

MOBILE APPS

Inform. Provide Tools. Communicate Right Now. Mobile apps help you deliver.

Custom Mobile Applications for Associations

Mobile apps are an easy way for members to access links to important information about your Association – news, tools and information to help them be more productive on the go.

While email remains the preferred method of communication, it is critical to find new ways to reach busy, distracted members.

Apps for iPhone and Android phones make it easier for your members to access information with a single tap on their smart phone.

What are the goals for your mobile app?

- Expand your communications – Make critical association information easily available to members with a click?
- Improve productivity – Give your members a new tool to link them with your association's news?
- Other business objective – How will this app allow you to connect with a new segment of your membership?

Once you are clear on your goals, these ideas will get you thinking about the most important information to include in your app:

- Events
- News Feed
- Link to RAMCO or other member database
- Website & Social Media (Twitter, Facebook)
- Contacts & Support Numbers (with location and map)



“Technology that strengthens the association’s capacity to add value to current programs, services, and delivery mechanisms should be fully addressed. The technology plan should investigate opportunities to add value that were not previously possible.”

Race to Relevance, Harrison Coerver & Mary Byers

Always be within arm’s reach of your member. They are on the go, and their habits and schedules vary. If you give them small bits of information that they can access at any time (rich information on a small screen) you will have the chance to easily connect with them at their convenience.

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marketing

Let’s get started on your mobile app!

melynn@nSightMarketing.com or 913.261.9100

