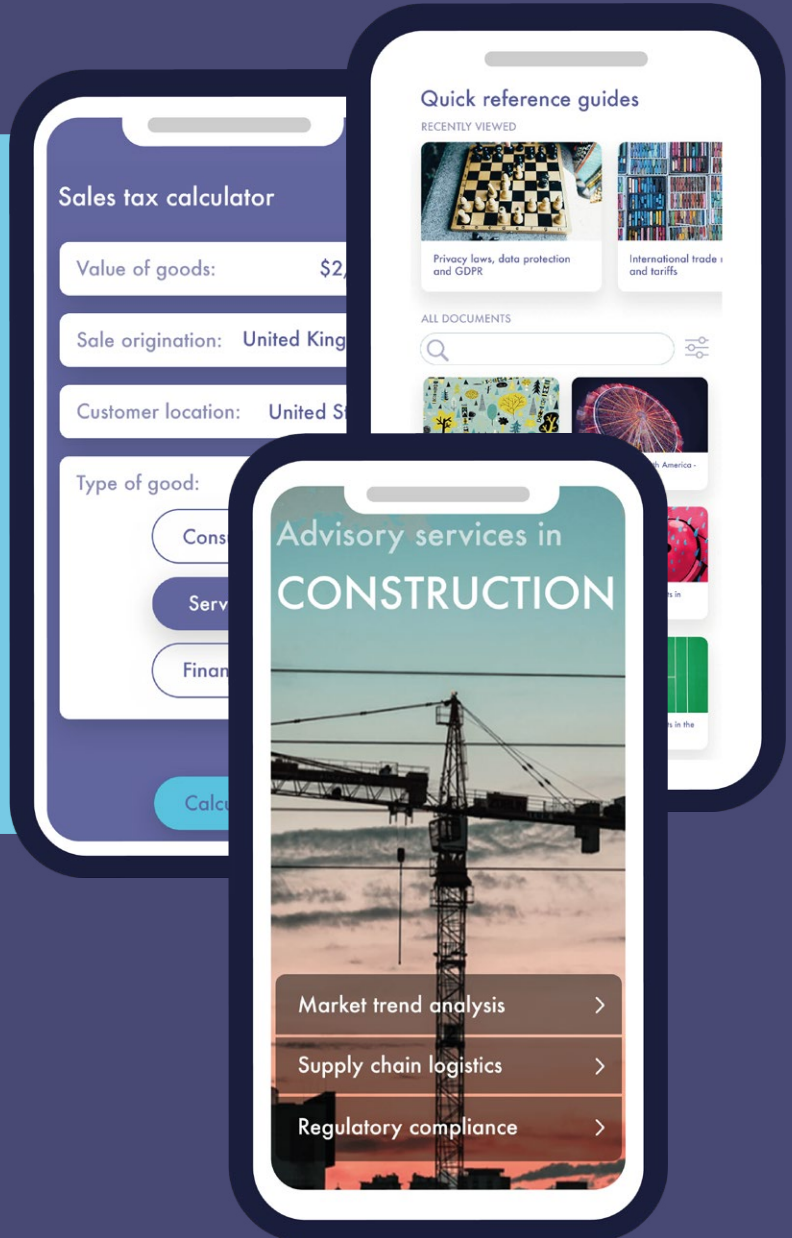# Fliplet

Failing to Generate Leads? Try This Innovative Approach

Failing to Generate Leads?

With customers avoiding direct interaction, preferring to research online and make independent purchase decisions, it might be time to try a new approach. As businesses interact with their customers less, this makes it harder to understand their needs or build successful relationships.

43% of B2B buyers would like to have no interaction with a seller. **[Gartner]**

59% of Consumers say that they prefer to shop via digital channels. **[Forbes]**

43% of B2B brands struggle to connect with customers on an emotional level to engagement. **[B2B Marketing Monitor]**

If your company is looking for a way to cut through saturated digital channels to capture the attention of target audiences, then building an enterprise app using Fliplet could be a new and effective way to increase your lead generation.

Why it is difficult to generate leads with existing marketing channels:

As already mentioned, enterprises struggle to connect with customers. This is because existing marketing channels make it difficult for them to offer a great customer experience. Here are some examples:

Social Media

Pros
- Social media platforms are great for keeping touch with target audiences, 24/7
- Easy to analyze trends
- Half the world's population are active online

Cons
- Marketers have limited control over the customer experience.
- Some social networks don't like linking away from their platform, making it harder to convert.
- Public response to content is not always predictable

Email Marketing

Pros
- Low cost way to reach masses of recipients
- Can personalize content to make customers feel important
- Send recipients directly to your website

Cons
- The potential to be marked as "spam"
- Email can remain unopened and it's easy for recipients to unsubscribe
- Fierce competition
- Need a large database to achieve significate conversion
- Design issues on different devices

Traditional advertising

Pros
- Advertising over channels like TV and radio can be effective
- Better for boosting brand awareness than lead generation

Cons
- Limited Reach
- High cost
- Difficult to track engagement and ROI
- You rely on the customer being in the right place at the right time and choosing to take action.

Apps: The Ultimate Lead Generation Tool

Using no-code or low–code apps is a great way to bridge the growing gap between brands and their customers, and with Fliplet you can build your own branded apps quickly and cheaply. Mobile apps can help support the entire sales and marketing funnel and offer the following lead generation benefits:

1 More Attention

50%

of people claim to spend 5-6 hours per day on their mobile phone [Statista]

This provides a massive opportunity for marketers to attract attention via on-screen notifications. While email marketing opt-in rates average around 5%, push notifications achieve a whopping 60-70%! It's usual to achieve a 3% click through rate from an email, but brands can achieve up to 70% through a mobile notification as users tend to interact instantly.

