

AN OLD FASHIONED NEWSLETTER

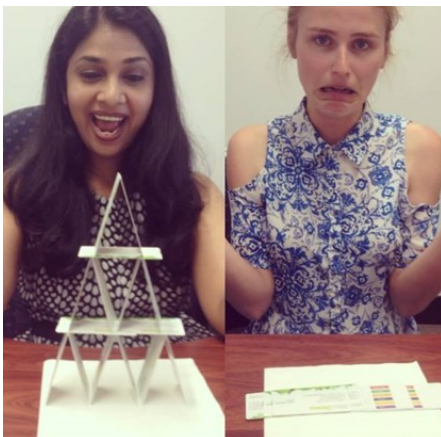
Volume 1 Issue 4

March 2015

Where has time gone?

Can you believe it's March already? I swear it was Christmas just the other day! This year has already been very exciting for us. With a sea of projects launching alongside welcoming onboard a range of new clients to implement a digital media strategy for.

Customers are continually expecting more and more from businesses. Do you feel disconnected to your customers? Perhaps you're struggling to reach them? How great would it be to get just a bit closer to them? We have provided some facts about mobile users and some ways you can add value to your customers through implementing a mobile app in this edition.



Sometimes it's nice to stop EVERYTHING and have a short break to refocus..

*Sony – 1.
Jade – 0.*

If there is anything we can assist you with, please feel free to get in touch.

Happy reading,

HELLOPEOPLE



We have something brilliant brewing but we can't tell you just yet, so stay tuned as more updates are soon to come!

In This Issue

What's been keeping us busy?

- Atlas Dry Cleaning.
- Media Release.

All Things Digital.

- Your Business, Your Customer and a Mobile App.
- Smartphones: Always On, Always Reachable.

FREE Mobile App

- An idea to come up with an idea?

So what's been keeping us busy?

Atlas Dry Cleaning.



Atlas Dry Cleaning has been around for a while and has established a solid reputation within the Australian dry cleaning industry, servicing clients like: St Johns Ambulance, West Coast Eagles and MYER. Aside from that, their specialty lies with their wedding gown services. After analysing the current challenges and issues faced, we have implemented a digital media solution focused at improving their online presence and establishing more convenience for customers. And so, a website redesign and redevelopment was undertaken and a brand new mobile app built.

Read more:

<http://www.hellopeople.com.au/portfolio/atlas-dry-cleaning/>

Media Release.

On February 16, 2015 – HELLO PEOPLE (Perth, Australia), a leading iOS and Android mobile application developer, announced its freeware POS Mobile App solution for the restaurant industry. Mobile apps are the least understood segment of the small and mid-size restaurant industry when it comes to performance gains and service delivery. Not surprisingly, HELLO PEOPLE's study found that 8 out of every 10 apps need training and investment...

Continue Reading:

<http://www.hellopeople.com.au/hellopeople-released-first-freeware-mobile-app-suite-restaurants>

Insightful Facts.

“While we only remember about 20% of what we read; we retain as much as 80% of what we see.”

If you are currently connecting with customers via written communication only, perhaps it's time to rethink ways to get your message across more visually to ensure maximum engagement.

All Things Digital Blog.

A mobile app can be beneficial to a business but it requires careful consideration. Understanding how they work, how they add value to your customers and the process involved may indicate the investment opportunity within.

A brief overview of the mobile user with a breakdown of key areas where mobile phones are used most frequently may give you an insight for how you can better reach your customers via their mobile.

Blog summaries are below:

Your Business, Your Customer and a Mobile App.



A mobile app can ease the gap between your business and customers by creating a convenient tool that benefits both parties. As previously discussed, the mobile consumer is active all the time. So there's no greater way to reach your customers than connecting...

View blog:

<http://www.hellopeople.com.au/your-business-your-customer-and-a-mobile-app/>



Smartphones: Always On, Always Reachable.

If you calculated the total time spent using your smartphone, laptop, tablet and television for one year, how long do you think it would be? Fact: On average, we spend a whopping 67 days of our leisure time in front of screens per year. Nowadays, mobile...

View blog:

<http://www.hellopeople.com.au/smartphones-always-on-always-reachable/>

An idea to come up with an idea?

“If at first the idea is not absurd, then there is no hope for it.”
— Albert Einstein.

That is the idea that went on our minds when we first start to think of an App that will fit any business. There are simple things that were simple thanks to technology before, which have now become complex.

Here’s a simple test. Try to find one of your customers that you haven’t contacted this year on your phone. Check if you have saved the address? Most likely not. Now you will likely browse the web to find the address. Once you find it, try to copy and paste it to your Google Maps navigation to drive to his place. You will find most of us are lost by now. How to access Google Maps? How to copy and paste? Why it is not working?

A simple process that is meant to be simple has become complex. Imagine if it was your business that someone else trying to find!

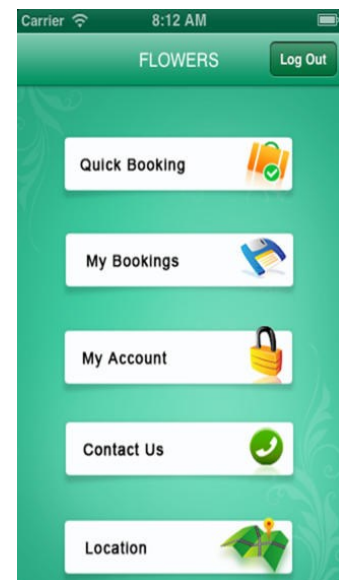
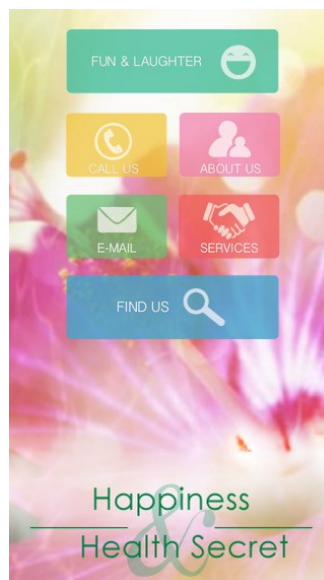
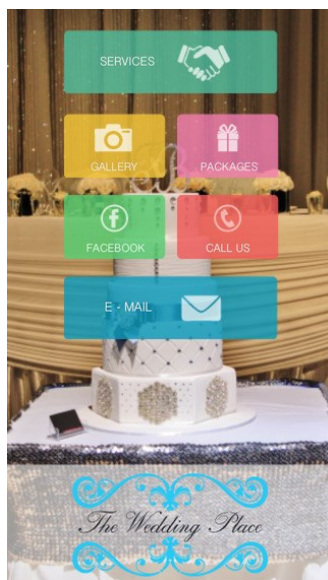
This is where we came up with the fit-for-all Mobile App. It supports both the Android and iPhone/iPad versions. Once installed, you will find your business in your customers pockets.

There is no major cost involved. We currently give away our standard app customised to suit your business absolutely **free** with every website order.

Discover our fit-for-all mobile app features:

<http://www.hellopeople.com.au/mobile-apps-perth/mobile-app-for-business.html>

Here’s some example projects to give you an idea!



Free
Offer

Get a free Mobile
App with every
new website
ordered
during March.

What you get?

A customised Android
and iPhone Mobile App
with our standard fit-for
-all app features.

- GPS Direction
- One-touch Call
- One-touch Message
- Products
- Blog/News