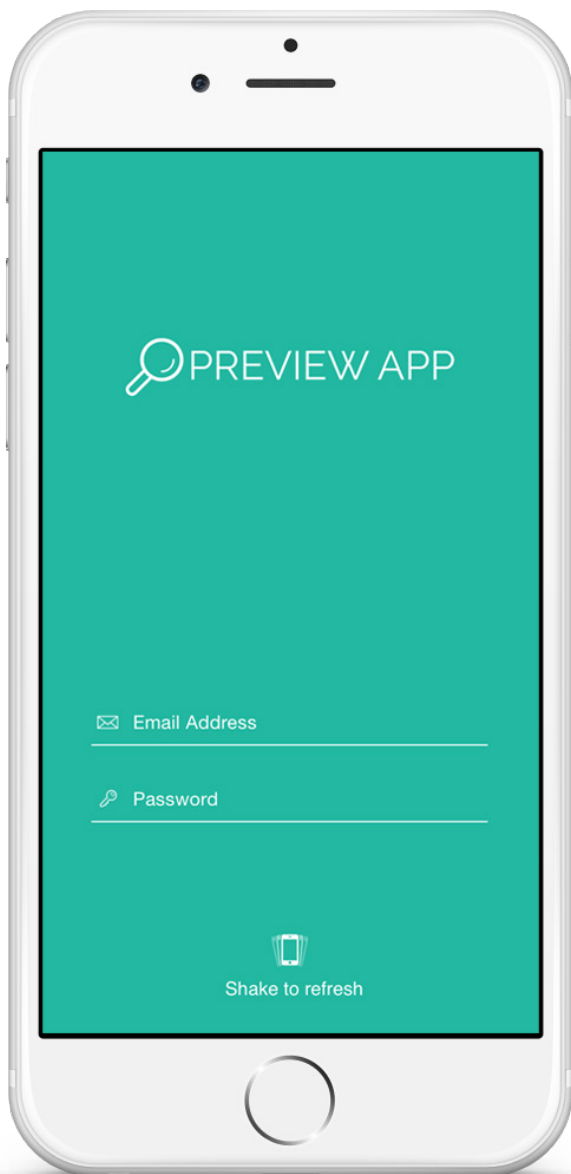


# Salon

Mobile App Features



# How To Review The App Demo On Your Device



Download the **Preview Your App** app today on your iOS or Android Devices from the App Store or Google Play Store.

To view this demo app, use the app code **“iRNailBar”**. The App Code will allow a user to preview this demo app we’ve created.

If you wish to view and use the following application on your own device, simply download the app and input the App Code **“iRNailBar”** in the Email address field, leaving the password field blank.

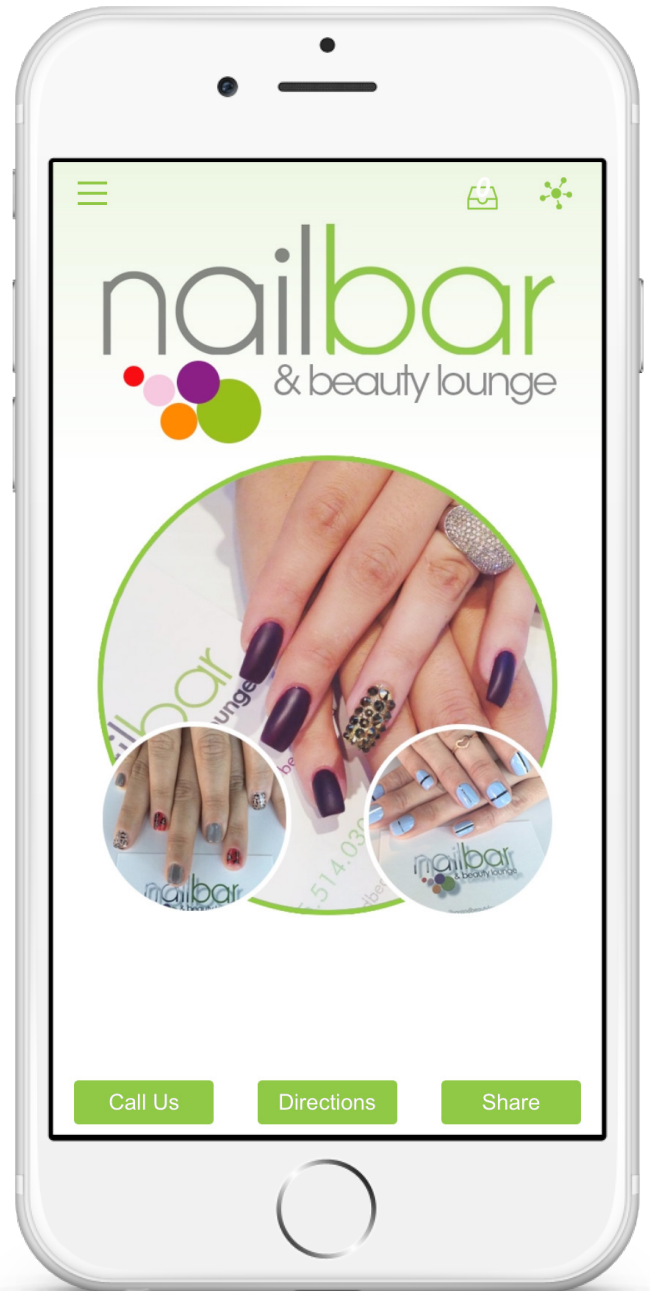
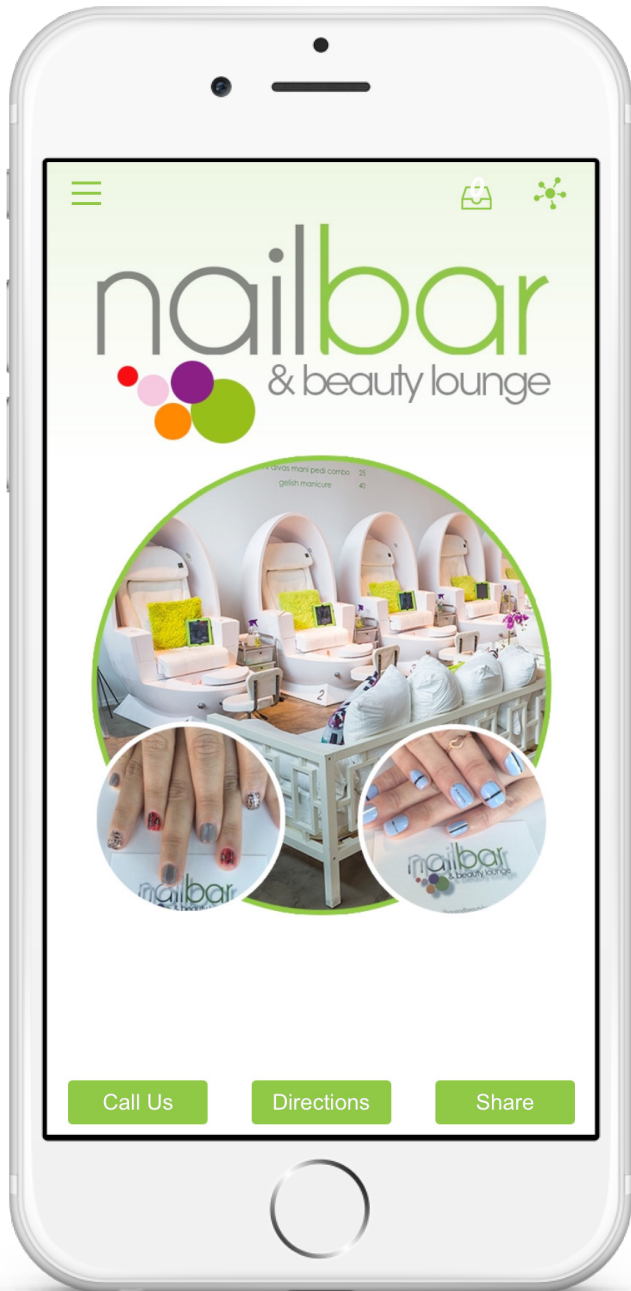




# Nailbar & Beauty Lounge

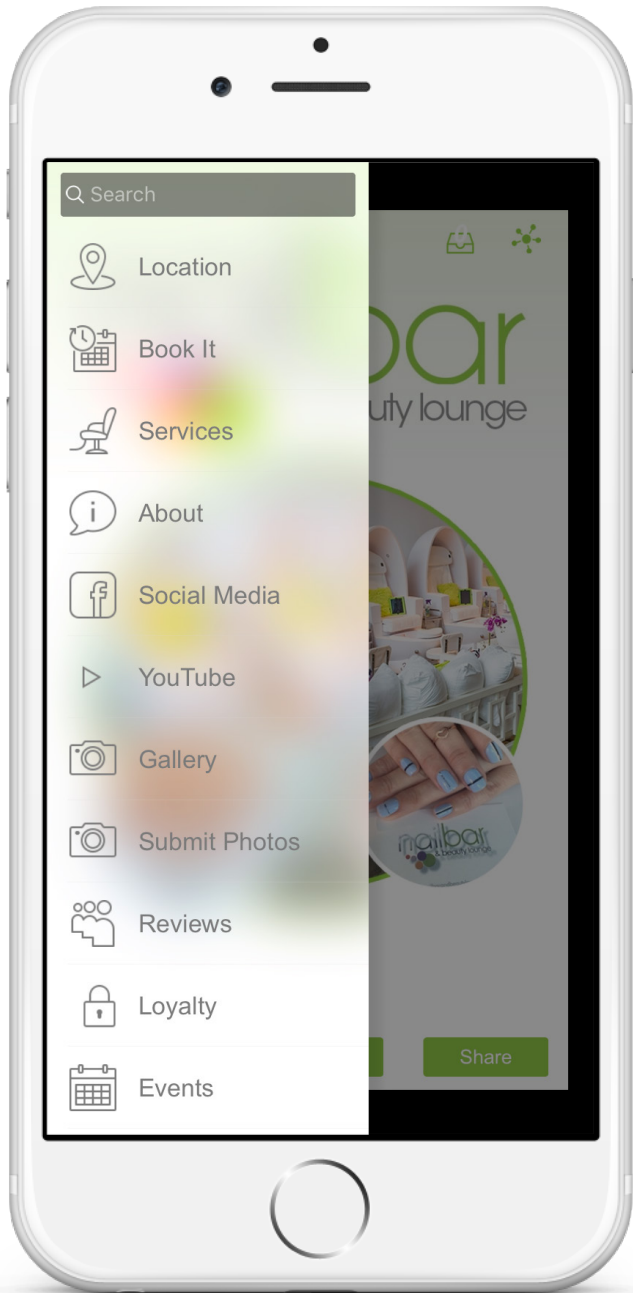
Lets start with a demo.

