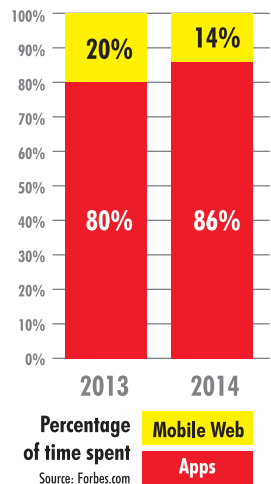


As the UK consumer becomes more mobile

savvy Theatres are noting that nearly

45%

of information accessed
is done so from a
smart phone or tablet



Apps Continue to Dominate the Mobile Web

Distribution of time spent on mobile web and apps in 2013/14. In 2013 80% of time spent on connected mobile devices was spent on mobile apps. In 2014 this increased to 86%, while time spent on mobile web fell to 14%.

Responsive Websites vs. Mobile Apps

It's a confusing time for theatres. With customers spending more time on mobile devices, venues have been scrambling to make sure their sites are mobile-friendly over the past couple years. Should you design a responsive website or a mobile app? Well, the answer is that you should do both - if you can. Many Theatres and Arts centres end up choosing between the two for budgeting reasons. The truth is the telephone doesn't replace the box office just like your website doesn't replace your brochure. The Debate about **Responsive Websites vs. Mobile Apps** will continue, but your message needs to get out there and by whatever means possible.

App benefits:

1 Audience

Mobile Apps are a powerful way for Theatres to build deeper relationships with their customers. The Mobile phone is a very personal possession and the act of placing your logo onto the end users home screen says a lot about customer loyalty.

2 Social media

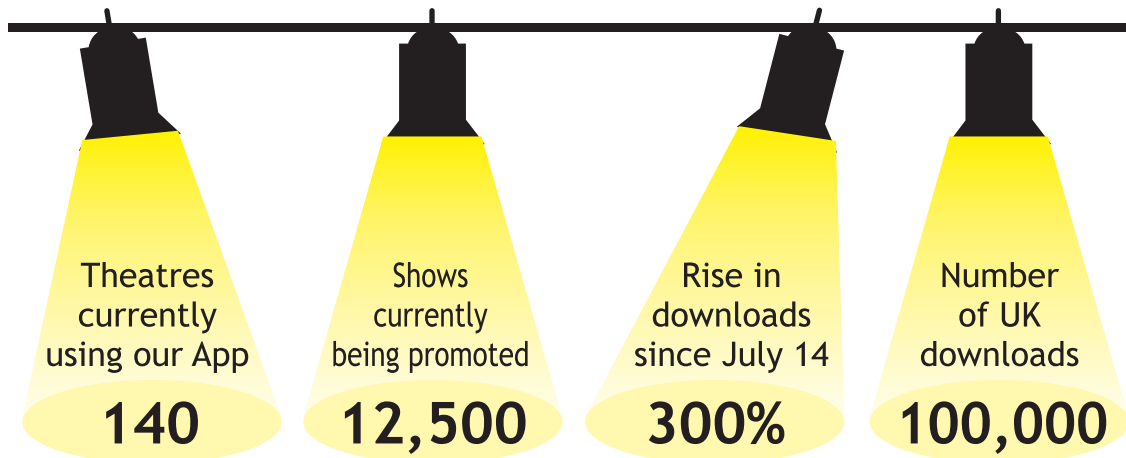
One of the great functions of Apps is the way they can be integrated within all social media platforms on the users device. Let your customers share and ultimately promote your shows and venue.

3 Convenience

One of the biggest benefits of having a mobile app is that all the information you'd like to provide to your customers - including special promotions is right at their fingertips. With push notifications you're getting even closer to a direct interaction, and can easily remind customers about your venue whenever it makes sense.

4 App store

There is no better place to be than promoted by the two of the biggest brands in the world. The App store and Google play spend millions on promoting their services and your venue becomes associated with their brand.



Your-theatre ltd

Your-theatre.com design and develop App services which are provided totally free of charge!

They have been produced to complement the Theatre's current marketing teams efforts to promote shows, encourage mobile/online booking and inform theatre goers of special promotions.

Some of our venues include...



Features

- Totally free service
- What's on guide
- Updatable at anytime
- Direct links to online booking
- Push promotions direct to users
- Seating plans
- Parking / directions
- Social media links



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