iMIS Mobile

Powered By

Clowder™

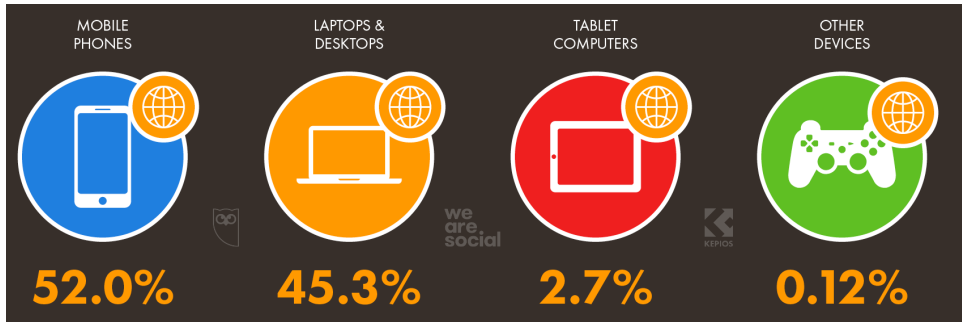
Mobile engagement year-round

Agenda

- **Mobile Trends**
- **iMIS Mobile Solution Overview**
- **Benefits of a Mobile App**
- **Q&A**

Mobile Trends

50+% of all **web traffic** comes from **mobile devices**



50+% of the global workforce are **Millennials & Gen Z**

90+% of time on mobile devices is spent using **apps … app usage is up 20% since COVID-19**

Average person **spends 5.4 hours on their phone … Baby Boomers spend 5**

Mobile Trends

Consumers have grown to expect access to everything through mobile. Anything beyond that is now considered inconvenient. **Inconvenience directly leads to disengagement.**