To give you the best digital experience of a salon mobile app, we've created multiple examples to explain in detail how effective our features can be. Nailbar & Beauty Lounge uses their mobile app to list services and pricing. They use push notifications to send out weekly specials.



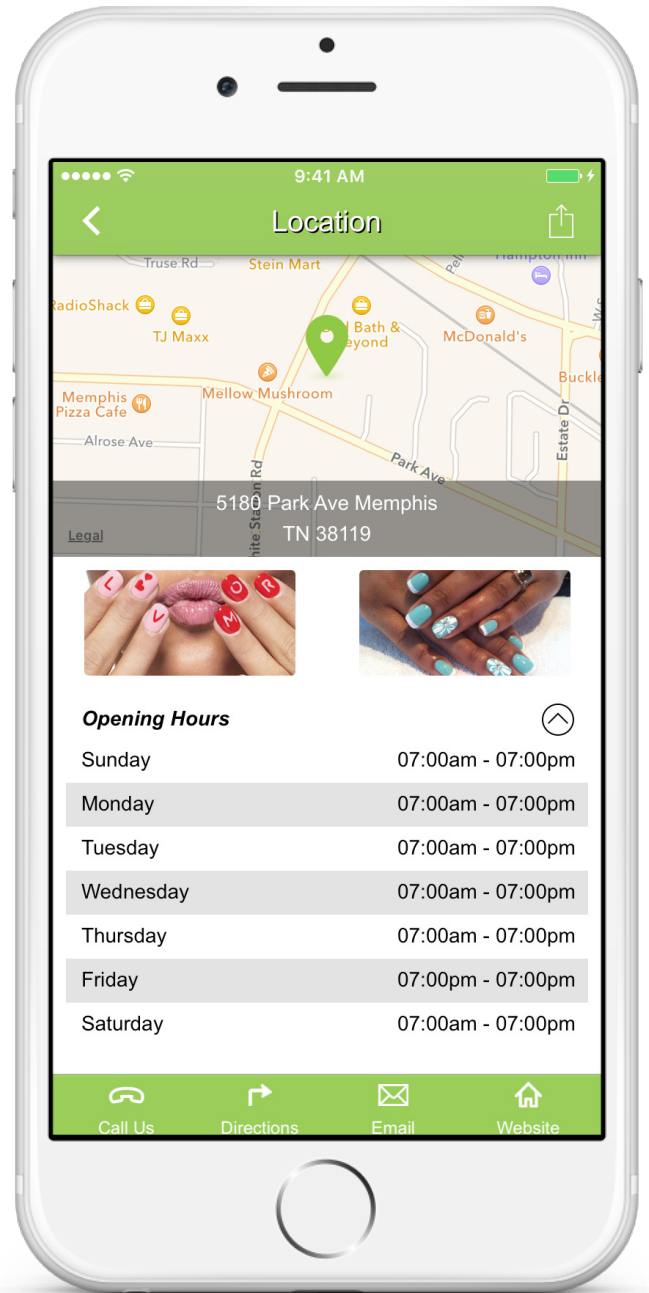
## Designed For Your Business

We'll start with a beautiful modern home screen that will be relative in design to your business theme or website. Information displayed can be anything related to your business. Home page background can animate or fade to a variety of different images.



## Menu

Custom branded menu with tons of tabs that can added to your app at anytime.



## Hours & Directions

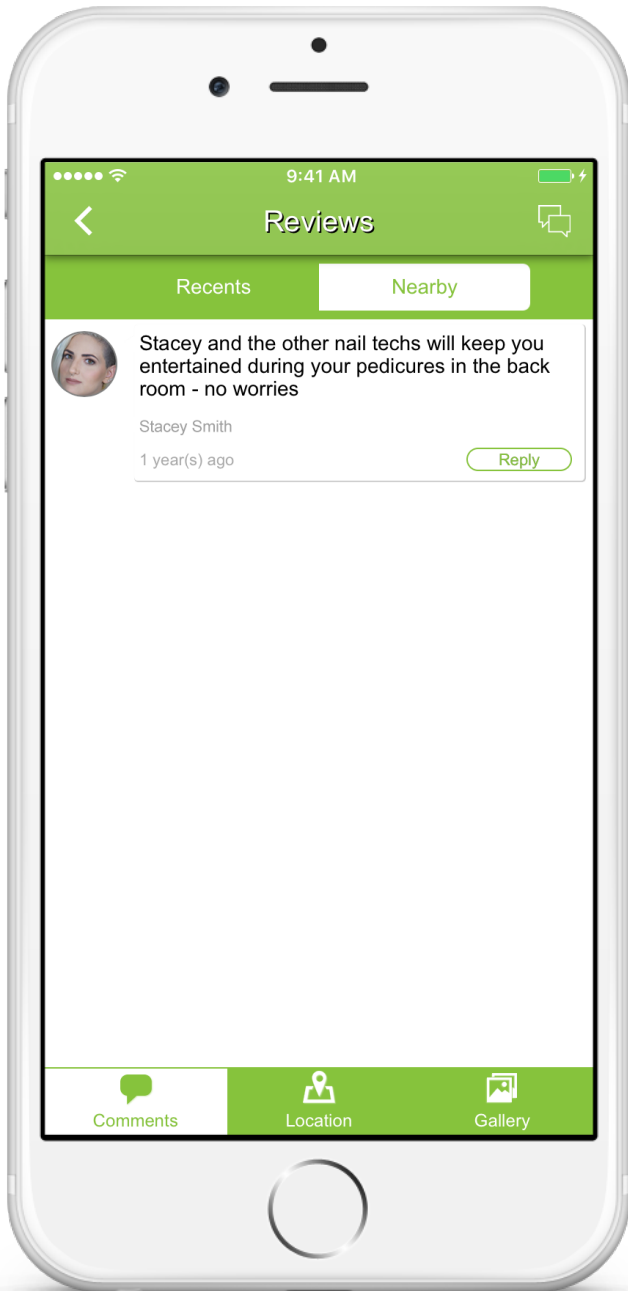
Get detailed analytics on a particular location. From the app, customers can call, email, get GPS directions or visit the website.



## Reservation

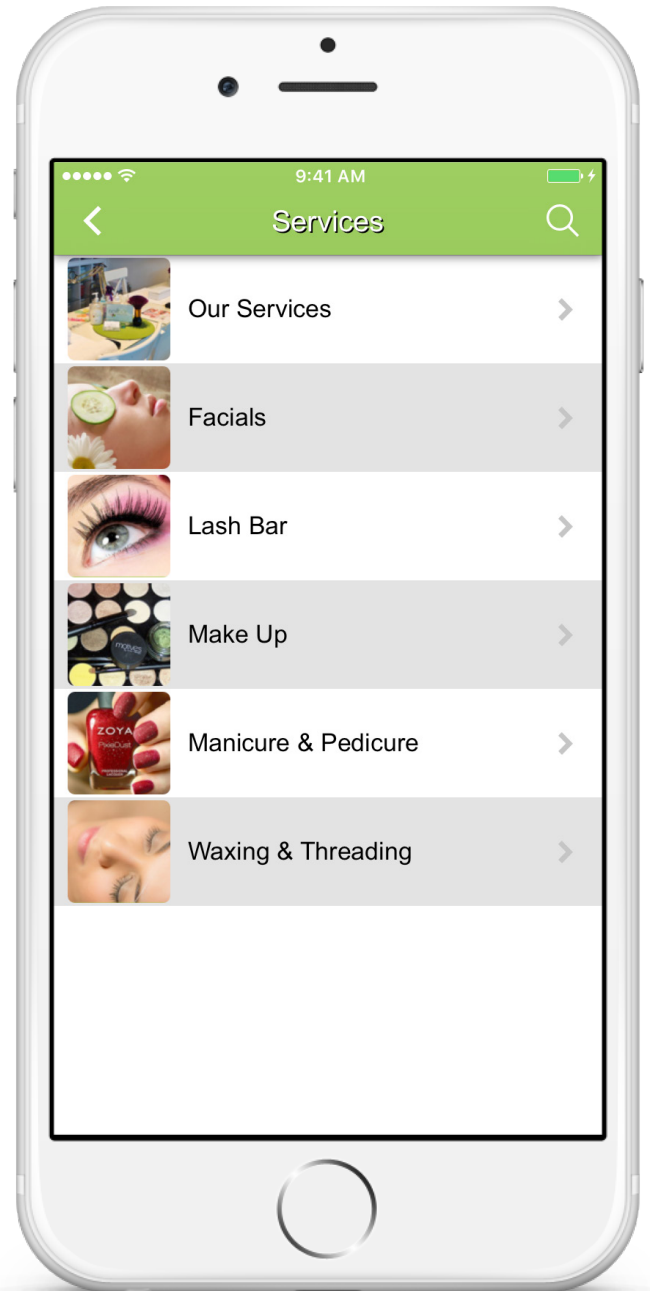
Customers now have the ability to schedule their reservations right within the mobile app. Our system is a stand alone system that is monitored and controlled from the content management system. It also integrates with Open Table.





