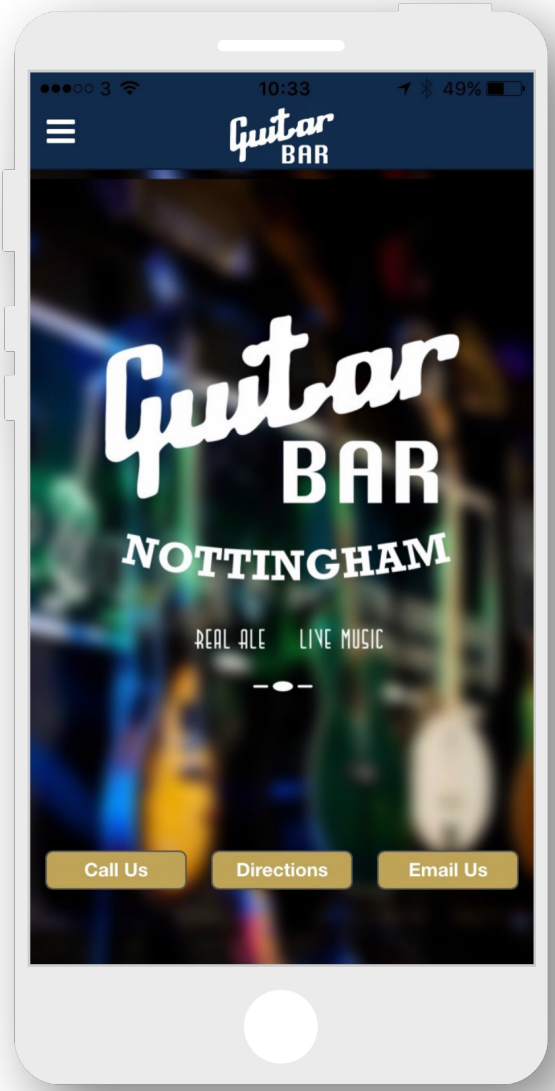
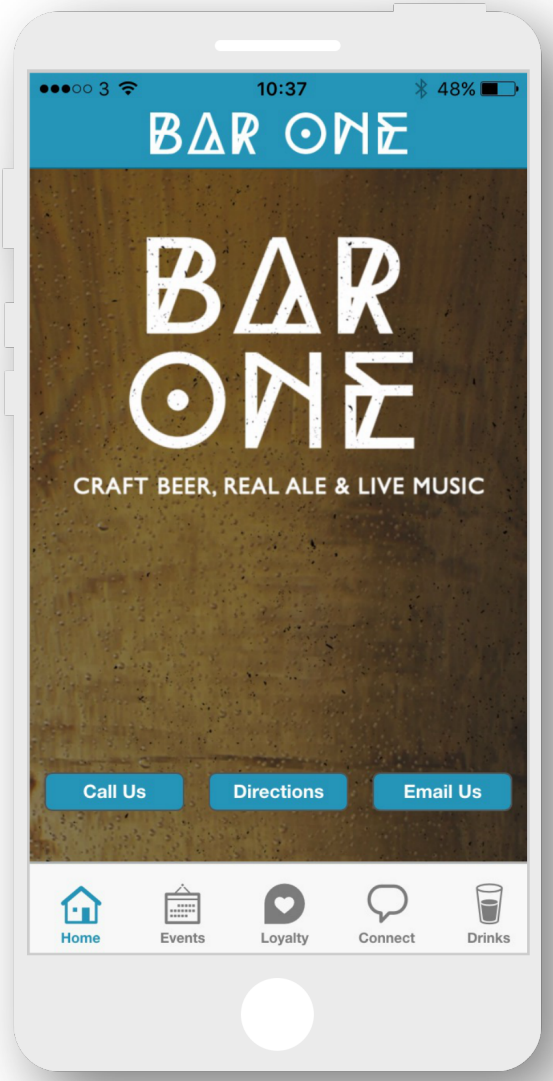
Bars & Mobile Technology

Why Your Bar Needs A Mobile App

Grow Your Business



A mobile App for your bar or pub is a powerful tool that can help grow your business and provide a simple way to reach new and existing customers. Promote products and events, provide discounts and offer brand loyalty.



The Mobile Industry

85%

of mobile users are more comfortable with Apps than mobile websites.

Average number of Apps per smartphone is **26** and growing **15%** year over year

