e directory
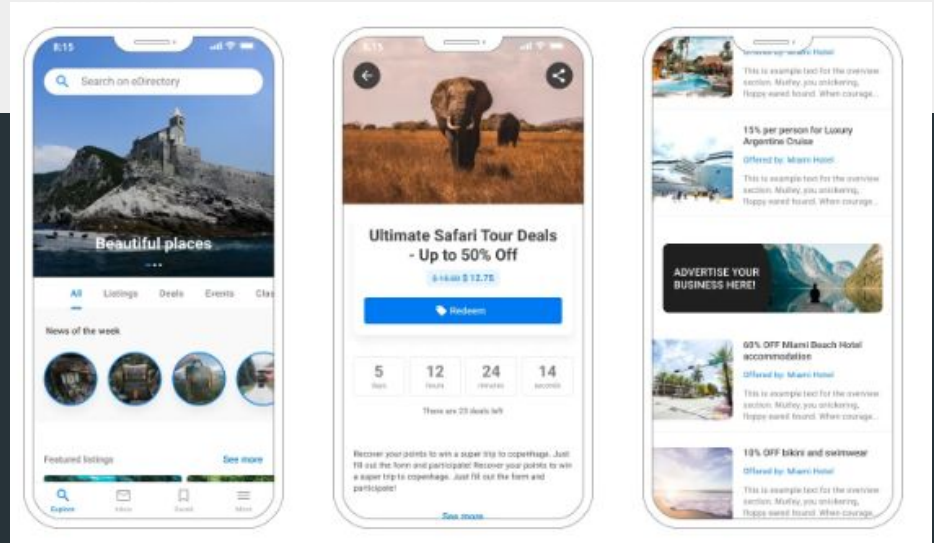
Webinar

JULY 2023

Leveraging the eDirectory Native Mobile Apps

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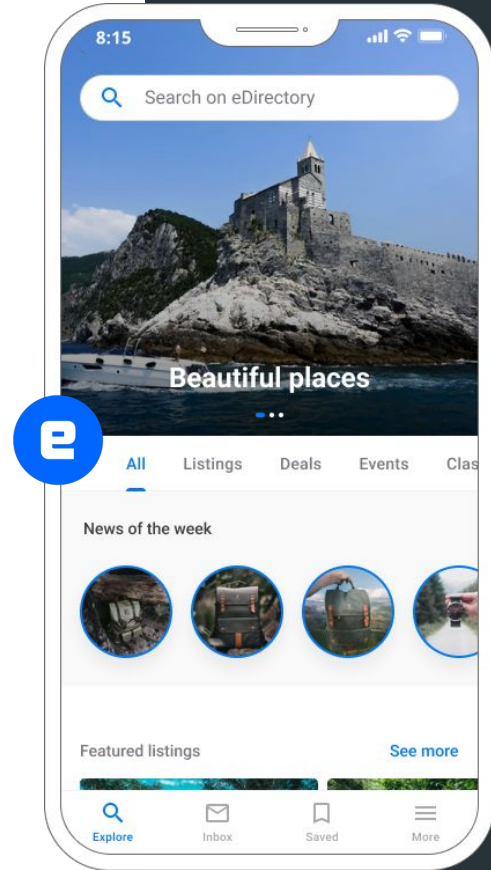
Product Team

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Background on the eDirectory platform

Fits sites any industry or purpose

Highly customizable

Integrated apps

SEO Optimized and Source code available
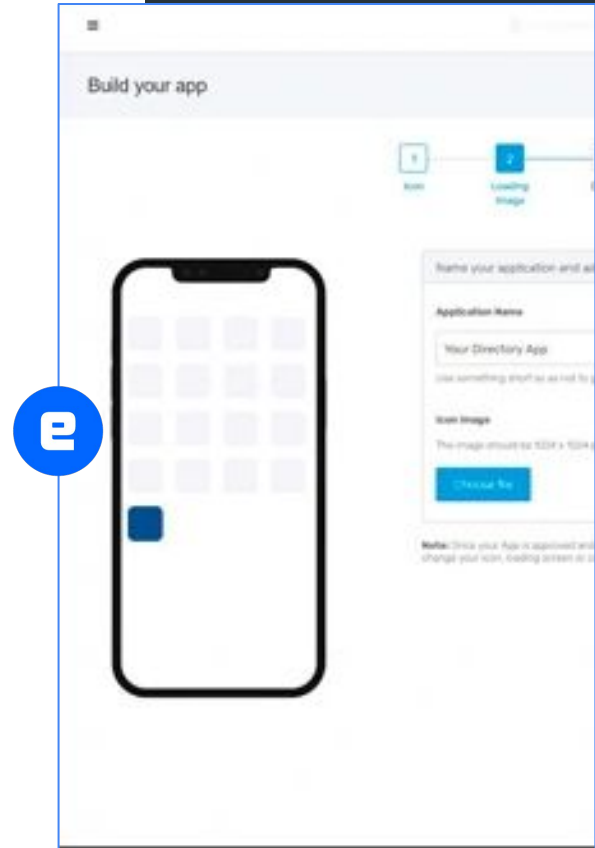
Visit eDirectory.com to Schedule a Private Demo