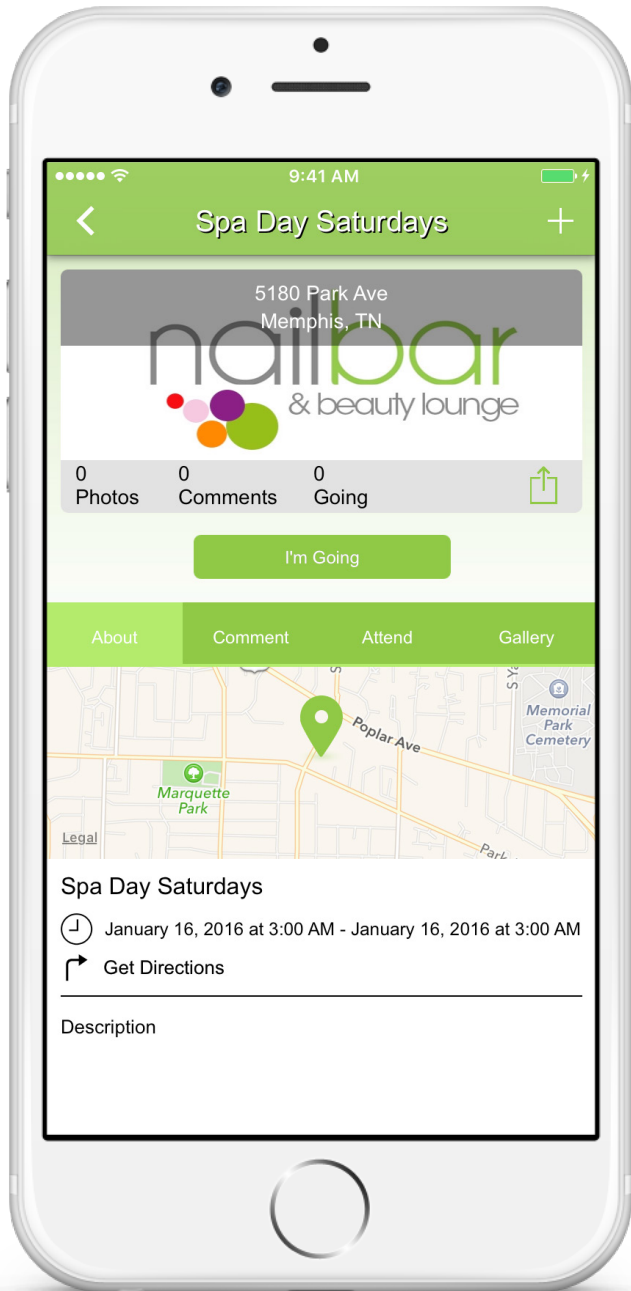
## Comment Wall

This is an easy way to increase engagement with an app. The feature allow users to comment, ask questions, and discuss what they love about your business or service. Users can share photos, reply to each others' comments, and view the location of fellow users.



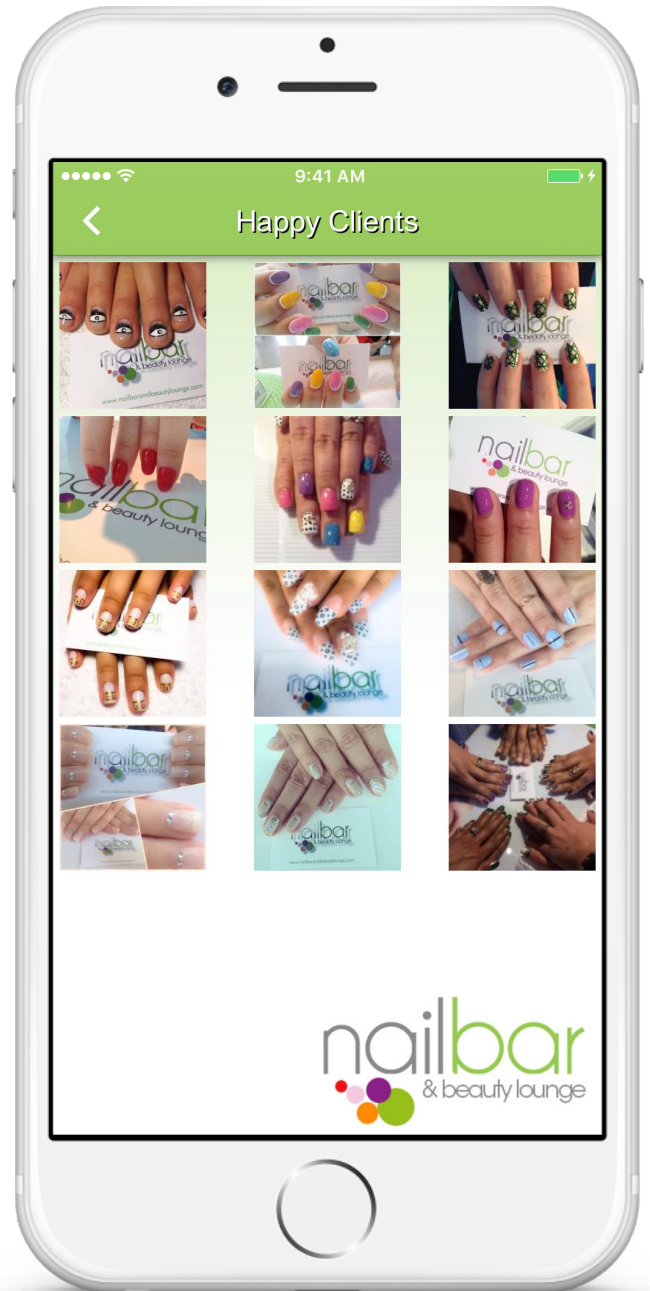
## Services

Integrate your services within the mobile app. This can be set up as a PDF or type out. For convenience, integrate the mobile website version of your services within the app.



## Events

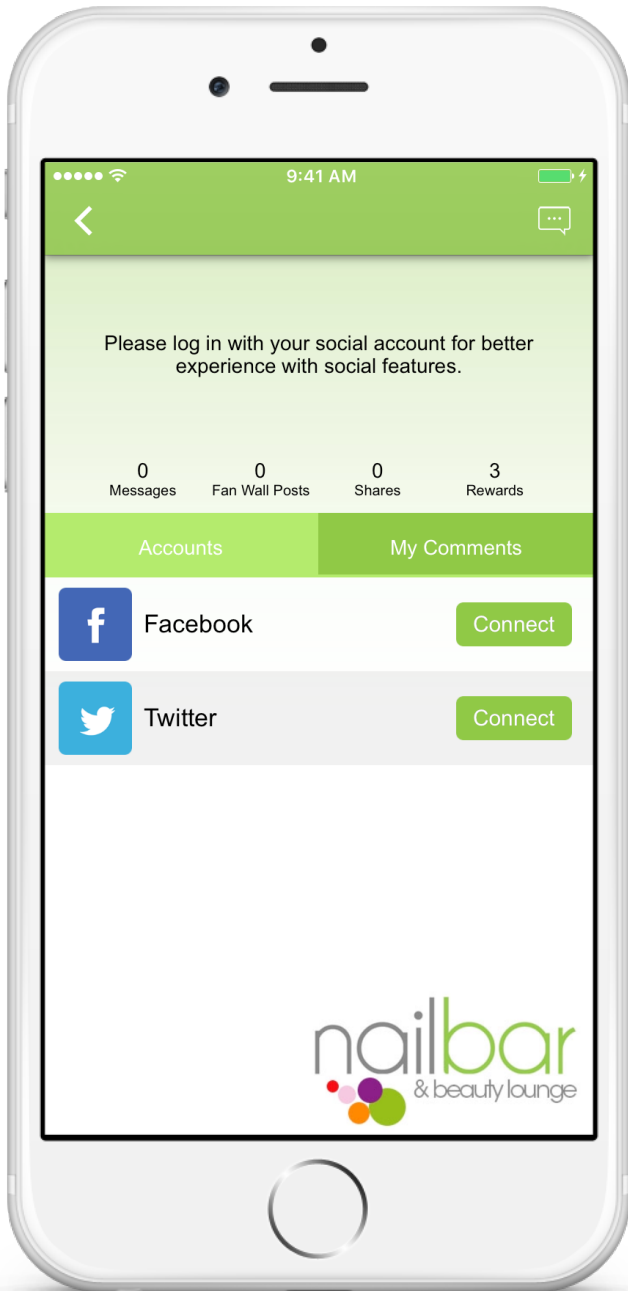
List your weekly specials or upcoming events using this feature. Your customers will be kept up-to-date with the ability to add those events to their personal calendar.