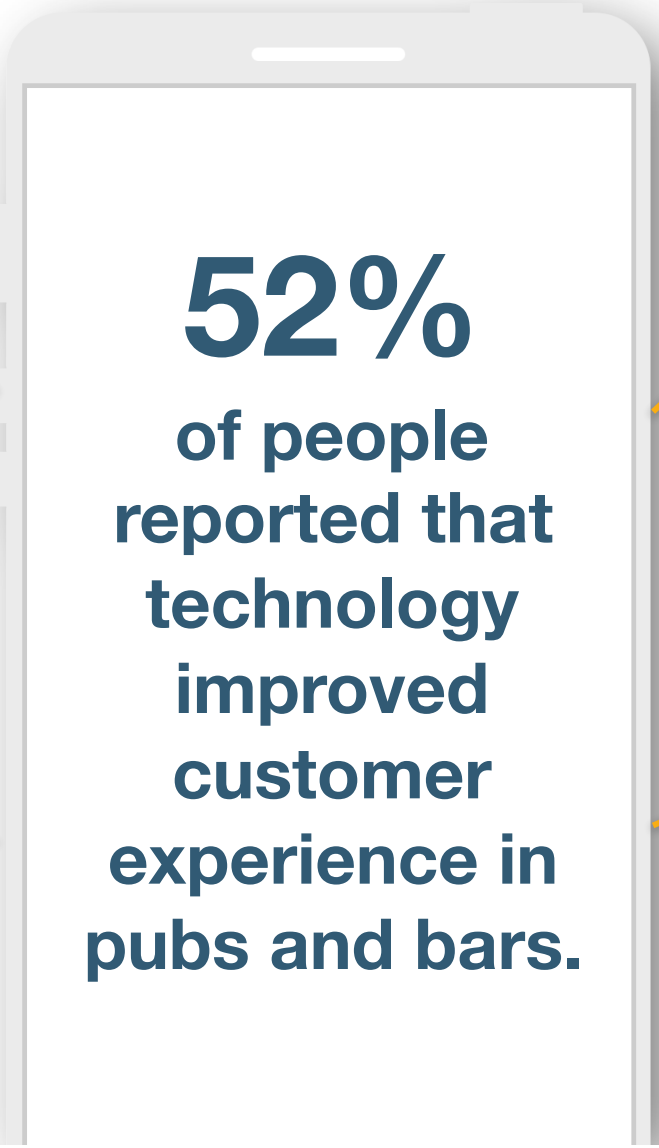
95%

of users go online with their smartphone every day.

The Mobile Industry & Bars

Average number of Apps per smartphone is 26 and growing **15%** year over year.

70% of patrons use their smartphones to access Apps while dining or drinking.



52%

of people reported that technology improved customer experience in pubs and bars.

About **one-third** of users have looked up pub or bar locations on a smartphone.

7 in 10 have made a reservation via a smartphone.

Features Available for Bar Apps

Feature Drinks/Food Menus

Upload your drinks and food menus so customers can access them at any time. Include prices, descriptions, images and reviews. Give customers a chance to look at your menus before they visit.

Events Calendar

Use the calendar to list all of the events taking place in your pub or bar, such as open-mic nights, gigs and more. Set a limit on the amount of availabilities for each event and include full information.

Quick Sharing

The easiest way for customers to refer your App to their friends and family. By sharing the App, potential new customers have access to all the services they need to reach you.

One-Touch Calling/Emailing

User will never have to search for your contact information again. Our App offers multiple ways to contact you at the touch of a button, either by email, phone or instant message.

Push Notifications

Use Push Notifications to broadcast messages directly to your App users. Use the advanced control features to define who, where and when you send your messages.

Social Media Integration

Integrate all your social platforms on your App. Encourage clients to recommend your salon via Facebook and Twitter and incentivise recommendations.

Booking System

Offer a simple and convenient mobile booking system. Allow customers to book events from the calendar, book a table for sit-down meals and even send booking requests to hire your facilities.

Form Submissions

Our Forms tabs are completely customisable and perfect for capturing information. Create forms for registration, feedback and requests

Showcase Gallery

Showcase photos of your events, food and customer photos and let users rate and review them. Add a new tab and even pull in your Instagram profile!

Loyalty Schemes

Keep your customers coming back for more by adding a mixture of different loyalty schemes for your different customers. Create Stamp Cards, coupons and special offers that customers can redeem in the App.

Maps & Directions

Provide customers with directions to your business from wherever they are with the integrated Map and Location feature.