Banking

Communicating

Entertainment

Dating

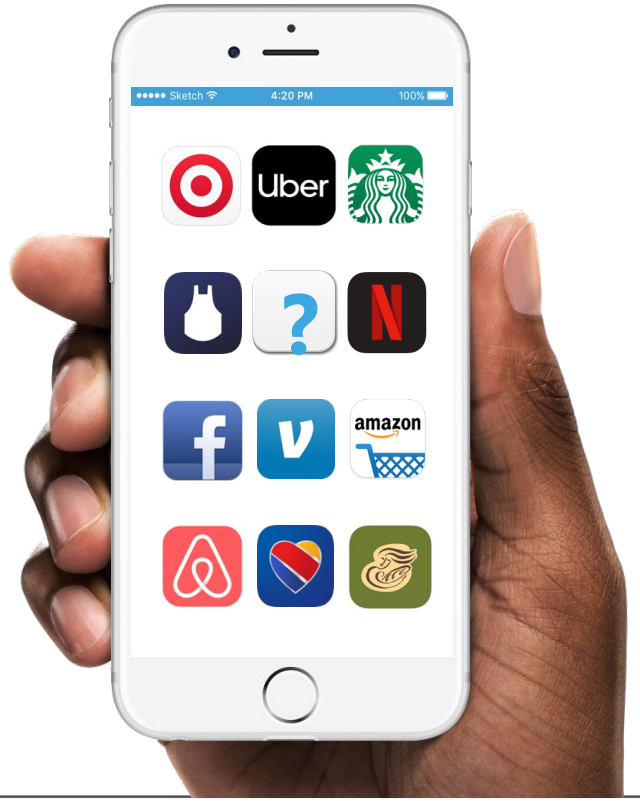
Food Ordering

Shopping

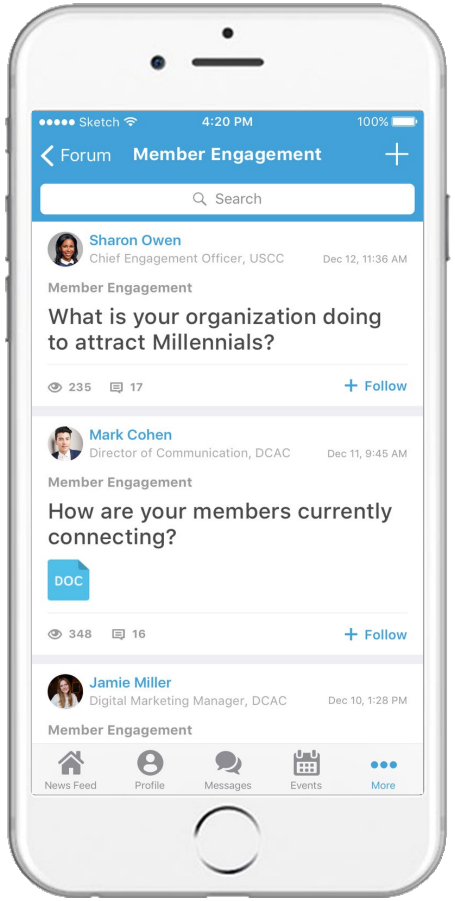
Ridesharing

Traveling

News



Solution Overview

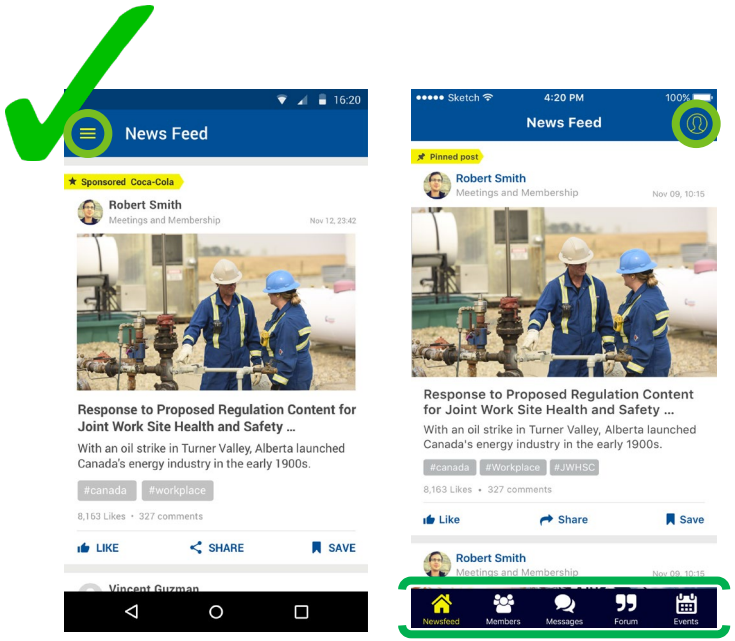


- **100% Native App:** iOS and Android native apps
- **Personalization:** branding, buttons/icons, navigation
- **Integration:** iMIS (Profile & Event) & RSS Feeds
- **Key Modules:** News, Profile, Directory, Notifications, Messaging, Forum, Resources, Events, Advertising
- **Custom Links:** Link to any web-based resource or tool
- **Clowder Client Success:** implementation, integration, ongoing support, and app upgrades

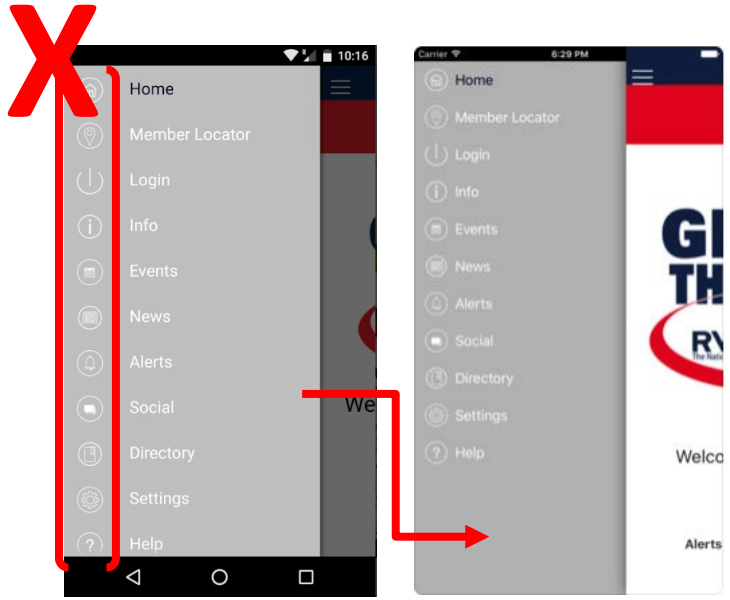
Solution Overview: Native App vs. Web App Technology

App Feature	Native	Web
Is designed specifically for the mobile operating system (iOS/Apple or Android/Google)	✔	✘
Can directly access device hardware (bluetooth, camera, touch ID, face ID, GPS, etc.)	✔	✘
Follows the respective user interface design guidelines from both Apple and Google	✔	✘
App guaranteed to be available through the Apple and Google Play stores and therefore easier to find	✔	✘
App supports secure API integration approach including SSL encrypted endpoints, avoidance of cached content, and additional verification for payments	✔	✘