## Gallery

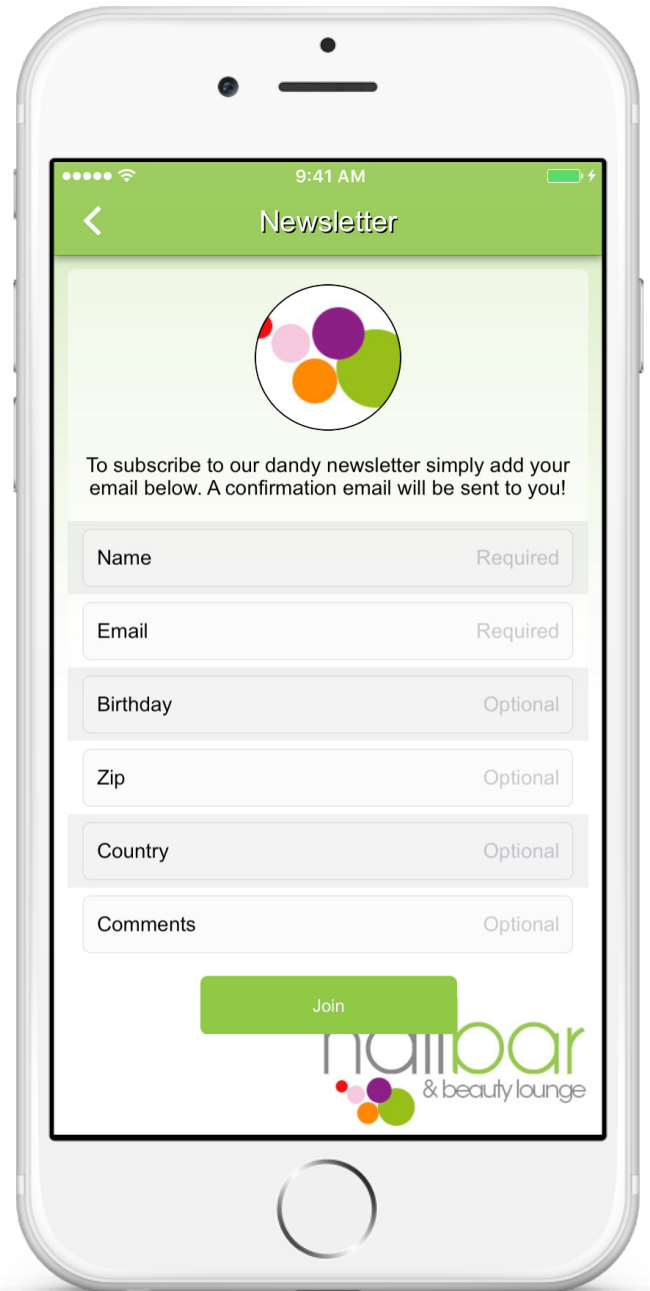
Display pictures of your business, customers in your establishment, menu items or photos from past events, all optimized for the iPhone, Android and iPad platform.





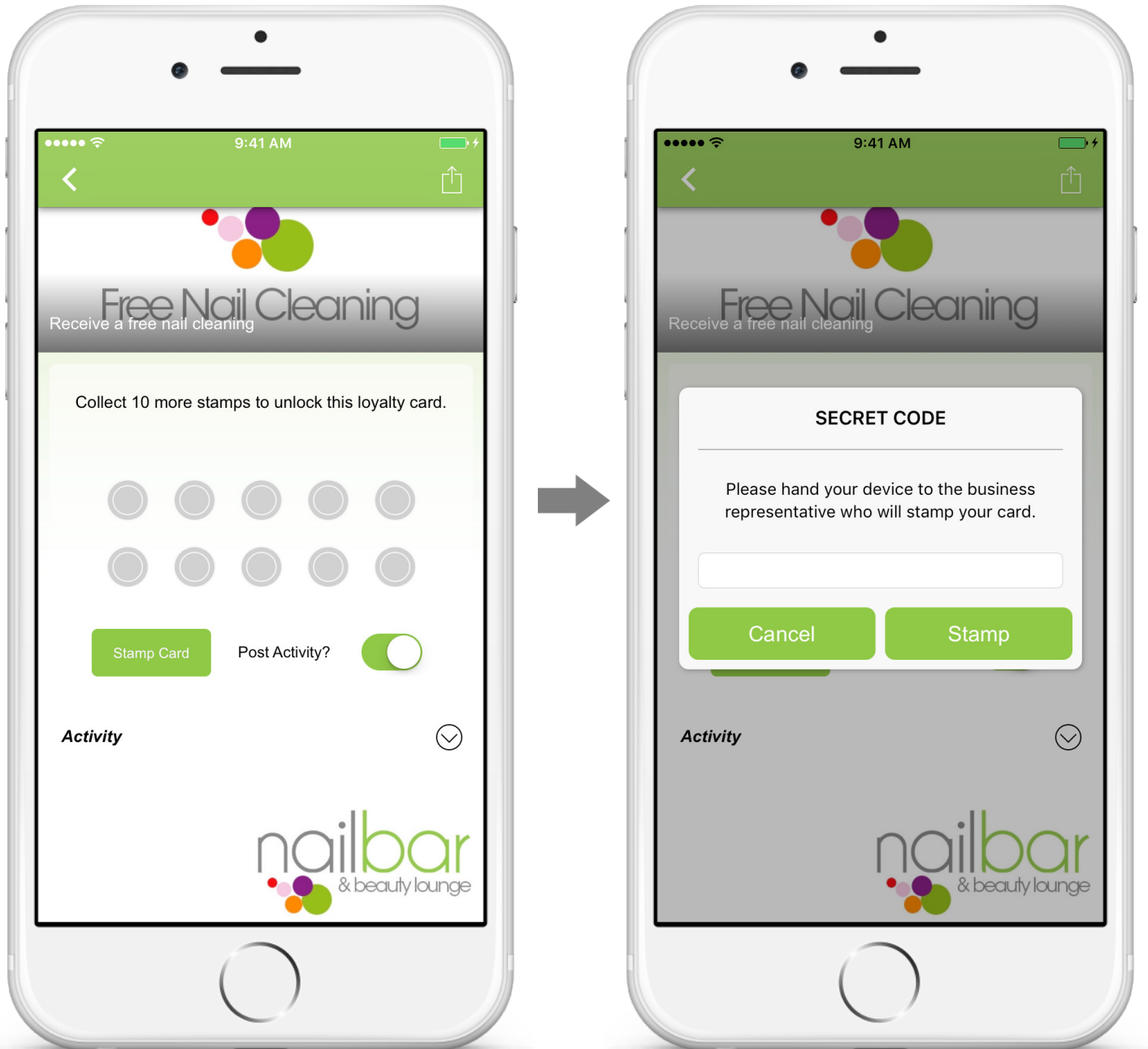
## Social Connect

Users can sync up their Facebook and Twitter accounts within your app. This pulls in their profile photo and name, which display along with their comments and posts throughout the app. It's also a great tool for seamless activity sharing and tracking.



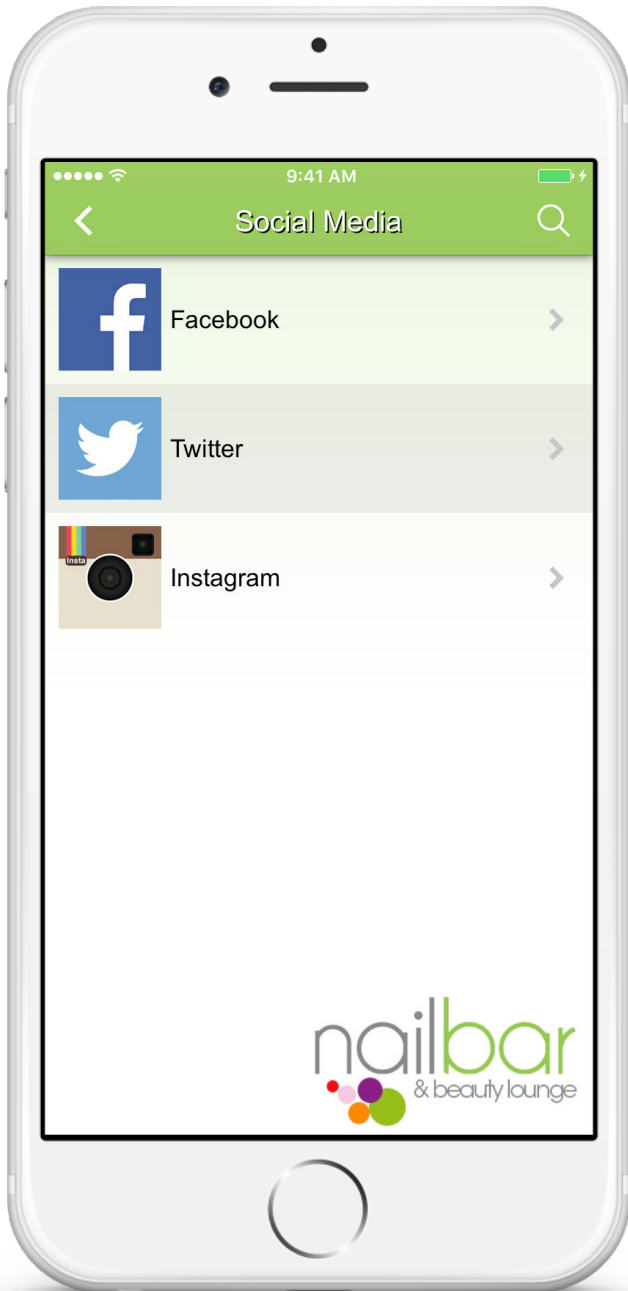
## Mailing List

Stay in contact with your customers by gathering names and email addresses directly inside your application.



