



# Mobile App Features List



# Push Notifications & In-App Messages



Send messages  
right to your users to  
keep them in the loop on  
events, specials, and in-app deals.  
They'll never miss out again.

## Unlimited, Rich Notifications



**With geo-location features and malleable design  
options, you can target the right customers in the right  
way—whenever and wherever you want.**



## Messages

The Messages feature serves as your users' "library" for received push notifications. It allows users to refer back to previous push notifications they may have missed at receiving time. From within the feature, users can view plain text, template, and linked push notifications' content. They just need to click a message to view the details. If enabled, you can also offer a subscriptions view that allows users to tune in to the updates they wish to hear about.



# Controlling Access to Your App



## Membership

The Membership feature is a great solution for limiting app access to a chosen group. You can set a master username & password that are required to view the app's content, and all users are prompted to enter the login info upon launching the app. This is particularly useful for apps that cater to specific groups or events, or contain sensitive info that shouldn't be accessible to anyone who happens to download it.



# Business Basics



## Email Form

The Email Form feature is a great solution for generating customer feedback, taking appointment/reservation requests, and gathering info from users in general. You can select from field options, adapt existing options to meet your needs, and customize the design of the form to create your perfect submission form.

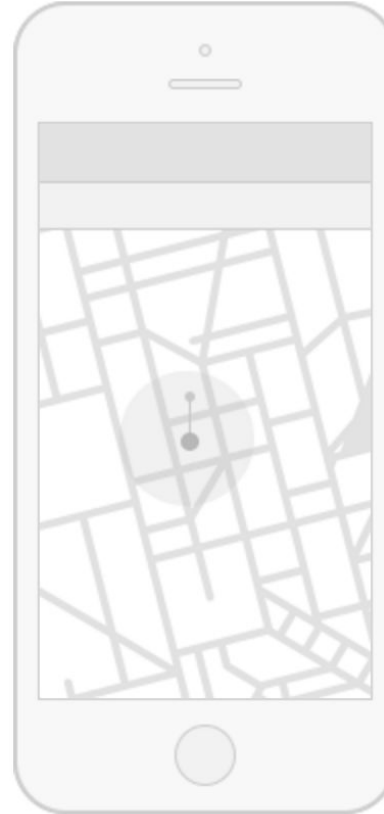






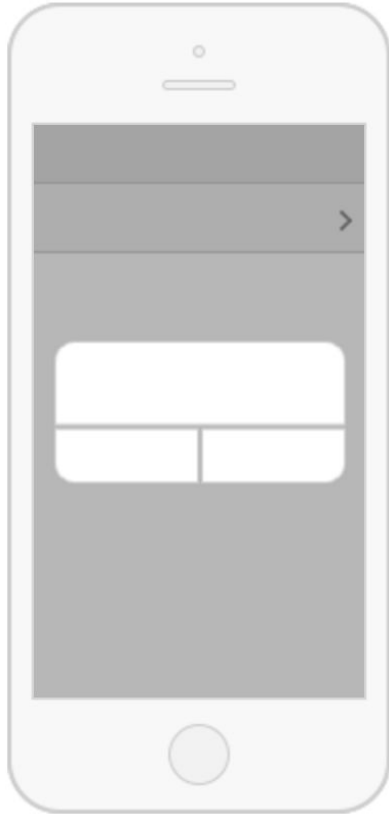
## Contact

The Contact feature is the most essential on our platform. It displays general information like business location, website URL, contact info (phone & email), and operating hours. We recommend completing the Contact tab's content before you move onto other features, because info can be pulled from it and used within other features.



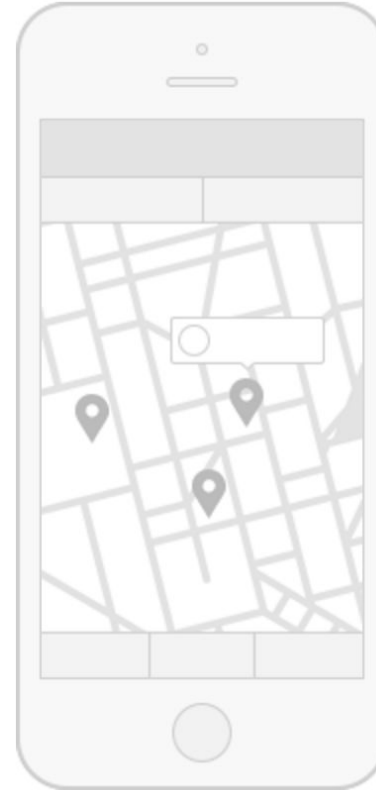
## Direction View

The Direction View feature offers one-touch directions to multiple locations. It's quick & easy to set up, and allows you to enter as many addresses as you'd like.