Solution Overview: Native App vs. Web App Technology

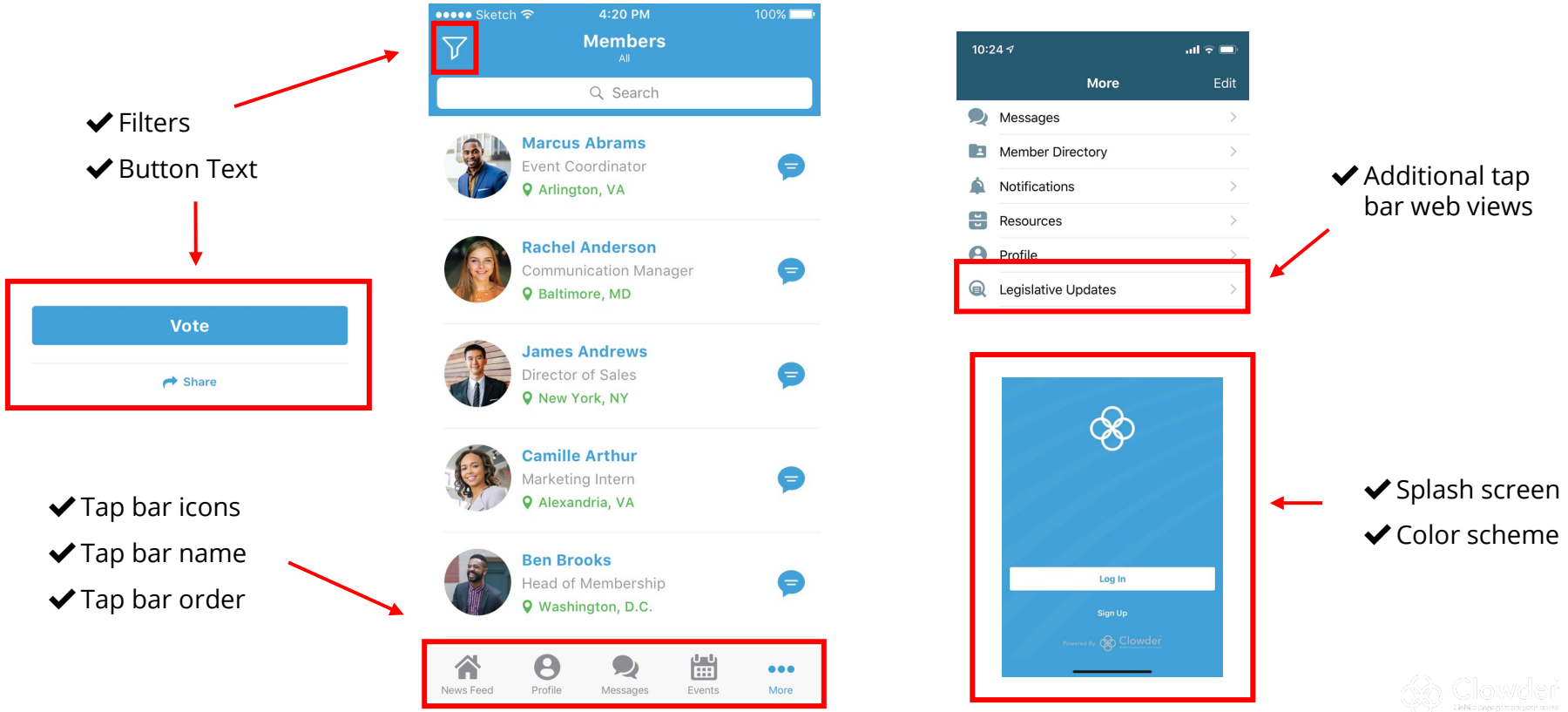


Native app platforms require you to use **different** navigation bars, icons and standard best practice designs based on their interface guidelines



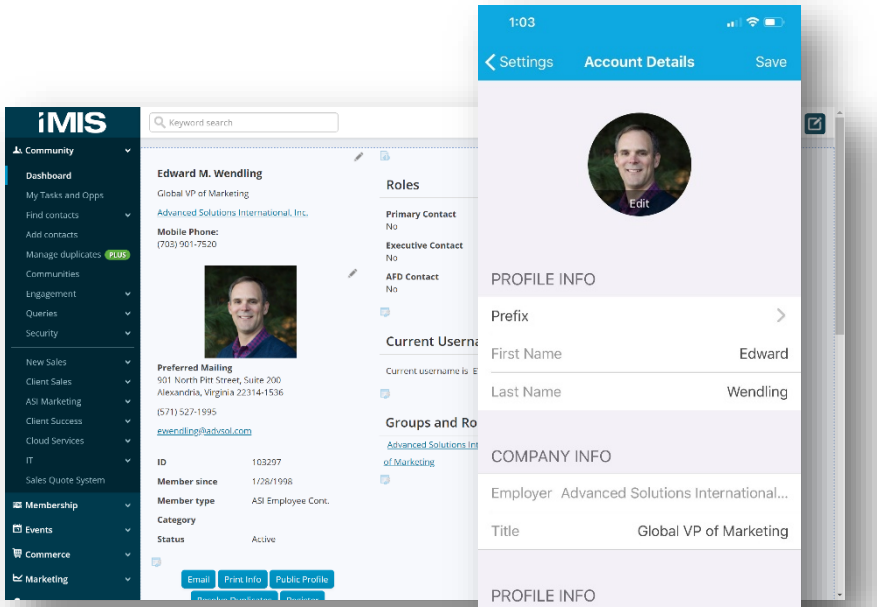
Per Apple and Google guidelines, going forward, apps that use the **same design** for both iOS and Android are at risk for being **removed** from the app stores

