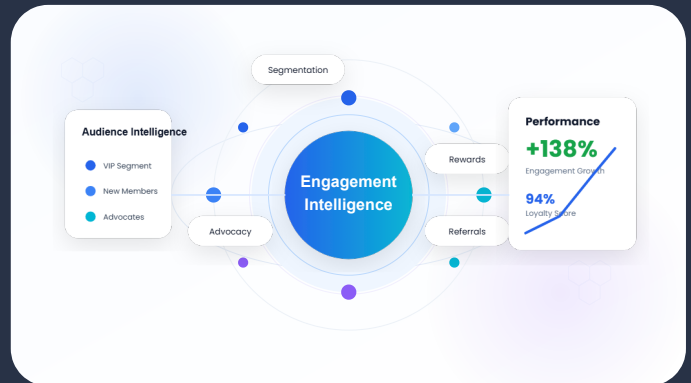


Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



Mobile Apps for Your Social Connections 2017 Report



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)



From a business perspective, one of the most promising markets is the niche that social media offers. While most of us were unaware, a new paradigm had been unfolding in the background. The buzz word today is integration.

Apps can get boring by just being there on their own. When apps are integrated with social media, the true potential of the app can be explored.

This trend of [incorporating social media showcases the organizational culture](#) and has proved to be the game-changer for business. It is crucial to get a fair amount of followers on social media platforms to drive business growth.

In today's age of online entrepreneurs, a good social media following will help increase your business's visibility and help you reach a broader and more influential audience.

Industry Insights Reviewed

- An average smartphone user has about 36 applications installed on his/her smartphone. Only one in four out of those 36 apps are in daily use, while one in four apps never comes in use. The most common types of apps used daily on an average are social/communication and gaming apps.
- The primary source of app awareness is generated through the app store and word of mouth, but research has also shown that one out of four users discovers apps with a search engine's help.
- Most app users take into consideration the price of an app before hitting the download button. But search ads can be more effective in influencing a user to download it. Among all the app users who download an app on their smartphones by seeing ads, around 50% got influence through search ads to go ahead with the download.
- App users tend to turn towards their smartphones to help make purchase decisions. Of these potential buyers, 45% of app users look for more product or business information, 29% of users take it a step ahead to complete that purchase, either offline or online.
- Three-fourth of app users uninstalls or stops using apps because they lose interest. Out of those users who stop using apps, 30% will be willing to use the app again if offered a nice discount, and 24% will give in and reuse the apps if offered bonus or exclusive content.

Features that will enhance your mobile app's values

- [NextBee's](#) interactive buzz, including various activities, rewards, and incentives for unprecedented sharing and advocacy, will help enhance the app user's overall experience.
- 360° Engagement, from Facebook to Pinterest, tools will ensure to extend your reach everywhere and anywhere.
- Track visibility, sharing, engagement, and sales to use the data to drive business growth.

Aims to Fulfill in 2017

- Mobile app install campaigns and other online advertisements across display, search, and video offers an effective way to promote apps to potential users during their moment of determination

wherever they might be.

- Considering most installed apps are rarely used, users need an irresistible value proposition to start and continue using an app. Users' engagement and interest in apps are best stimulated with incentives, discount offers, and exclusive content.
- Creating deep links to connect with your users directly to relevant places in your app to take advantage of your content or offer.

Challenges to Overcome

Maintaining engagement in mobile apps can prove to be a massive opportunity for your business. Most app users download apps to uninstall it right after finishing off their work. Keeping them engaged and providing engaging content is the key to keep a steady user base. Incentives and discounts also prove to be some of the best ways to re-engage users. User-friendly apps also help in boosting app usage on average.

Conclusion

Having your mobile app is imperative to increase engagement on your different social media platforms and your online community's success.

An app enables you to get many of your users to stay connected on-the-go with your community and increase your brand awareness.

Using social tools within your business's training and management systems will also help connect your partners with your experts and make the communication path easily accessible.

References

1. "Mobile Marketing." *Mobile Disruption*(n.d.): 87-104. Web. 23 Jan. 2017.
2. "Android Mobile Application | SocialEngineAddOns." *Android Mobile Application | SocialEngineAddOns*. N.p., n.d. Web. 24 Jan. 2017.
3. "Why You Should Integrate Social Media Platforms into Your App." *Social Media Today*. N.p., 07 Feb. 2015. Web. 24 Jan. 2017.

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

[Request Free Consultation](#)



Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

[Contact Us](#)



Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



Company

[Our Story](#)

[Careers](#)

[Resources](#)

[Contact](#)

[Privacy Policy](#)

[Terms & Conditions](#)

Products

[CX360](#)

[Catalyst](#)

[Symbio](#)

[Spotlights](#)

Community Templates

[Member Advocacy](#)

[Insurance Referrals](#)

[Personal Wellness](#)

[Team](#)

[Collaboration](#)

[Neighborhood Connections](#)

[Local Business Connections](#)

Contact

NextBee Corporation
155 Bovet Rd Suite 700
San Mateo, CA 94402



Call us now
1-800-547-1618