Instant Messaging

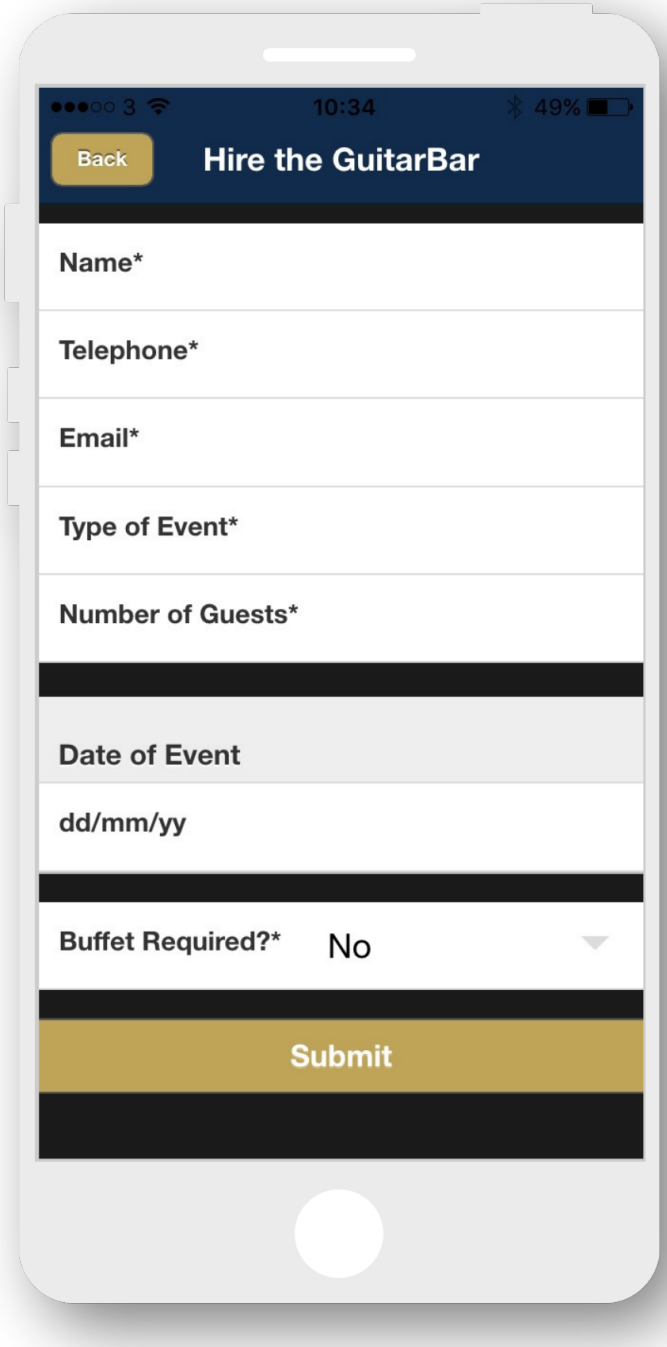
Send instant messages to registered App users promoting new menus, events and special offers or discounts.

Simple, Convenient Customer Booking

Engaged telephone lines, or not getting to phone in time means losing business.

Let customers request a booking via your App and keep track of your customers by never missing out on an appointment again.

Allow customers to book out your facilities for private events by billing out a booking form.

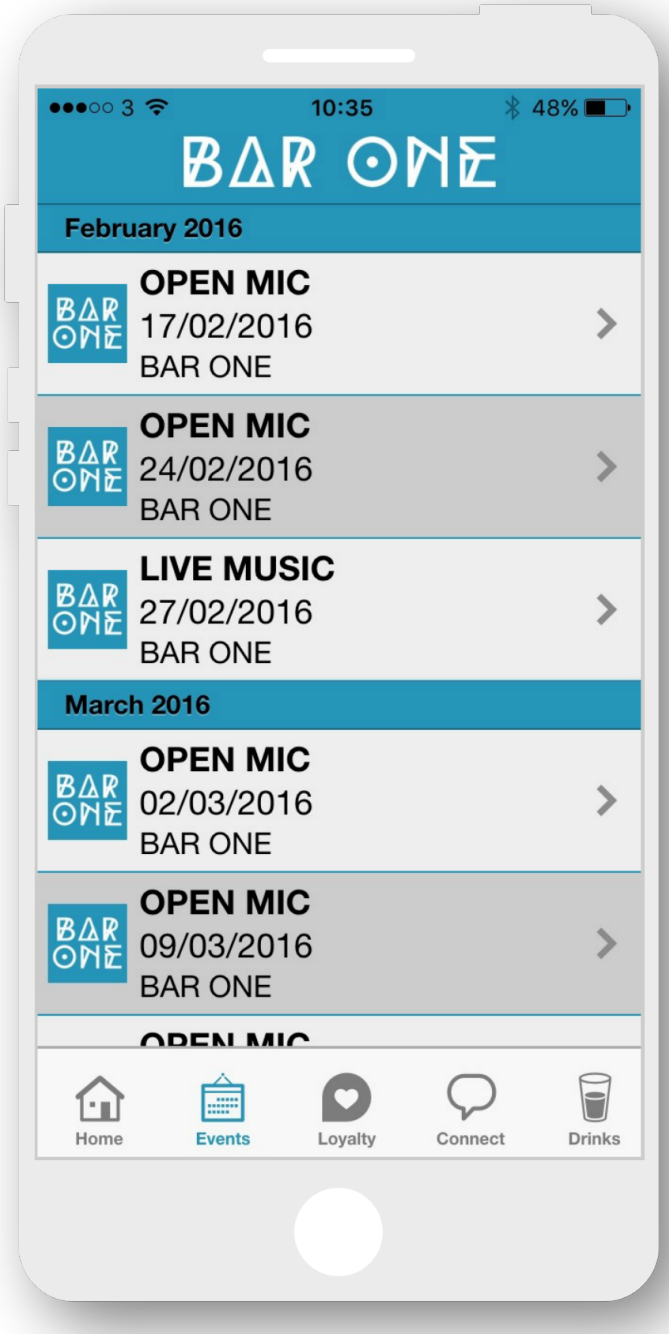


Promote Events

Use the calendar to provide information on each of your events.

Display prices, information about the event and allow In-App booking.

The clear navigation means your customers can quickly and easily browse through your events calendar.