Solution Overview: Personalization

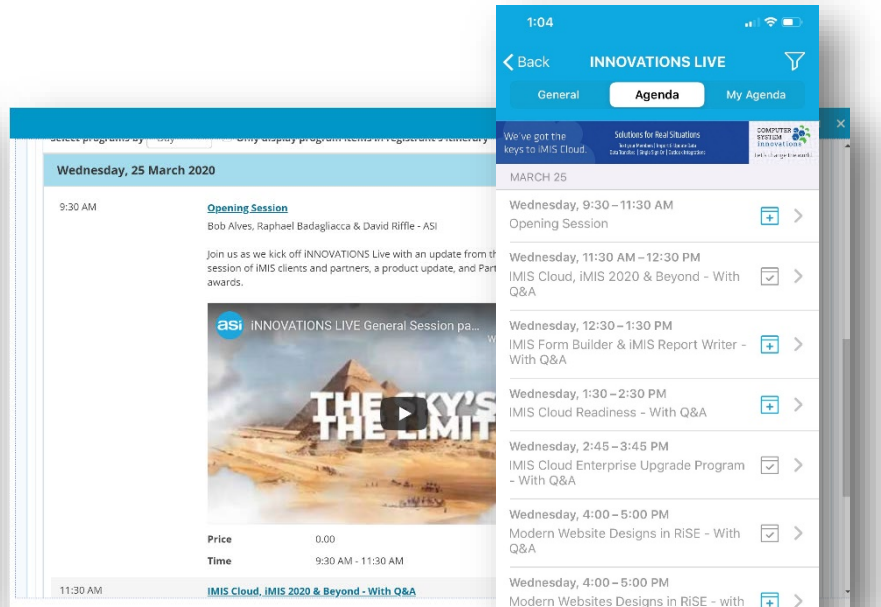


Solution Overview: iMIS Integration

Profile Information



Event Details



Solution Overview: Key Features

News
Keep your members in the know with a rich stream of news, polls, RSS feeds, and user-generated content.

Profile
Make it easy for your members to manage their account, schedule events, renew dues, and more.

Directory
Create a digital rolodex of members searchable by name, type, geolocation, and more.

Notifications
Break through the clutter with instant alerts to members, committees, or other work groups.

Messaging
Provide members with a modern way to communicate via one-to-one or group chats.

Forum
Offer a convenient option for your members to connect, collaborate, and share ideas.

Events
Support unlimited events with agendas, session surveys, attendee lists, sponsor info, and more.

Resources
Provide your members with a convenient digital hub for your most important and relevant resources.

Advertising
Develop a new revenue stream through digital display ads, sponsored content, and sponsored events.

Custom Navigation Links

Improve convenience and accessibility for your members by providing custom navigation links to key resources like your Career Center, Educational Offerings, and more.

Integrated Sub-Groups

Target and manage access to content throughout the app based on data (i.e. Chapter, Committee, etc.) in your iMIS database.

Chapters Management

Allows individual chapters the ability to manage their own news, push notifications, events, forum topics, resource folders, and advertising.

Solution Overview: Clowder Client Success

- All-inclusive pricing + service: $0 implementation, regular app updates + ongoing support
- Dedicated Client Success Manager
- 90-120 implementation timeline
- Ongoing app promotion and adoption advice + best practices library
- Quarterly meetings to review your content strategy, promotion plan, and app usage metrics

Clowder
Mobile engagement year-round

Calendar for App Promotion - *Event Launch*

Promotion drives downloads. Content then drives retention **(see Content Calendar)**. Continued promotion must be made a priority. Your network should not just be told to download the app, but shown *why* they should. Use the below outline as a guided example of the frequency in which you should be promoting your **Clowder™** app:

Month 1

SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2	3 BEGIN PROMOTION	4	5	6
7	8	9	10 EVENT FEATURES BREAKDOWN	11	12	13
14	15	16	17 "DAY-OF-EVENT" REVIEW POST	18	19	20
21	22	23	24 ON-DEMAND TOURNAMENT TUTORIAL	25	26	27
28	29	30 DAY BEFORE DOWNLOAD PROMOTION				

Month 2 & Beyond

SUN	MON	TUES	WED	THURS	FRI	SAT
			1 EVENT DAY 1	2 EVENT DAY 2	3 EVENT DAY 3	4
5	6	7	8 YOUR-DOWN FEATURES BREAKDOWN	9	10	11
12	13	14	15 FEATURE HIGHLIGHT	16	17	18
19	20	21	22 FEEDBACK ENGAGEMENT	23	24	25
26	27	28	29 FEATURE HIGHLIGHT	30		

- All social media channels utilized by your organization
- Emails specifically created for app promotion

Other Promotional Outlets:

Make your app always known on your **website** by including app download buttons and a call to action to install on the homepage and/or footer. This should also be included on every **newsletter** that goes out to your network.