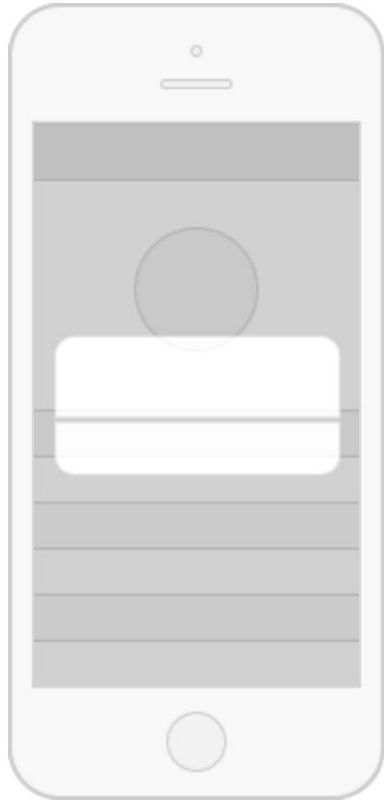
## Call Us

The "Call Us" feature is a very useful feature that allows your users to quickly call you at the tap of a finger.



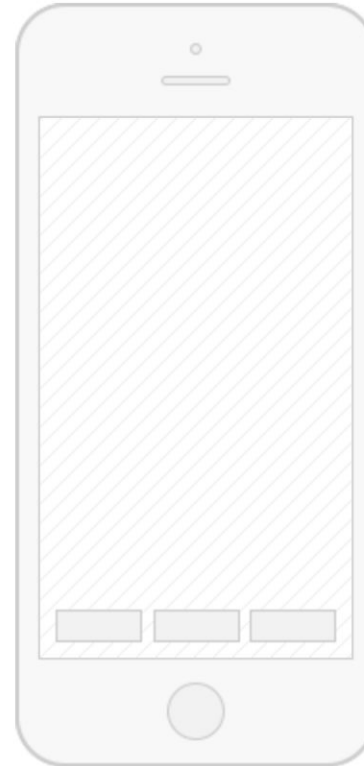
## Around Us

The Around Us feature is a great way to display relevant points of interest within your app, drawing attention to hotspots in the area. You can incorporate up to three different business categories, and users can easily access business contact information, address and GPS directions for each location!



## Mailing List

A Mailing List feature can be a great way to collect contact information from your app users so that updates and special offers can be communicated easily and efficiently. Paired with push notifications this feature can help make sure you and your users get the most out of the app!



## Tell Friend

The Tell Friend feature is a great marketing tool that banks on word of mouth. You place the sharing power in your users' hands, allowing them to share your app listing URL and thus your business in just a few clicks. On top of the great benefits, it takes just a few minutes to set up! When a user clicks to share, a pre-populated message with the App Store URL, Play Store URL, and HTML5 URL will appear on their screen. They can add, remove, or alter the text as they wish before blasting out their message!



# Events / Schedules / Calendars



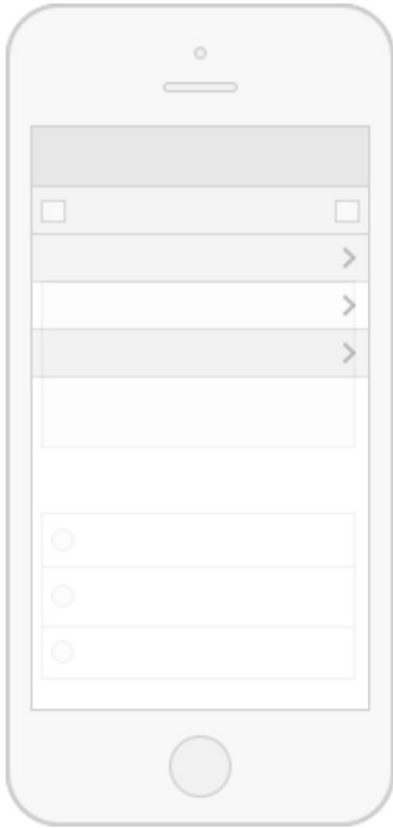
## Events

Engage your users with easy event promotion. Add upcoming & past events.