For this example, let's assume
1 sale = £10,000

Email campaign to **1,000 leads**	Push notification from app to **1,000 users**
20 people potentialy see the content	**700 people** potentially see the content = **£70,000 ROI**

2 You Control the Customer Experience

With Fliplet, you have the ability to change and adapt every element of your mobile app, so that it specifically suits your users' needs, thereby creating an amazing customer experience.

Here's an example of what a Legal Firm's Insurance Company app could contain

Political Law

Insights   Research Guide   Team

Gift Laws   Lobbying   Blue Book

Campaign Finance   Pay-to-Play

3 Understand customer desires and behavior

Data is the key to successful lead generation. By app ownership, you are in control of users' metrics. Track number of views and average time on screen to accurately identify which parts of your app are most popular and which to improve. These insights can be used to inform your wider marketing strategy.

4 Gain customer attention instantly

Push notifications send one-to-one messages to your users' home screen and is a proven method for driving attention and traffic. This means you can reach audiences when they want and where they want with highly curated content. Push notifications can take several different forms:

Geo location based notifications	Informative notifications
Call to action notifications	Alert notifications
Transactional notifications	Feedback notifications

5 Speed up the Consumer journey

Unlike traditional marketing, where you require a potential new customer to move between channels (e.g. from a print advert to company website), a mobile app allows you to interact with customers directly.
You can use your app to communicate with and guide users through their journey and work on building a relationship with each one.

6 Types of Apps that can deliver value

By dragging and dropping various Fliplet content blocks into your app, you will be able to create a wealth of information for your customers. Here we look at some of these content block types and what benefits they can bring:

Guides

- ✓ Increase brand value
- ✓ Share expertise
- ✓ Be a trusted source of knowledge
- ✓ Share legislation and regulations
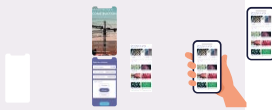
Latest news

- ✓ Raise brand awareness
- ✓ Increase engagement
- ✓ Position yourself as an authority in your industry
- ✓ Connect to 3rd party news apps to stay up-to-date

Everyday tools

- ✓ Capture contact details and build customer profiles
- ✓ Help customers complete everyday tasks with items like cost calculators
- ✓ Encourage customers to use your app more often
- ✓ Offer options to upgrade to receive additional tools/services
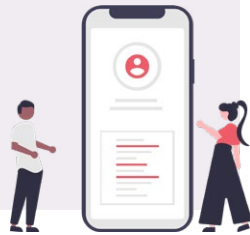
Events

- ✓ Increase engagement
- ✓ Nurture communities
- ✓ Improve attendee experiences
- ✓ Raise awareness of forthcoming events
- ✓ Easy event registration from within the app
- ✓ Attendees can interact with speakers or other attendees
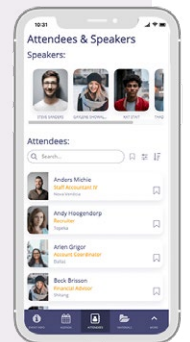
Product Catalog

- ✓ Showcase your entire range
- ✓ Allow consumers to compare products
- ✓ Aid purchase decisions
- ✓ Help funnel leads to the right place
- ✓ Offer direct contact to sales people

Forum & Support

- ✓ Encourage repeat purchase
- ✓ Nurture your community
- ✓ Provide tips and demos
- ✓ Send renewal reminders and special offers
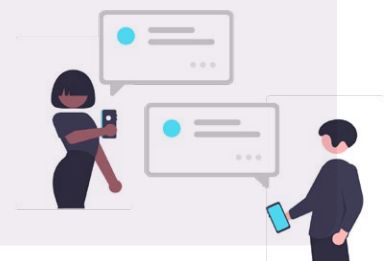
The Key to Success

The pandemic has accelerated people's preference for digital technologies, so make sure you are ready to interact with customers in this way. Don't worry if you haven't got a big budget or staffing resources to create your digital solutions. By using no-code or low code platforms like Fliplet, you can build your own mobile app quickly, cheaply and by yourself!.

No-code platforms allow people with no coding skills to create professional, custom apps for their business. This means no more:

- Hiring expensive developers
- Working with slow, costly agencies
- Relying on busy IT teams

A single, non-technical member of staff can prototype a powerful app in just one day, allowing your company to catch up with the digital revolution.

At Fliplet, we provide a marketing template that comes preloaded with tons of features that marketers find useful. Simply choose the ones you need and delete those you don't. Our intuitive drag-and-drop editor, Fliplet Studio, will then guide you through the process for adding content, optimizing branding and tweaking your app's functionality.

Find Out More Today:

[Book a demo](#) with one of our representatives to see how Fliplet can help you increase your lead generation today.

About Fliplet

Build custom apps the smart way with Fliplet's app software. Our no-code editor enables non-developers to create their own apps, and the open-source architecture makes the platform easily extensible for highly custom features.

Use our existing library of components or create your own. We have a suite of pre-built apps for law firms, and legal department uses. These include client crib sheets for business development, partner and client events, client advice decision trees, client support, training, internal comms, crisis manage- ment, directories and pitches.

There's no need to know how to code, and IT teams can manage and distribute the apps quickly and easily with their existing infrastructure. With full integration capabilities and enterprise-grade security features, we cater to the most security-conscious firms.

Ready for more perspective?

Contact us at hello@fliplet.com or visit our website www.fliplet.com and learn more about how you can transform your remote communication, customer engagement, retention and new business strategy.