Printed marketing materials offer opportunities to bring awareness of the app as well. You can drop in the same download buttons and call to action on handouts, banners, backdrops, etc.

Word-of-mouth promotion is also important. When speaking with members or clients either on an individual or group basis, ensure they know about the app and all it does. Find ways to incorporate the app at speaking engagements or events you attend too.

Download Ease:

If applicable, promote the ease of **Single Sign-On** being available to users. This creates an easier path to logging in. If integrated, there is no need for the user to create a new user name and password as it will already be called from the organization's database.

Exclusive Content:

Exclusive mobile content can serve as **incentives** users gain access to solely through the app. Highlighting exclusivity increases downloads as people are less likely to want to miss out on something they can benefit from **(see Best Practices for Exclusive Content)**

Timeline Breakdown:

You should begin the promotion of your app about **1-2 months prior to your event**. This allows enough time for members to begin exploring the app and utilizing it for event preparation (i.e. registering and building agendas). Promotion should include app screen images, your promotional video provided by Clowder™ and information on how the app will enhance the event experience.

Remind your network **at least once a week** as you're leading up to the event and especially the **day before** of all the benefits and advantages the app provides. Keep it top of mind.

Heavily promote on the first day to create event-wide excitement.

Carry that excitement into the remaining event days to influence significant downloads and usage.

For **at least 3 weeks post-event**, a dedicated weekly follow-up email campaign helps to promote the app's year-round functionalities and why it is important to keep it on hand beyond events.

Once users have had a few weeks to experience the app, requesting their **feedback** is a great way to identify which features are working well and which can be tweaked. This shows users your dedication to making the app a tool that aims to bring long-term value.

App promotion should **never stop**. Continually integrate it into your social media and email strategy. You can always promote content, features and future events found in the app as well as any new updates. Mention the app to your network **at least once a week**. This keeps retention high.

*All apps and promotional strategies are unique. Please ensure you follow up with your Client Success Manager with any questions for optimal results.

www.Clowderapps.com | info@clowderapps.com

Benefits: Improve Member Communication

Push Notifications

APR 21, 2020

🚨 LIVE at 8pm ET 🚨
#ABCAatHOME Virtual Clinic
📝 Culture & Leadership
WATCH: ABCA.org/ABCAatHOME
7:19 PM

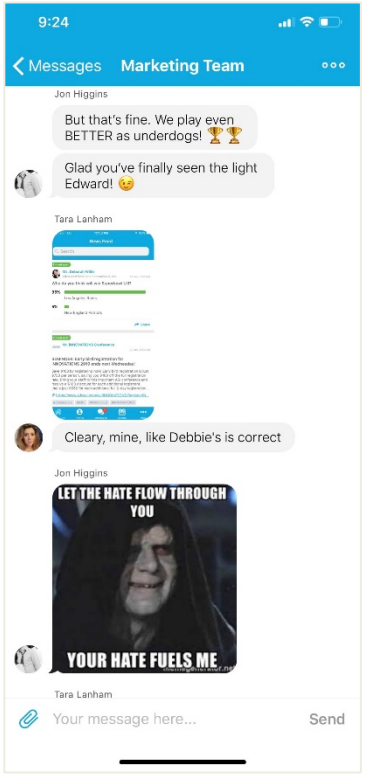
SEP 18, 2020

📲 A new update is available in your app store. Stay tuned for more info on the 🆕 features you may see.
3:28 PM

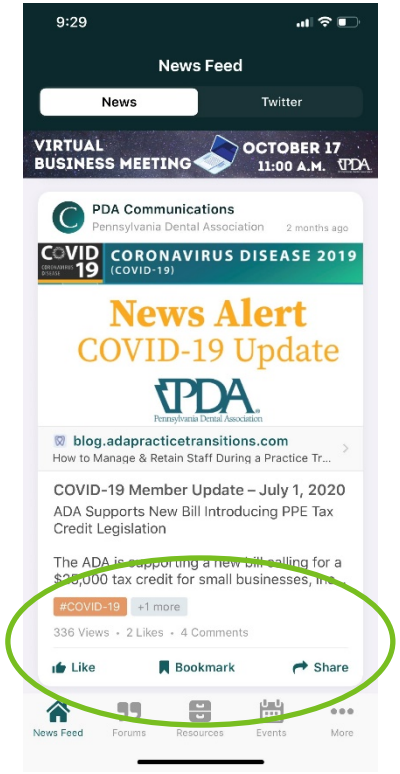
SEP 17, 2020

🔔 Mark your calendar for the Virtual Annual Business Meeting on October 17. More info is in the News Feed.
4:12 PM

