

The Bootstrapper's Guide to the Mobile Web

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Mobile App Strategy for SocialMediaPower.com Consulting Services/Book Sales/Blog

Social Media Power is a blog site that offers social media tips, resources, and videos. They also have consulting services, WordPress themes, books for sale, and mobile apps. The main goal of their mobile apps is to present social media tips, resources, and videos to increase readership, and direct users to their blog.

I. Target Market, App Category, Platforms

Describe your target audience:

Social Media Power's target audience includes business owners, entrepreneurs, marketers, social media strategists, web developers, students, and professors.

What type of app will you create?

Social Media Power plans to create a native app since they have the expertise and prefer to offer their apps in the major app stores.

If a native app, which platforms will you develop your app for?

Social Media Power plans to develop its app for iOS and Android initially, and add Blackberry and Windows Phone at a later date.

II. Type of App, App Functionality

What type of app will you create?

Social Media Power will create a series of content driven apps pulled from categories from their RSS feed.

Describe the functionality and purpose of the app you plan to create:

Social Media Power's apps will consist of RSS feeds for:

- *Social Media Tip of the Day*
- *Social Media Resource of the Day*
- *Social Media Video of the Day*

How will the app benefit the user?

These apps will offer the user quick and convenient access to Social Media Power's most popular blog posts.

How will the app extend user engagement with your business?

By offering the user an additional outlet to access the business blog.

How will you personalize the app experience for the user?

Offer push notifications of upcoming specials on books and classes.

How will you keep the app content dynamic and engaging?

Keeping the blog dynamic will keep the app entries dynamic as well.

III. Native Features

Select the native device features that should be accessible by your mobile app.

Social Media Power will utilize push notifications.

Other features, if applicable:

Links to books for sale.

IV. Budget

What is your budget for app development and maintenance?

The staff at Social Media Power has the expertise to develop the app in house. There will be a small monthly budget for maintenance and hosting fees.

V. Native App Options

How will you create your native app?

Social Media Power prefers to use an affordable service that provides a platform for creating the app easily, as well as an accessible way to create the files necessary to publish to the app stores.

VII. Mobile App Stores

Social Media Power will publish to the following stores:

- *Apple App Store*
- *Google Android Market*
- *Amazon Appstore*
- *More at a future date*

VIII. Solution Criteria

The goal at this stage is to find a mobile app solution that allows Social Media Power to create and host apps easily while still having the ability to place the apps in the major app stores. No sophisticated functionality is required at this stage, but may be needed in the future. Reliability and reputation of the service is also important, since it is imperative that their apps be accepted into the app stores.

Specifically, a solution that:

- *Aligns with their target market, app category, and desired platforms.*
- *Fits within budget constraints.*
- *Offers accessibility to the desired native device features.*

Additionally, a solution that:

- *Offers ways to upgrade or grow their app in the future.*

- *Allows minor updates without the need to rebuild their app.*
- *Has good support forums.*
- *Has a gallery to offer your app more exposure.*
- *Offers ways for them to monetize their app.*

IX. Weighing Options

List your final choice(s) here. If you are considering more than one solution, list the pros and cons of each option.

Solution	Pros	Cons
appMakr	Nice user interface Integrates well with major app stores Free service if not monetizing	Support is sketchy Cannot monetize without paying \$79/month Limited functionality
Tiggzi	Can create apps using HTML5 Nice drag and drop interface Can monetize apps Affordable service and good support	Hosting can get expensive for more than one app Getting apps ready for app stores can be laborious
appMobi	Offers a lot of native functionality add-ons Can create apps using HTML5	Does not offer hosting Interface requires some programming experience

X. Conclusion

Social Media Power is going to use the appMakr service out of the gate. The service is easy to implement and integrates well with the iOS app store. The limited functionality and cost means that they will likely try out the other two options in the near future, especially so they can monetize their apps with ads.

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