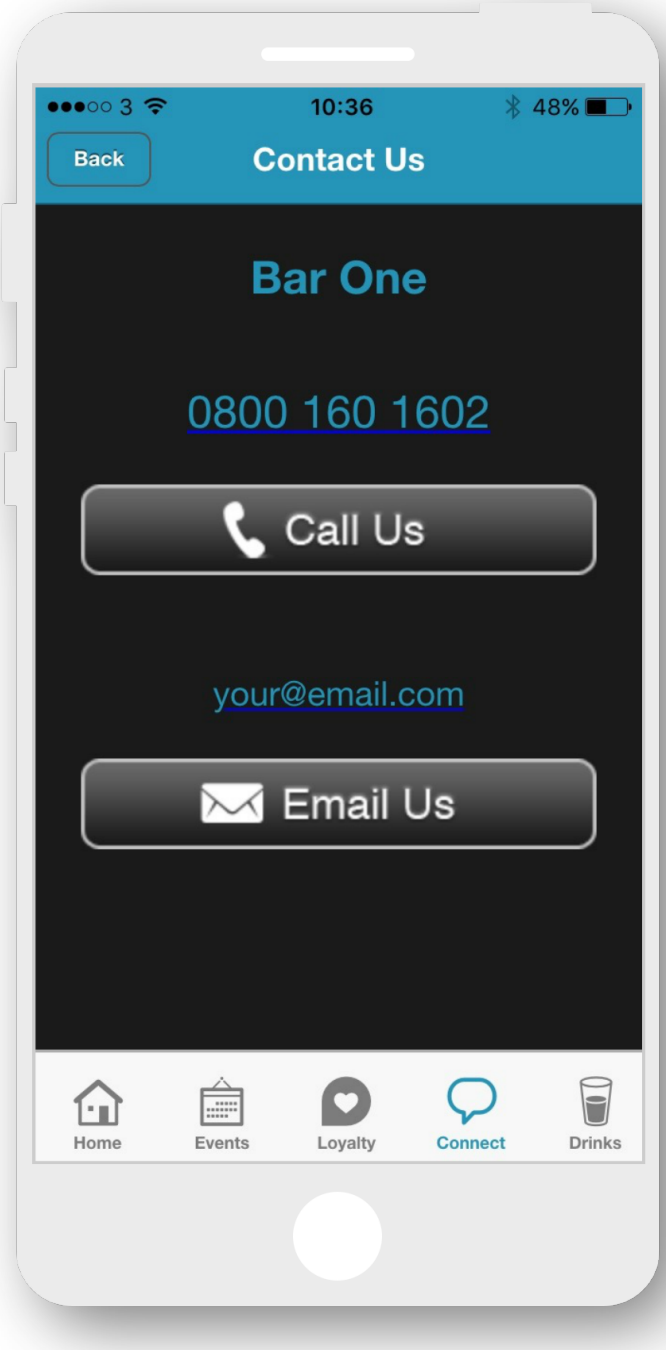


Easy Method of Contact

Provide all the necessary contact details with 1-Touch calling and emailing from directly in the App.

Discovering contact information is easy. No need to search the internet for the right email address or phone number.

Create contact and request forms to allow users to send enquiries through the App.