Chat Messaging

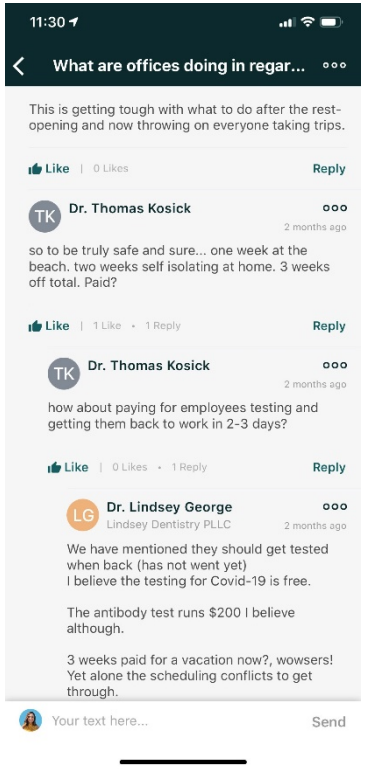


Interactive News Feed



View, Like, Share, Comment

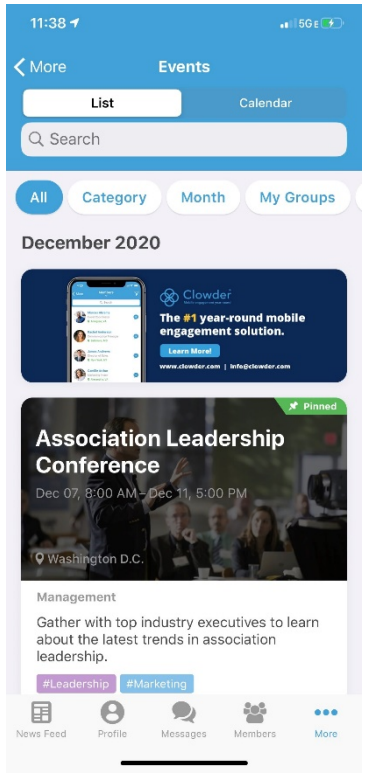
Discussion Forums



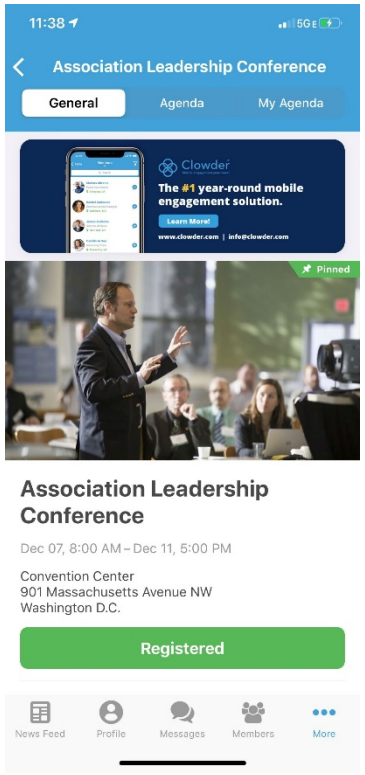
Benefits: One App Support All Events

- Extend value of events year-round
- One app for unlimited events
- Offer mobile agenda, material, attendee lists for all events