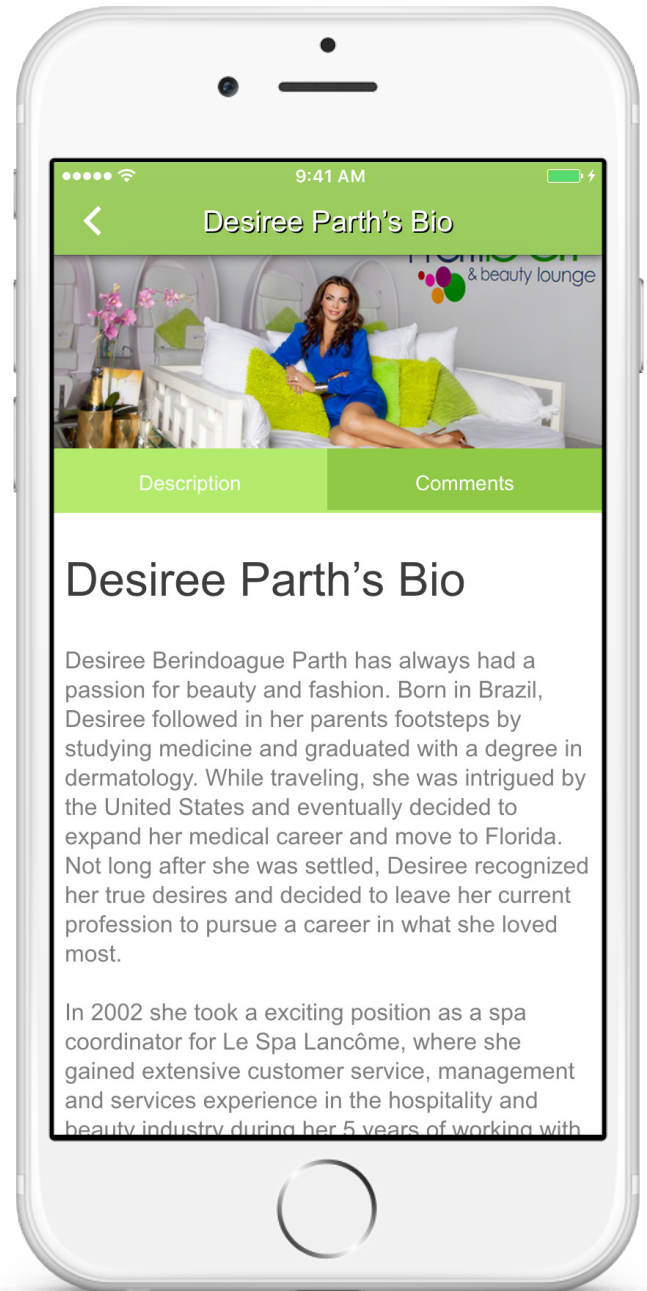
## Loyalty Program

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." Once users have reached the required number of "stamps," they'll unlock the deal. This deal can be redeemed immediately or saved for later.



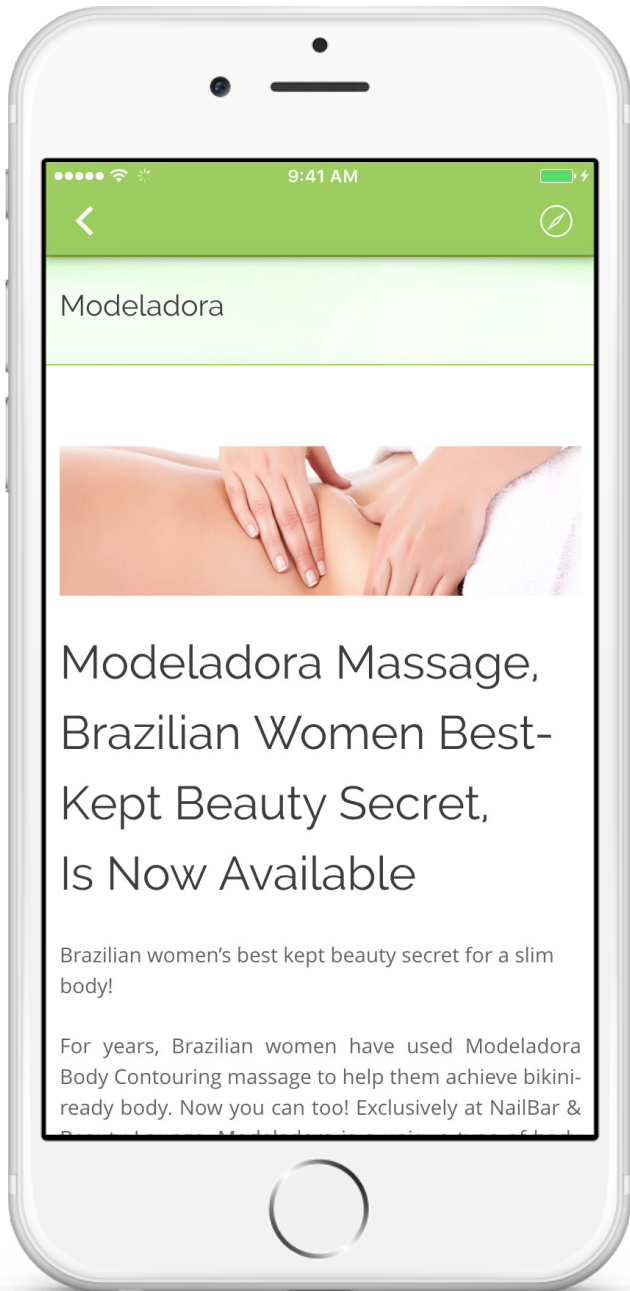
## Social Network

Integrate your Facebook, Twitter, Google Plus, Yelp, YouTube or Instagram page to connect with your consumers through their favorite social media sites.



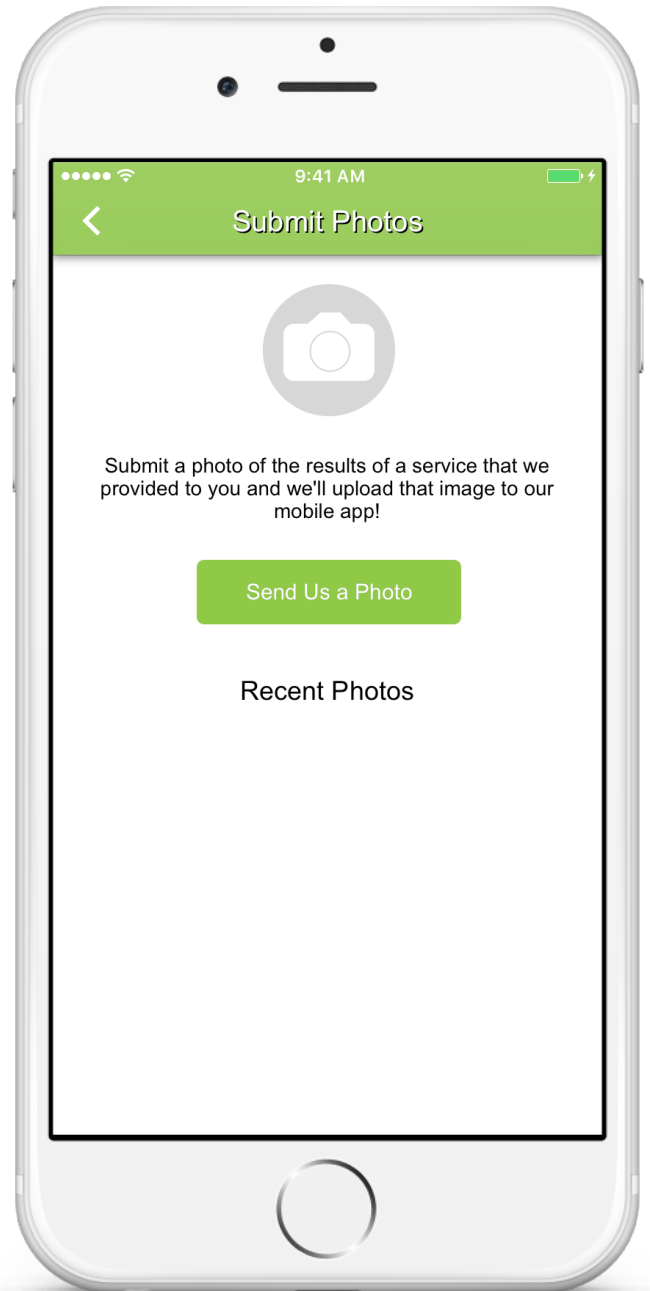
## Information

Display information about your business and how it got started or detailed information about your staff.