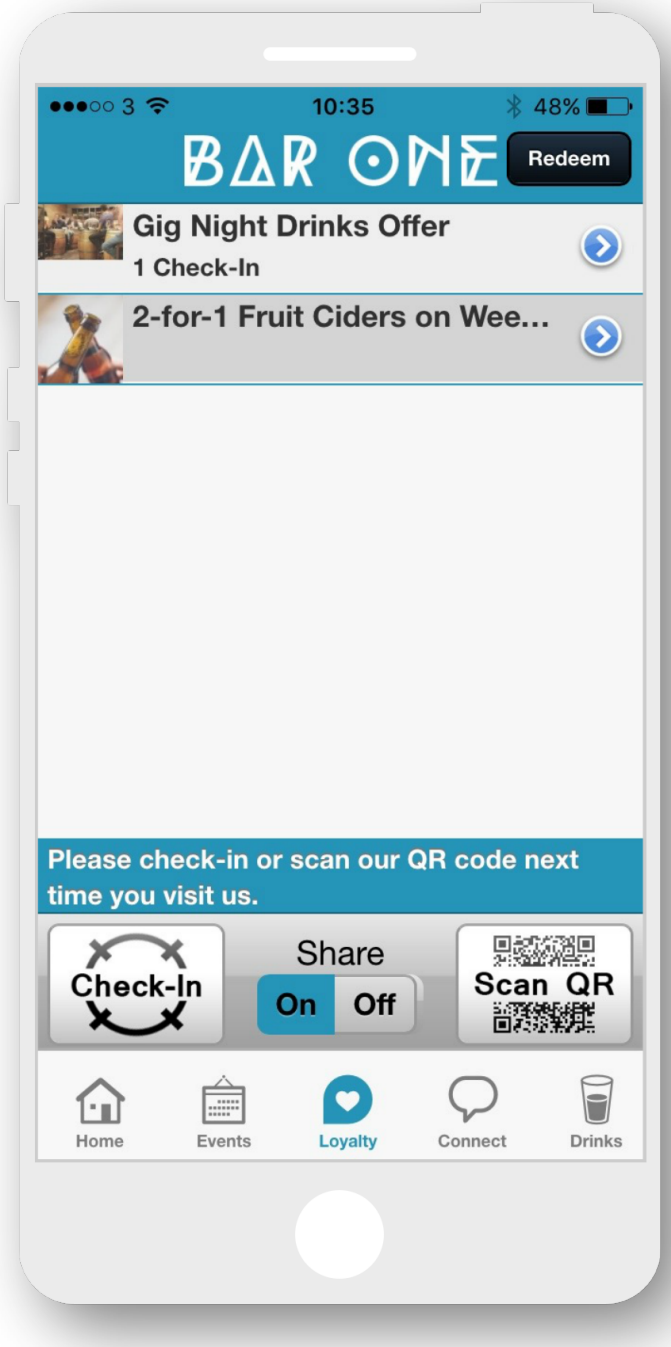
Loyalty Schemes

Offer mobile loyalty schemes for your valuable customers.

Increase your customer retention and loyalty.

No stamps or lost cards ever again.

Update, remove or add new loyalty rewards at any time.



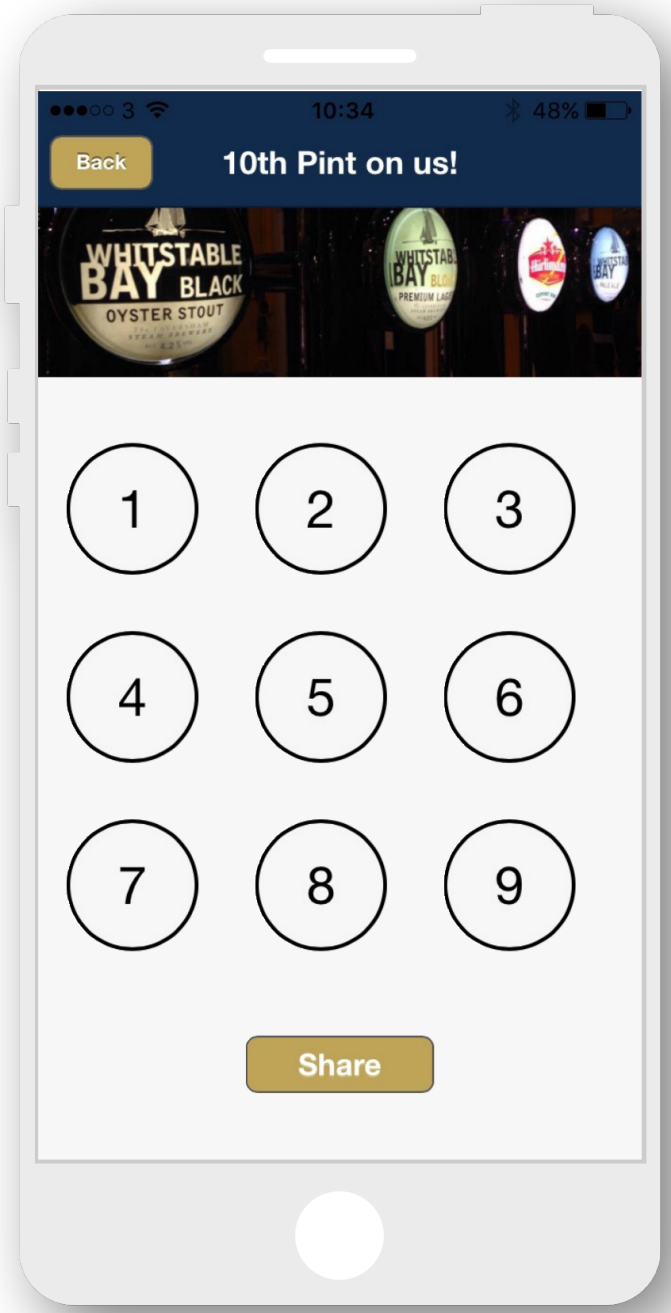
Loyalty Cards

Loyalty cards allow you to reward your App users who support your business by giving them digital stamps.

Award a stamp each time they buy a particular product.

Exchange fully stamped cards for rewards!

- **95% of people who enrolled in a mobile loyalty program said they were likely to continue using it**
- **90% of consumers who have joined mobile Loyalty programs feel they have gained value from them**
- **73% of consumers are interested in saving loyalty cards on their smartphones.**