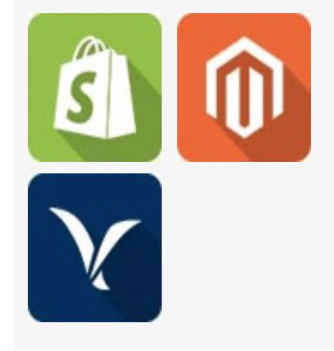


# Mobile Shopping Cart



## Merchandise

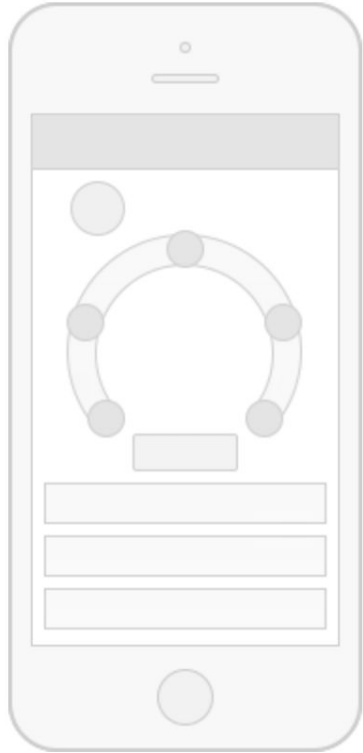
The Merchandise feature is a simple way for businesses to start making sales through their app. You can use the Custom option to create your own marketplace, or opt to integrate Magento or Shopify, if you have an existing marketplace on one of the sites.





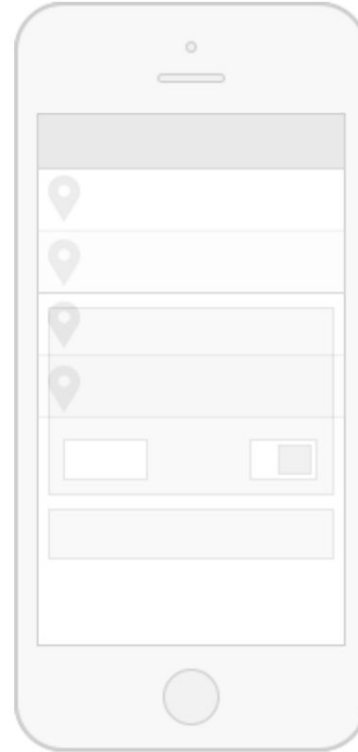
# Customer Rewards & Loyalty





## Loyalty

The Loyalty feature allows users to have an in-app version of a traditional stamp card. Rather than pulling out the hole-puncher or scribbling an easy-to-forge symbol, the vendor punches the secret code into the customer's phone to add a "stamp." You can also, opt to add Advanced Loyalties to your app as well. This feature offers greater customization and more user engagement.



## GPS Coupon

The GPS Coupons feature is a great, location-based feature that allows users to accumulate points by checking in. You can encourage repeat visits and build customer loyalty by offering special deals for customers who return to your location frequently.



## QR Scanner

The QR Scanner feature is a useful tool that can scan any QR code your users come upon. A QR code is essentially a scannable URL. They're commonly used for promotional & informational purposes. For example, a brochure for a summer camp may have a QR code on the back that leads users to an online FAQ page, or a fundraising event may print & post QR codes at their tables that lead users to their sponsors' front-end websites.



## QR Coupon

A QR coupon is closely related to a barcode and scanner. This feature utilizes your mobile device's camera, and allows you to collect coupon scans right through the app. With the QR Coupons Tab, you can provide easily accessible coupons to your app users. Each scan of the code will get the app users one step closer to a reward. These square, pixelated codes are downloadable and can easily be printed & placed on a flyer, brochure, or laminated table placard.



# Flexible Content Spaces



## Info-1-Tier

An Info feature (1-Tier) can be thought of as a static HTML page. Inside this feature, you can insert just about anything that you can insert on a regular web page. The "what you see is what you get" editor, which allows you to customize the description, is a great way to display information about your business. Many companies opt to use the 1-Tier feature as an About Us page, but this is just one of many ways to utilize it.