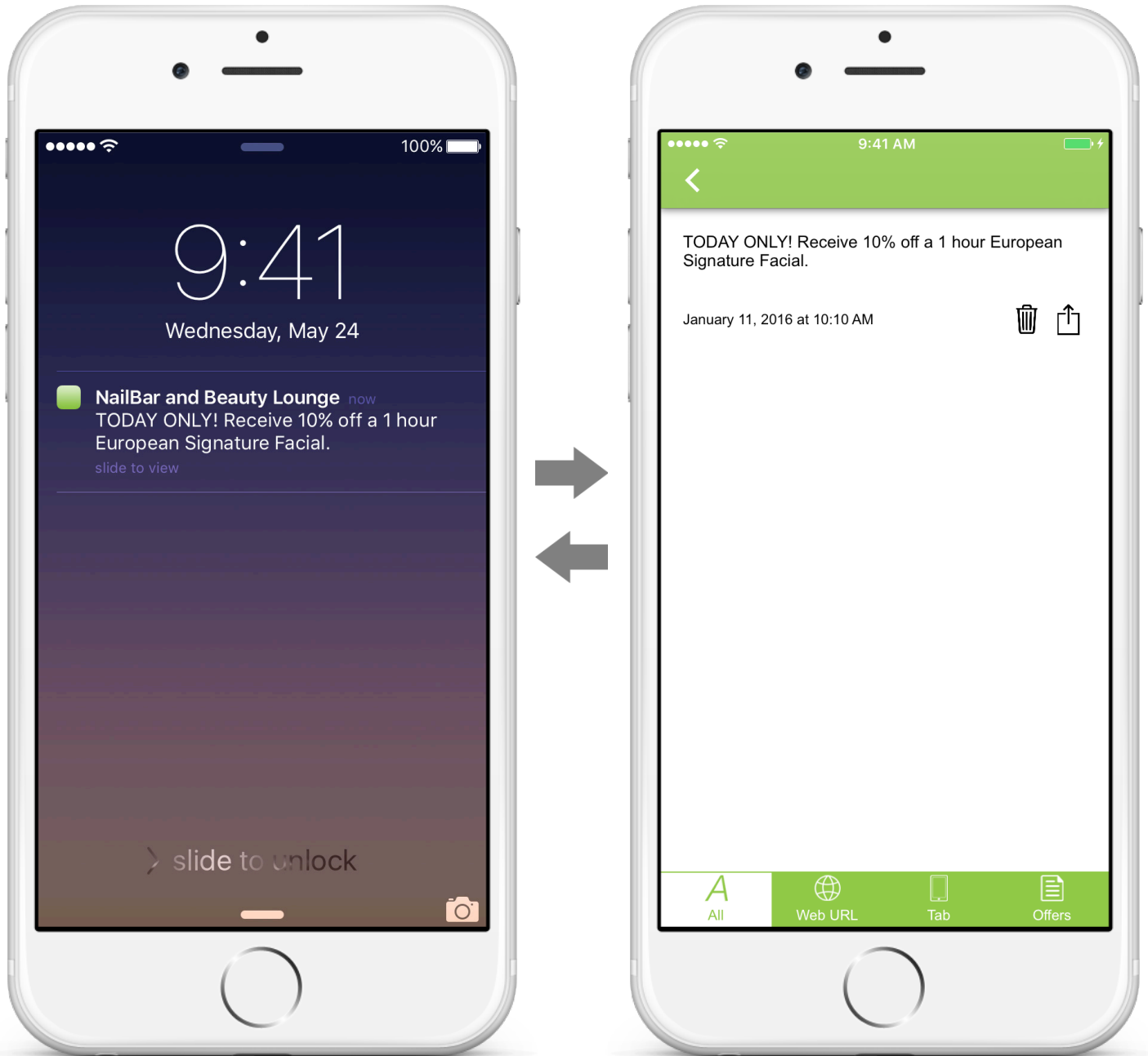
## Blog

Updated with current news, links to articles, special offers, and an endless array of useful info, your RSS feed can prove incredibly useful for users, who will check multiple times a day for new content.



## Submit Photo

User have the ability to email photos directly from the app. For instance, if you named a tab called "Party Cam" for your club app, users could email photos of their favorite moments that weekend, which the business could post on their Facebook page.



## Push Notifications

Send GPS push notification messages to your customers whenever you like. You can send a message within seconds or choose to have a message go out on a certain time and day with the ability to focus on your target area by specifying the GPS area. The message screen shot on the right displays all the recent push notification messages that were previously sent out. This is viewable within the mobile app. **See Page 15 for more info.**

# Analytics

## Data. Something we all need.

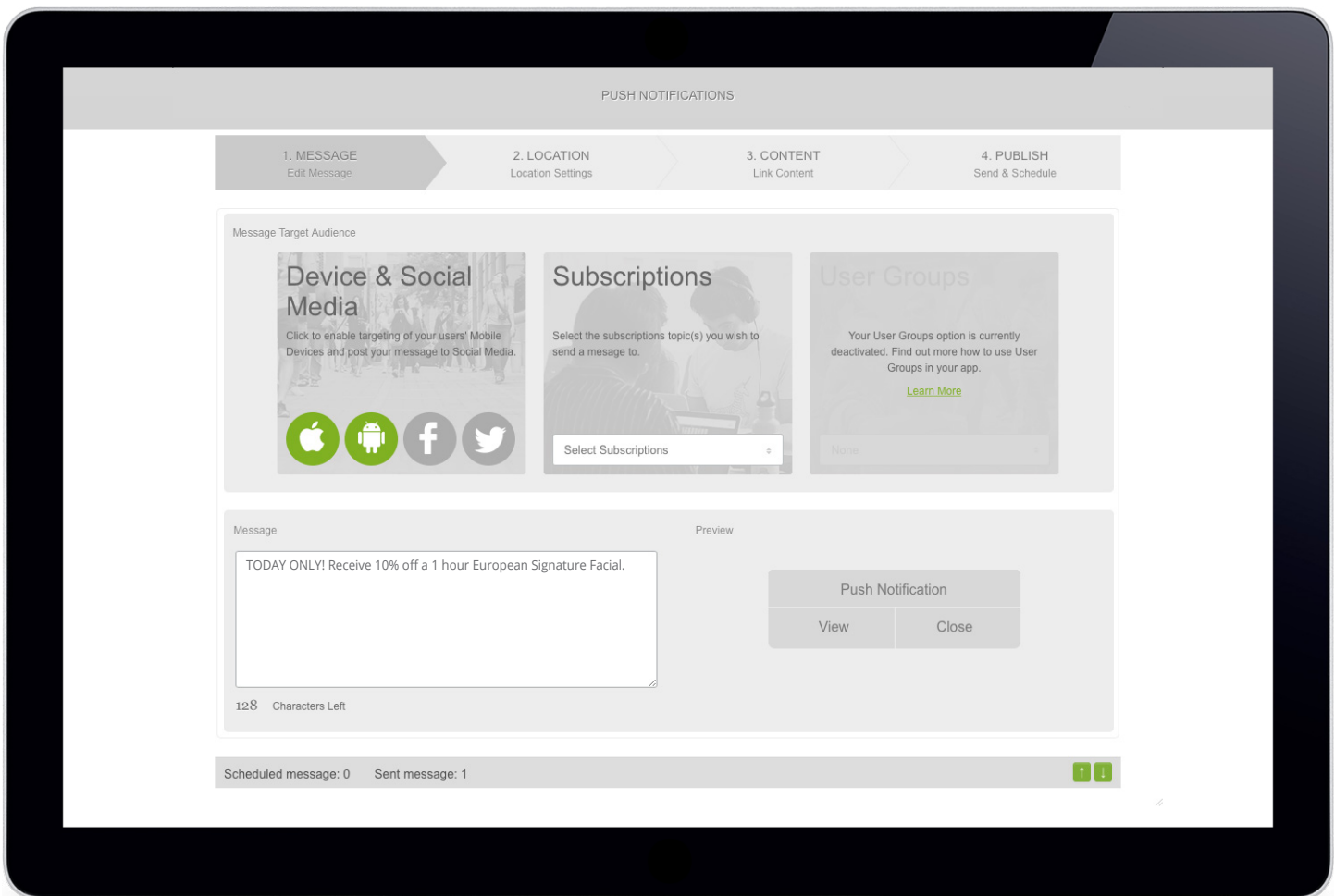


Get up-to-date analytics that tell you how many people have downloaded your mobile app and how frequently they've visited. The analytics will break down the number of iPhone and Android downloads daily, monthly and annually. By understanding the number of downloads, you'll have a better understanding of just who you are sending your push notifications to. This tool will also allow for accountability within your staff so you can monitor your marketing efforts.



# Push Notifications

## First, create your message.

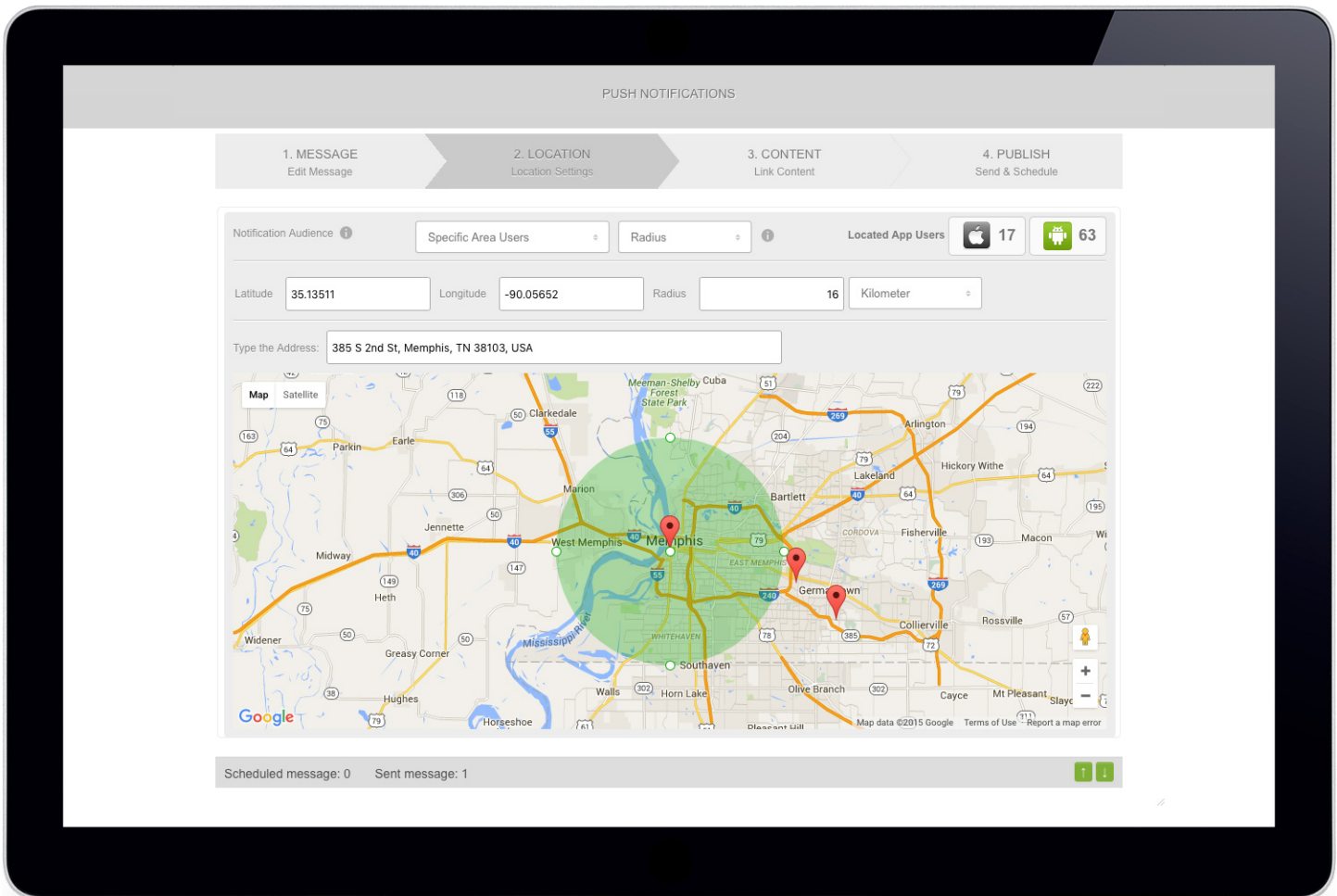


There is a **4-step** easy and effective process to creating a push notification. Choose to have the message go out to any individual target or to all Android, iPhone, Facebook and/or Twitter users simultaneously. This page will also log all previous messages sent and show messages scheduled to go out. This feature keeps the dialogue going between a brand and a consumer.