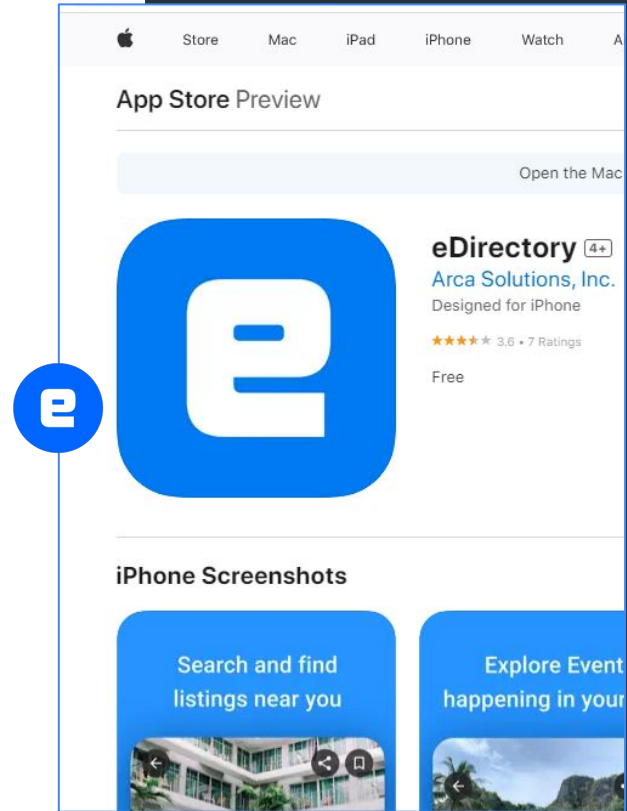# Leveraging the Mobile App Feature

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Integrated App Builder

- Fully Native Apps, with your brand and in your app store account
- Same data and management interface to manage app as web
- Customizable in many ways
- Publish them once and change it's layout on the fly
- Self-Submission or eDirectory Submission Service
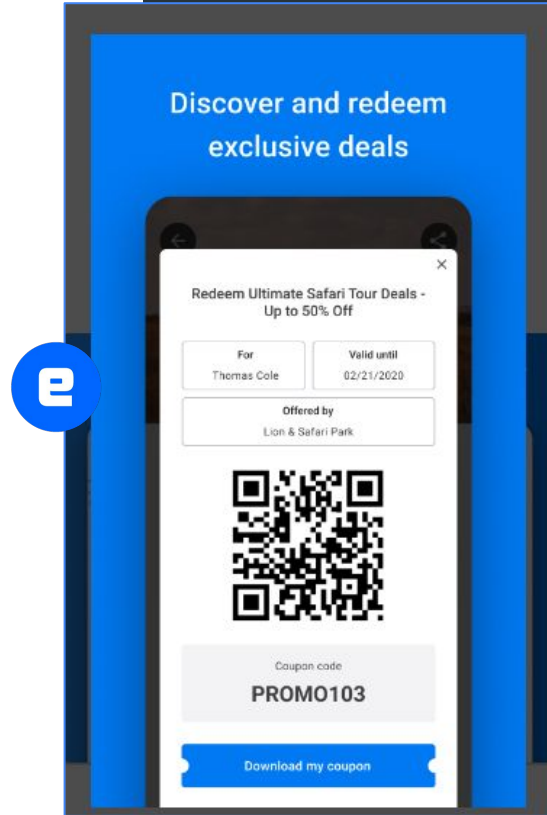
Advantages of Native Apps

- Your Brand on the home screen
- Users don't bounce like the web
- Smooth interface
- GPS based location accuracy
- Notifications
- Additional Monetization opportunities

Challenges with Native Apps

- Getting the app installed on visitors phones

  (Distribution is controlled by 2 not very nice monopolies)

- Keeping users engaged

  Are you ready to focus on the apps?

Monetizing the App

- App Exclusive banner ads
- Dedicated slider
- Custom initial screen
- Push notifications

Demo & Questions

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Next Events

- Tips To Improve Your Home Page
- Keyword Research for Online Directories
- Integrations To Power Up your Site
- AI Prompts For Content and Strategies
- Adsense Alternatives to Monetize Your Site
- Custom Pages For Location + Category

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https://www.edirectory.com/webinars

BRAINSTORMING

- Summary on the App Builder
  - native apps - placed on official stores
  - publish once - update on the fly
  - main features - stories, etc
- Are you ready to have Apps
- Why it gives your project a differential?
- Monetization options
  - exclusive banner ads
  - dedicated slider
  - custom initial screen
  - push notifications
- Engagement strategies
  - curated exclusive deals
  - door sticker with QR Code to download the apps
- What's new
  - show-and-tell