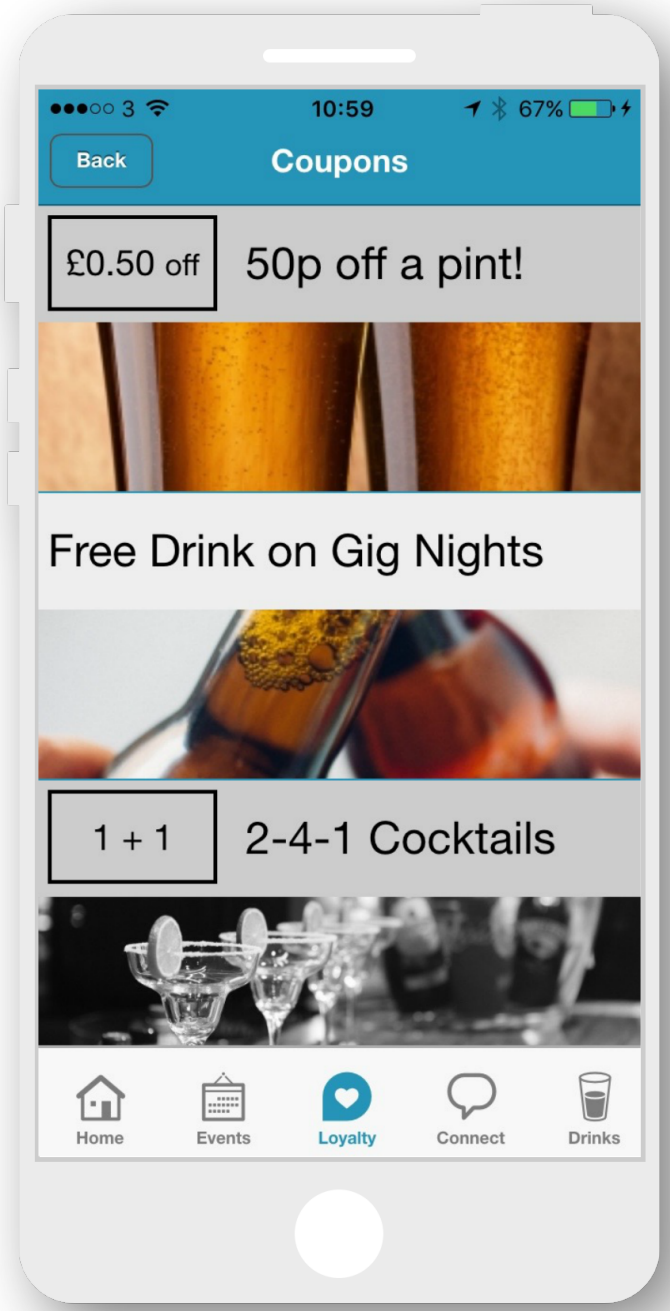


Coupons

Create redeemable coupons that customers can access directly in your App.

These can be discounts on events, food or drinks.

- **75% of mobile users have used a mobile coupon**
- **82% of consumers said digital coupons are more convenient than printed coupons**
- **77% of smartphone users said mobile offers have a positive impact on their brand loyalty**
- **59% said they would have a more positive opinion of a business if they could receive coupons and offers that could be saved on their smartphones**

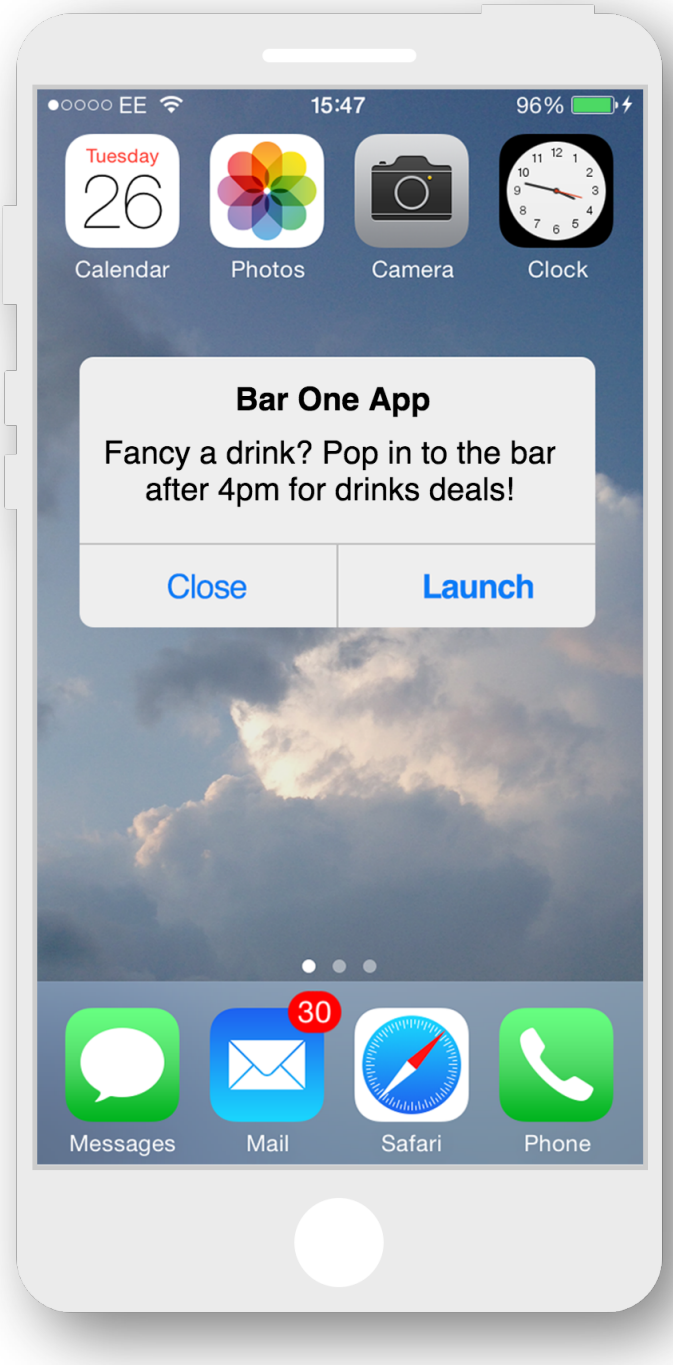


Push Notifications

Use Push Notifications to broadcast messages directly to your App users.