## Web Site

A Web Site feature allows you to easily integrate a web page into your app. This feature is especially handy for promoting social media pages like Facebook, Twitter, LinkedIn, and OpenTable—or any other websites that don't contain Flash. To enable this feature, all you need is a website URL.



## PDF

The PDF feature allows you to display PDFs through your app. This is commonly used to showcase flyers, menus, and even reports.



# Appointment Booking



## Reservation

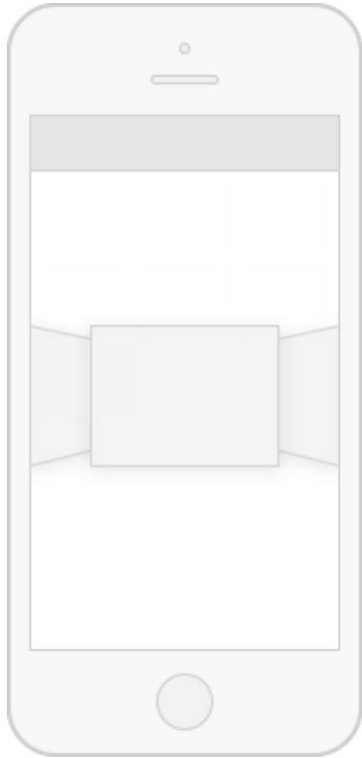
The Reservation feature is a great option for restaurants, beauty salons, offices, and more! Using the built-in booking system, users can reserve time slots for various services, and you can fill up your calendar without having to take calls or reply to emails non-stop. Implement an optional up-front commitment fee for the appointment. Manage your appointments with a beautiful built-in calendar. Receive notifications via email when appointments are scheduled. Provide users with easy appointment management. Book more clients and increase repeat appointments.





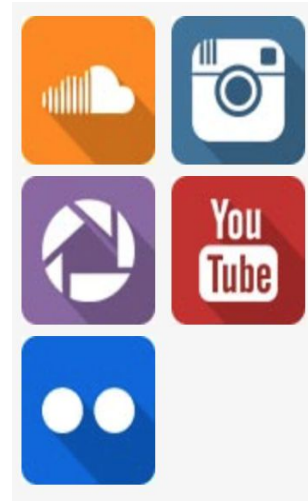


# Engaging Multimedia



## Image Gallery

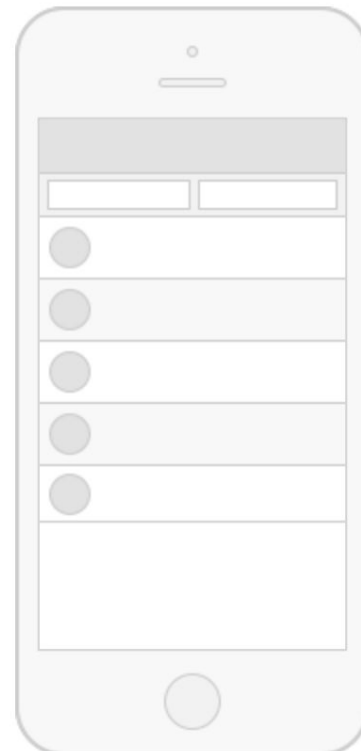
The Image Gallery feature is an easy and awesome way to display images inside your app. You can create a custom gallery right through the dashboard, or integrate with Flickr, Picasa, or Instagram to pull in existing galleries.





## YouTube Channel

A YouTube Channel feature is a great way to display your business' YouTube channel in a clean, accessible format right through your app. Before you configure this, please make sure your YouTube channel has a custom URL.

