

App-etite

Creating, launching
and amplifying Apps



SPEED

Feeding the Nation's Desire for Apps

Since lockdown started, businesses have found themselves having to speed up their transition to digital channels and adopt new technologies at an unprecedented pace. Whether that's from operational necessity, compliance or because it satisfies a growing consumer demand to live our lives as virtually as possible.

And nowhere is this more true than the hospitality sector where customer reassurance and staff safety are the name of the game. Apps will play a huge part in this revolution because they are perfectly formed to deliver a variety of different tasks: helping diners book tables, drinks and rooms, reminding staff about hygiene protocols and communicating with loyal customers about events and discounts.

Speed's App Support



Building Your App

We partner with a range of tech development specialists to design and build your app to ensure it delivers everything you need, adheres to privacy policies and industry compliance factors. We can also help with visual design and user experience.



Launching Your App

How do you let your customers know about your app when they're not physically in your building? We can help you launch your app and any other new online initiatives you are putting in place with a range of services tailored to your business priorities.



Media relations

We have a team of experts who live and breathe the hospitality industry. Our Media Masters team can help get your app and your brand in front of the right people at the right time, to drive broad awareness amongst your customers.



Social media

During the crisis, people have been turning to social media more and more (as a way to remain connected to each other and to keep abreast of the rapidly changing news cycle). Our social experts can drive both awareness and trial of your app.



PPC/paid activity

The beauty of PPC is how reactive it is as a medium. We can help drive maximum return on minimal investment with our PPC strategists there to advise. Incredibly easy to switch on and off, PPC can be implemented to launch your app and for future initiatives.



Influencer engagement

The power of being associated with the right person has not gone away, particularly when that voice is trusted and authentic. Our influencer experts can help identify those people who can most effectively spread your message and encourage downloads of your app, whether it's engaging with industry commentators on LinkedIn or high profile instagrammers who can demonstrate the ease of using it.



Video content

Not surprisingly, we are seeing a surge in consumers downloading content during lockdown and video is a great way of educating an audience about a product or a service – our production unit can do this in a variety of different ways, from an explainer video, rich in motion graphics, to an interview with a representative or live footage of a customer or member of staff using the app.



Partnerships

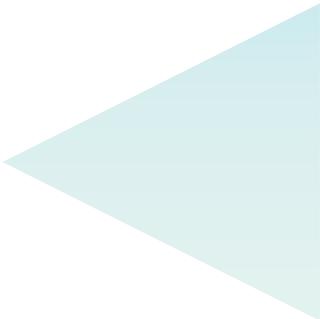
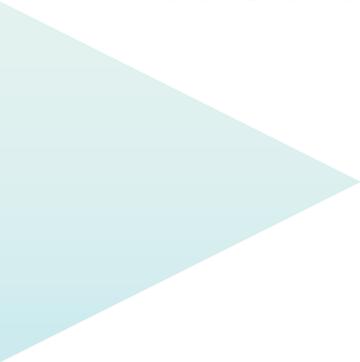
Because of our contacts in the hospitality industry, we can help broker potential partners who can work with you to create and promote the app. Whether that is a media partnership, an industry partnership or getting the support and backing of one of the industry associations. We can help you devise a great partner strategy.



Case study: Ember Inns

Ember Inns, part of the Mitchells & Butlers portfolio, tasked us with changing its digital marketing from the previous approach of focusing on offer led initiatives to a model that would focus on brand-building and customer retention.

We worked with them to create a brand story, with a key focus being to launch and promote a new loyalty app. By creating social content and launching an innovative Facebook targeting campaign, we supported +55,000 app downloads, making it one of the most popular apps in the Mitchells & Butlers brand family.



Hopefully that's what your appetite as to how we can help you launch your app or any other digital initiatives on the horizon. Why not pick up the phone or drop us a line.

Email: info@speedcomms.com

Call: 0117 973 3300



SPEED