Advanced control features such as **Scheduling, Targeting and Geo-Fencing** allow you to define who, where and when you send your messages.

Send event or special offer reminders so customers don’t miss out.



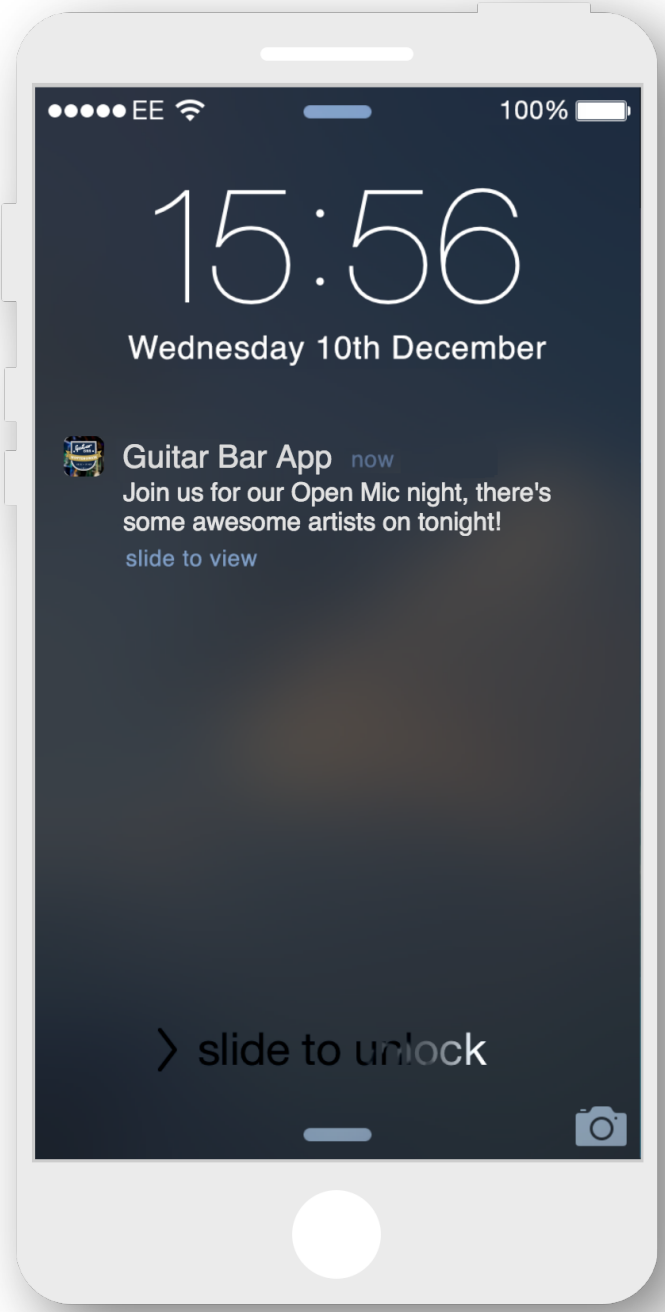
Geo-Fencing

Create virtual “fences” around a pre-defined area, such as yours, or your competitor’s business, and send Push Notifications to the phones of users who walk within that area.

- **Engage Local Users. Shout out about your new menu items, beverages and special events. Offer them something so special that they don’t even have time to think about visiting another pub.**

- **Deals can be hyper-local. Knowing that customers are nearby lets you tailor offers based on local events or holidays, such as Valentine’s Day or Mother’s Day.**

- **Personal Touch. Knowing where your customers are and how they behave allows you to customise offers and give them rewards and personalised experiences.**