When **Subscriptions** are enabled, you can send push notifications assigned to one or multiple subscriptions. For users who have a selected subscriptions turned off on their device, they will not receive the push note alert, however they will still see the message in their messages tab.

## Push Notifications

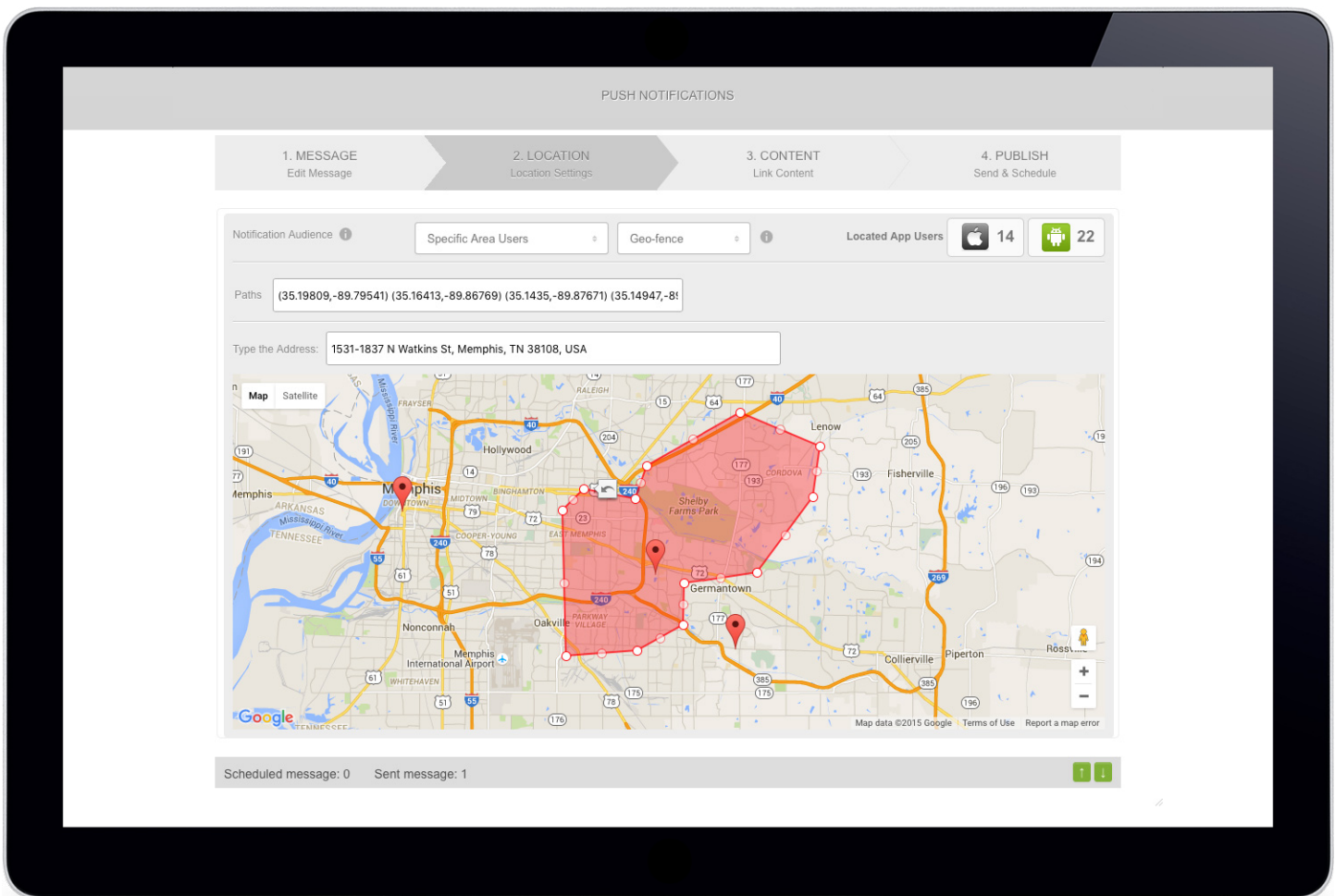
# Next, target your audience.



**Radius** allows you to set a circular send-zone around one location. You can input the latitude & longitude, or type in the address bar to look up a spot. Adjust the size of the zone with the Radius field, and use the unit drop-down to select kilometers or miles. The red pin is your store location. Choose whether you want your message go to out everyone or focus on a certain targeted area. If you own multiple locations, you may want to send a special message for one location and a separate one for another. When you choose your targeted area the map will show just how many iPhone and Android users you are reaching out to.

# Push Notifications

## Or, fence your audience.

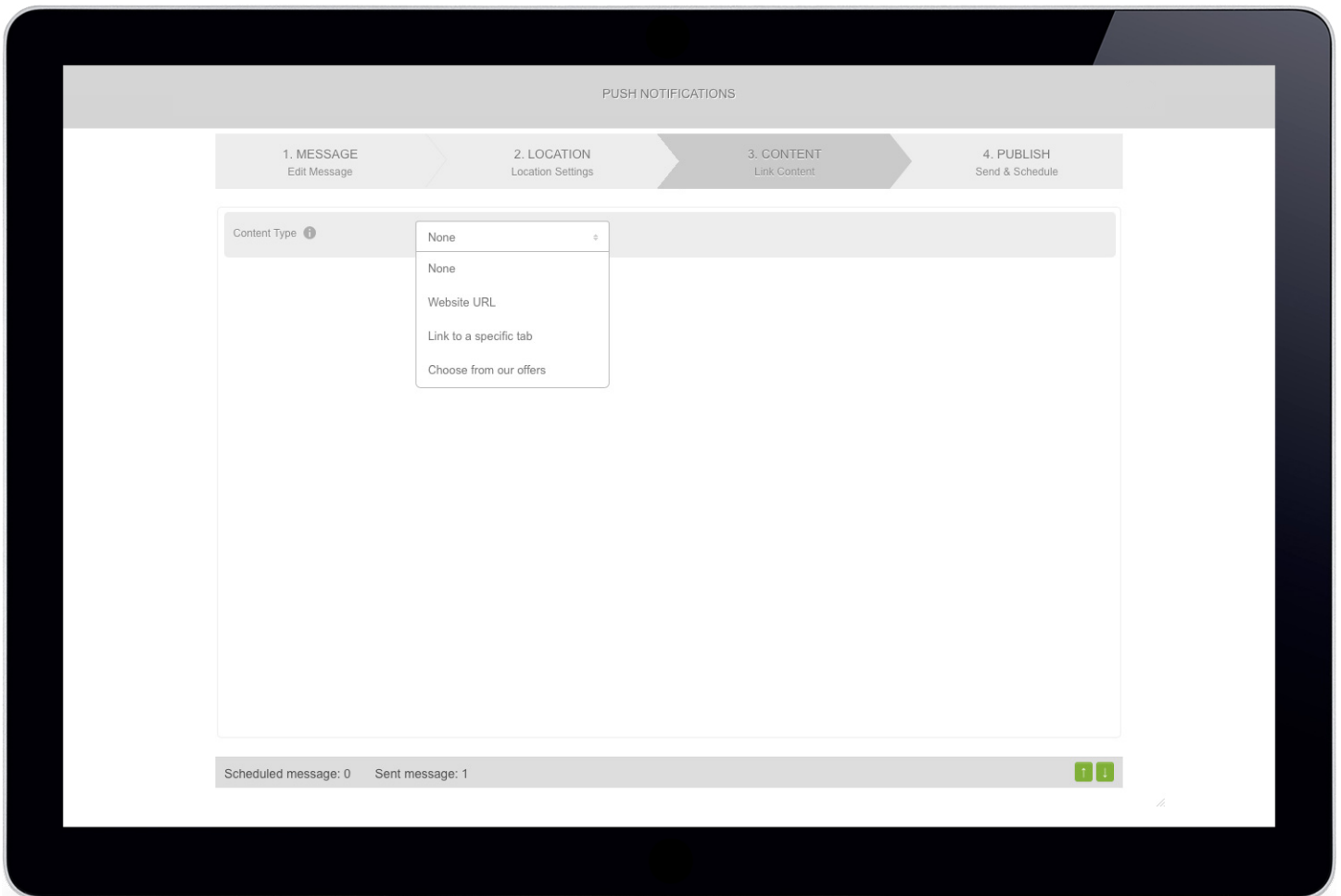


Want to be more precise about what area you're targeting? Our **Geo-fencing** options is as advance as it gets. Geo-fence allows you to set up a "fenced" area. When a user enters this area during the "active period" (Step 4), they'll receive the push notification. You can jump to a region the same way you do with the Radius option, and also have the added option of dragging the borders of the fence to create a custom shape. This is also known as proximity marketing. Pen point every corner, district, or county you want to send your message to.

If you choose not to select a specific area, you can always choose **All Users** from the drop down and send to everyone with the app download, regardless of where they're located.