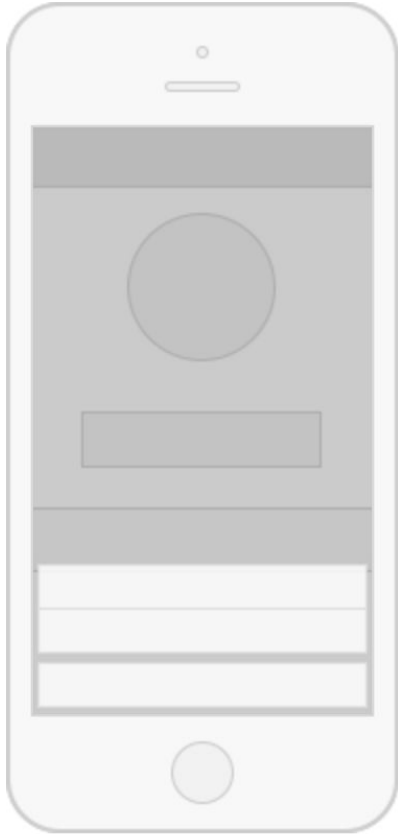


## Podcast

Podcasts are a great feature to offer in your mobile app. The hands-off feature allows you to integrate audio and video podcasts, which automatically update with the latest content to keep your audience in the know. After you integrate the feed, your work is done.

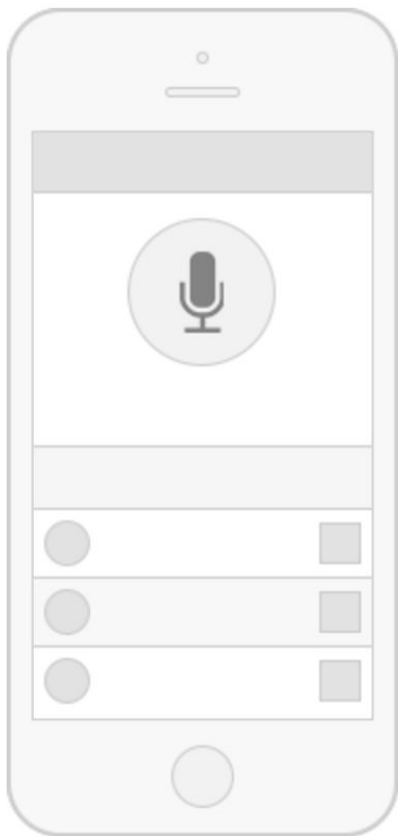


# User Generated Content



## Email Photo

The Email Photo feature allows user to email photos/videos directly from the app. For instance, if you create an Email Photo feature called "Party Cam" for your club app, users could email photos/videos of their favorite moments of the weekend, which the business could post on their Facebook page. Users can take a photo/video or send one from their device's gallery in just a few steps.



## Voice Recording

The Voice Recording feature allows your users to record and send voice notes straight to your business.



## Fan Wall

You know your customers love you, so let them shout it from the rooftops (or, you know, through your app). Our Fan Wall is a forum for people to connect over their shared adoration for you and all that you do.



# Highlight Features for Sports





## Stats

The Sports Stats feature allows you to include a flexible counter inside your app. This counter can be used for many purposes, from sports and fitness to finance and health. It also allows users to email their results to an email address specified by you. For example, if I want visitors at my bowling alley to send me their stats so I can congratulate the weekly winners, I can set my own email address as the default.

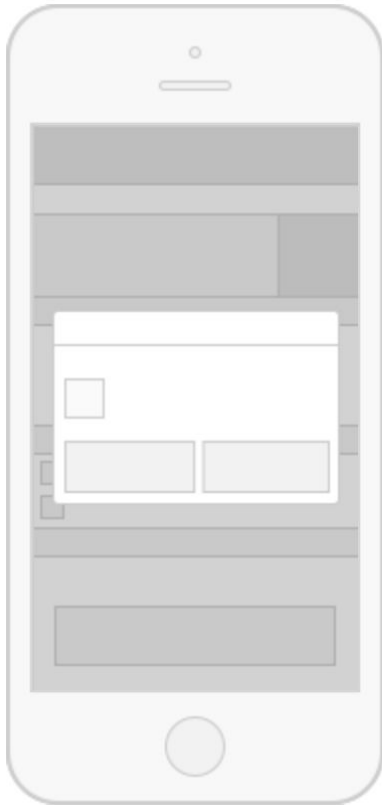


## Golf Courses

With the golf course feature, you can build out a golf course range and allow users to score their games right in the app.



# Food Ordering



## Food Ordering

The Food Ordering feature is a simple and effective way for restaurants to start taking orders through their mobile app. With delivery & takeout options, payment through the app, and a customizable menu with add-ons and pricing options, you have full control.





**Request Your Free Demo**

[www.appsforlocalbusiness.com](http://www.appsforlocalbusiness.com)