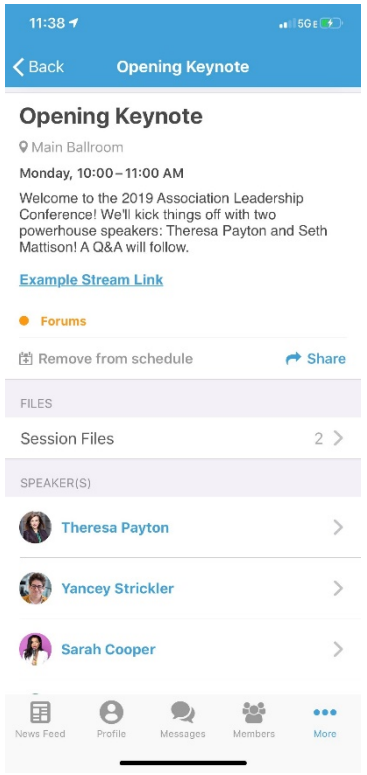
Event List/Calendar



Event Details, Attendees, Exhibitors



Session Detail, Files, Speakers

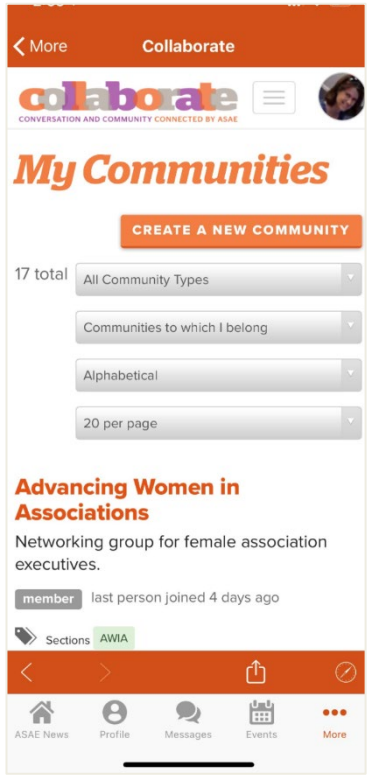


Benefits: Drive Non-Dues Revenue

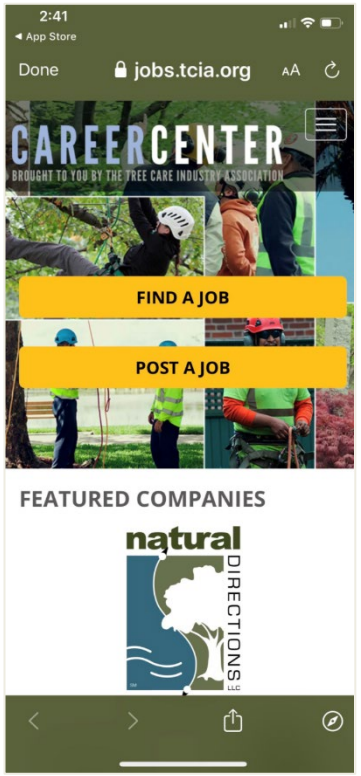
Improve convenience and accessibility for your members by linking to key resources right in your app.

Examples include Career Center, Educational Offerings, Advocacy Updates, Online Community and more.

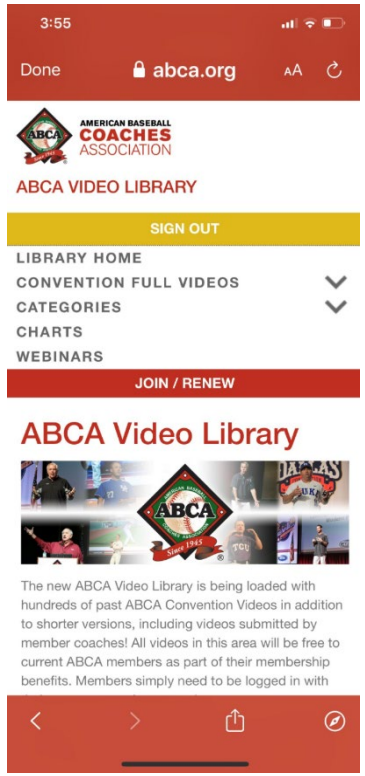
ASAE Online Community



TCA Online Job Board



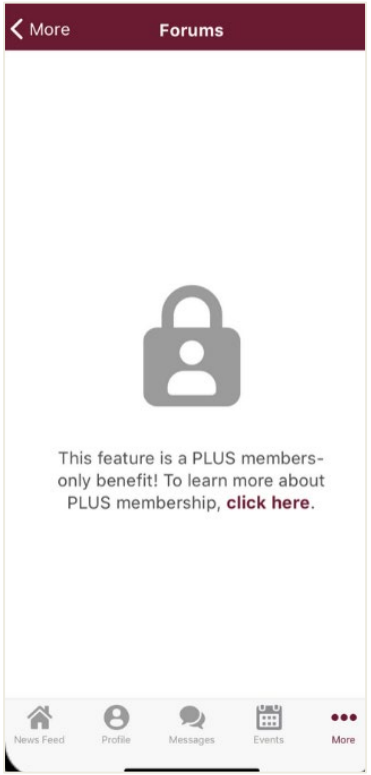
ABCA Online Video Library



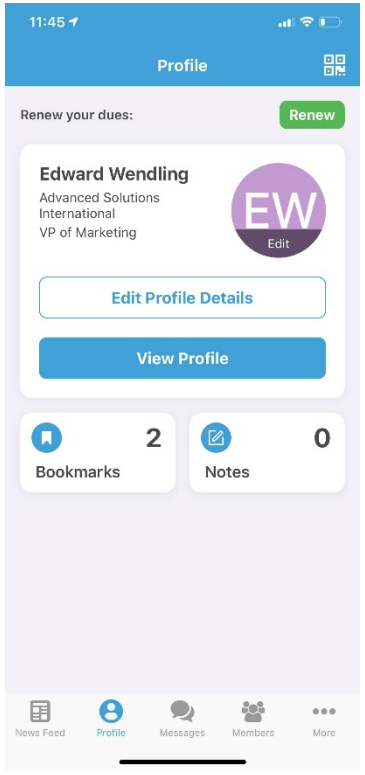
Benefits: Grow Member Renewals & Recruitment