## Push Notifications

# Third, add some content.



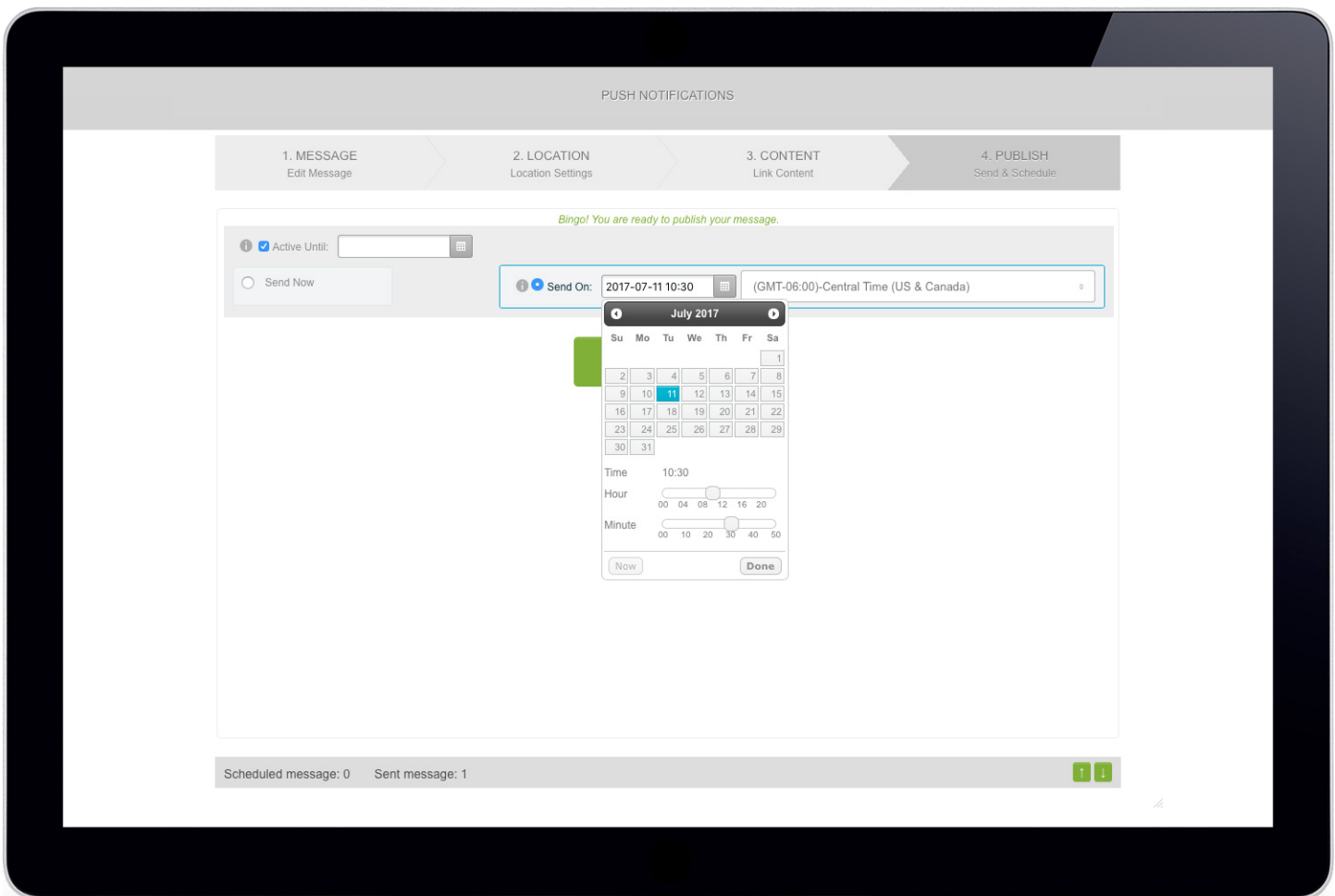
**Website URL** lets you link your push notification to a site. When a user clicks the push notification, they'll be directed to that URL. **Link to a Specific Tab** allows you to do just that. You can choose a tab within your app from the drop-down, and even specific items within those tabs, when applicable.

When a user clicks the push notification, they'll be taken to that specific location within your app.

**Choose from our Offers** adds a template-based message to your push notification. Select an industry, then a specific template, and customize the design. You can then change the title, images, and content. When a user clicks the push notification, the template will be launched within the Messages tab.

# Push Notifications

## Finally, send the message.



This is your final step, where you determine when your push notification will be sent out to users. Click **Send Now** to deliver your message immediately, or **Send On** to schedule it for later. Send On allows you to schedule your message based on the applicable time zone. Select the time zone, then click the calendar icon next to the date & time to schedule it.

**Active Until** only applies to geo-fenced push notifications. This is the end-time for the active period of the message. For instance, if I set mine to next Tuesday, any users who enter the geo-fenced area before next Tuesday will receive my push notification. Once you're ready to go, just click the **Publish Message** button!



Manage your app, with an app.

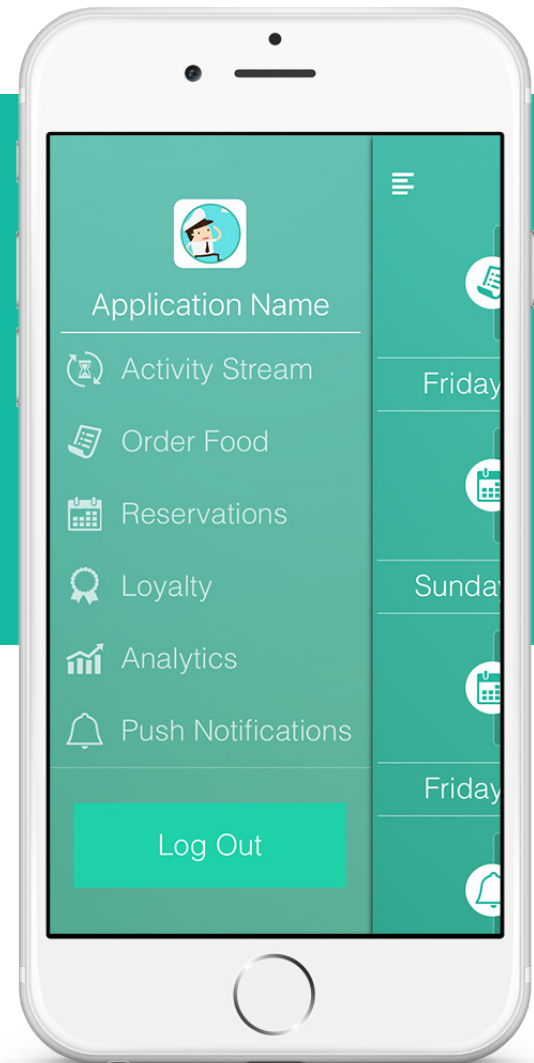
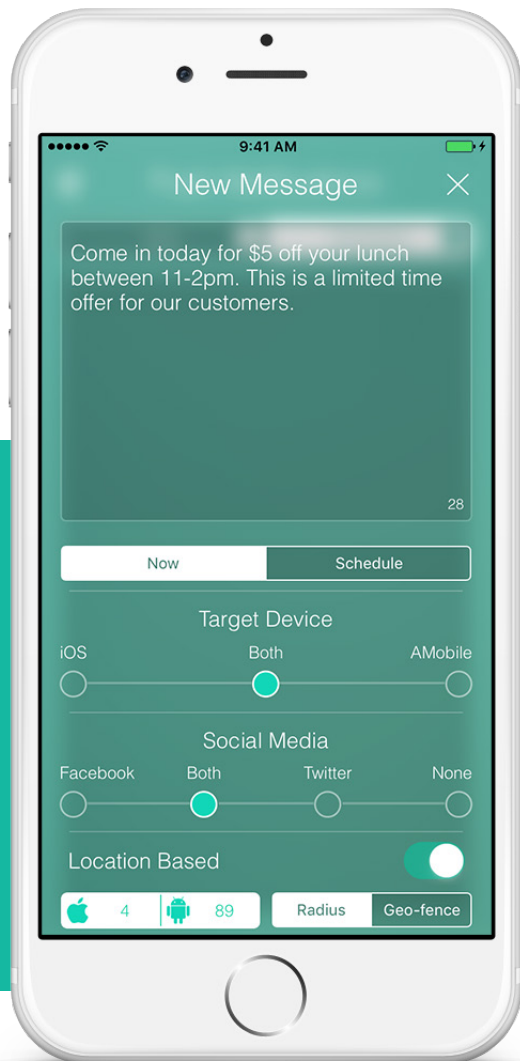


Download the Skipper app! Manage your business app on the go to send out push notifications, view users downloads and check the app activity stream. Now your app entire back office is in your pocket.



## Easy Login & Social Media

Once you launch Skipper simply log into your application's account to view all your users' activity. Connect your Twitter and Facebook to your business' application.



## Interact With Users & Enhanced Analytics

Send targeted push notifications to your users, see orders, reservations, and loyalty interactions made. See how many users have downloaded and interact with your business' application.



## Marketing Tools

# Just place these anywhere.



*\* Place these flyers at the tables in your store.*

Every business wants more customers and new customers need enticing reasons to download your app. Now that you have an app, you'll need to promote it on your websites, social media and other 3rd party advertisements such as magazine, TV, radio etc. To assist you, we'll provide you with flyers, window clings, banners and or other marketing materials to help you promote your mobile app.

# Partners

## Getting to know one another.



Does your business already have an account with one of these companies? No problem! From email campaigns, social networks, to reservations, integrate all of them into your dedicated mobile app.

# Call for pricing

*Branded Company Design - One-time fee*



## **In-Depth Benefits**

- Analytics can be accessed in the CMS desktop or Skipper Business Manager app
- Beautifully formatted & easy to understand
- Phone and Email Technical Support
- Hosting and Automatic Backup of your Business App
- Dashboard Access – update app content anytime, colors, functions, tabs, etc.
- Send Unlimited Push Notifications
- OS Software System Updates
- Access to new app features as they become available

## **Reports Include**

- App Downloads
- App Downloads by Platform
- View New and Returning Users
- View Redeemed Coupons
- View Reservations
- Interactions With Users
- Activity Stream
- Email Subscribers
- Comments Breakdown
- Demographic Information