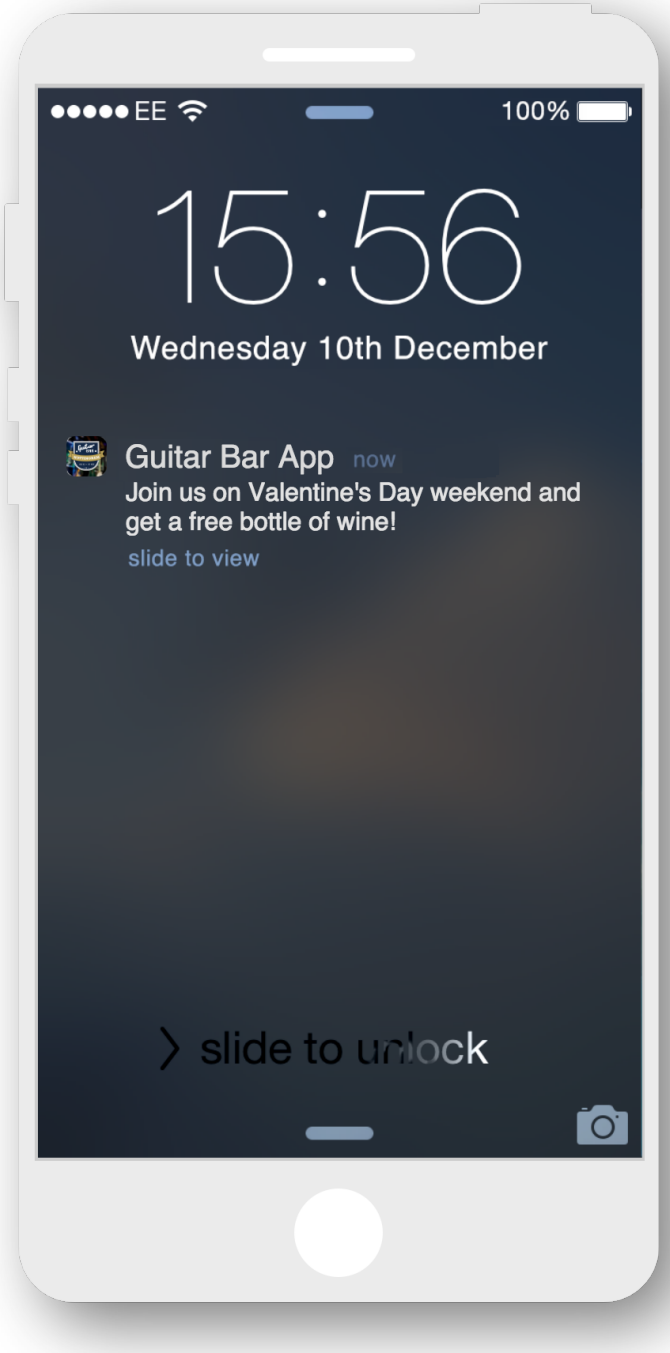


Scheduling

Plan ahead for an upcoming event and schedule your notifications by date and time.

Set aside a day to plan key dates and times to send out your messages.

Note down important holidays or events that may affect your business and create offers around them.

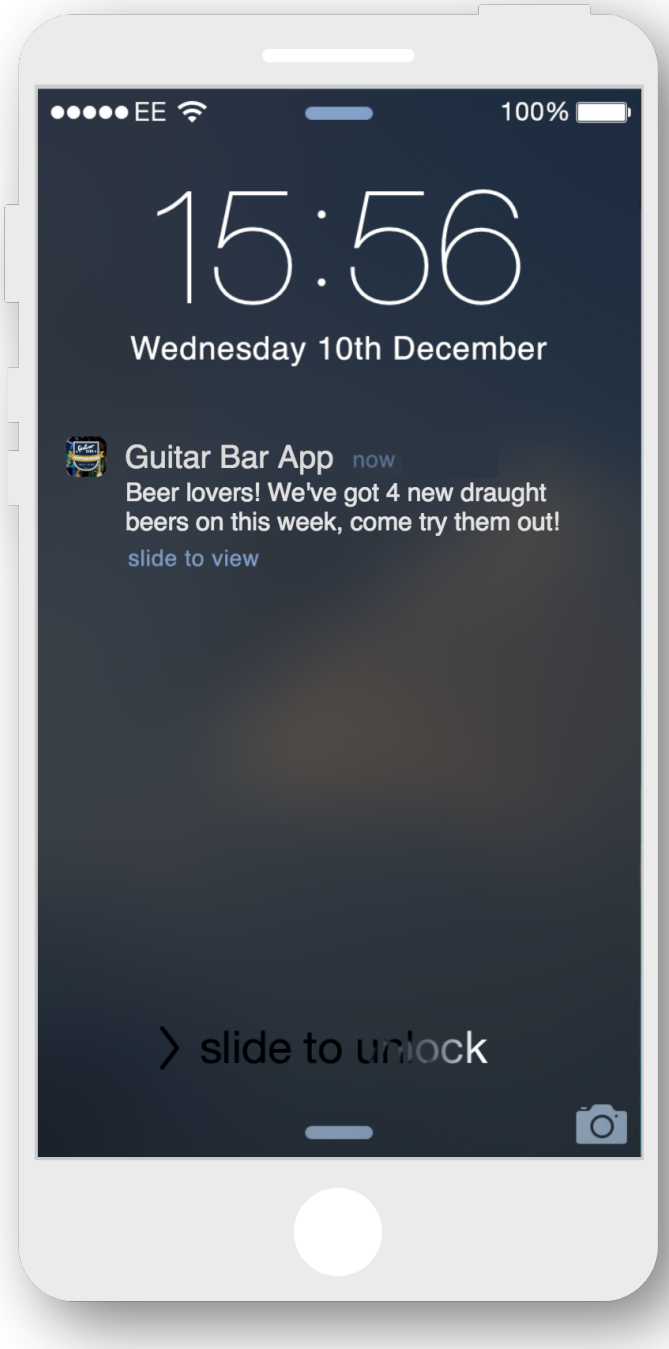


Targeting

Create Tags against your customers to group them into different categories depending on their needs.

Extremely useful for sending out user-specific notifications and keeping your announcements relevant.

Group customers into VIPS, REGULARS, or NEW and create customised messages for each group.



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