- Offer “members-only” or “premium” content
- Make renewal easy and remind via push notifications
- Connect with younger members in a format they expect
- Give your members a new benefit

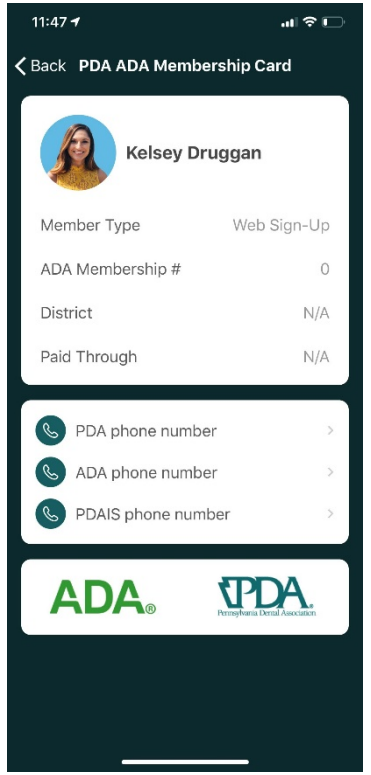
Members-Only Content



Easy Member Renewal



New Modern Member Benefit

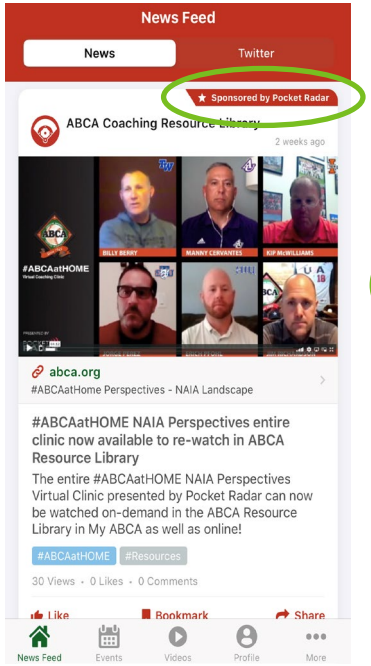


Benefits: Generate Ad/Sponsorship Revenue

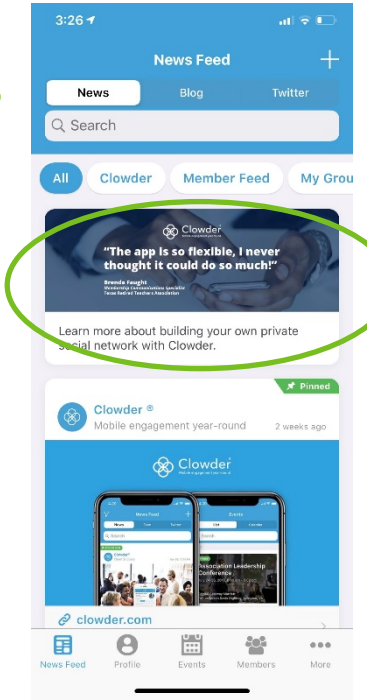
67% of all digital ad spend is on mobile
-2019 eMarketer

Sponsored App

Sponsored Content, Events, Forums, Folders, etc.



Banner Ads



Lets take a look ...

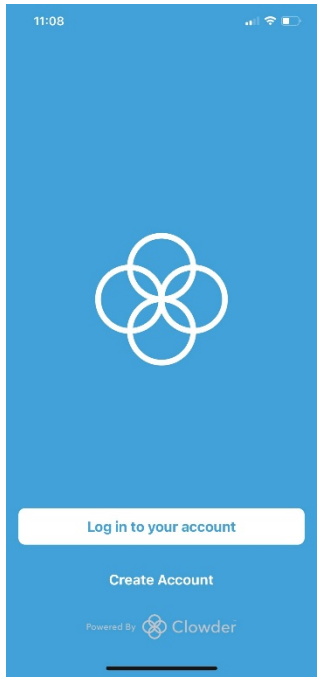
Questions?

ASI Connect

Download on the App Store

GET IT ON Google Play

Clowder Demo



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Or, message me in the ASI Connect or Clowder Demo apps!