

# Is Your Website Still Enough?

## How BiKBBI Supercharged Member Engagement with a Mobile Member App

In Partnership with:



# Learning Objectives

1. Hear directly about the **value & impact of a mobile member app**
2. Understand the benefits of a **member engagement strategy** that incorporates **both mobile + web**
3. Learn how you can **successfully launch a mobile member app** – regardless of your budget or staff size

In Partnership with:



# Welcome: Today's Chair & Speakers



**Jo Stamp**

Director of  
Content &  
Delivery



**Michelle Daniels**

Director of  
Marketing &  
Communications



**Katie Atkinson**

President &  
Co-Founder



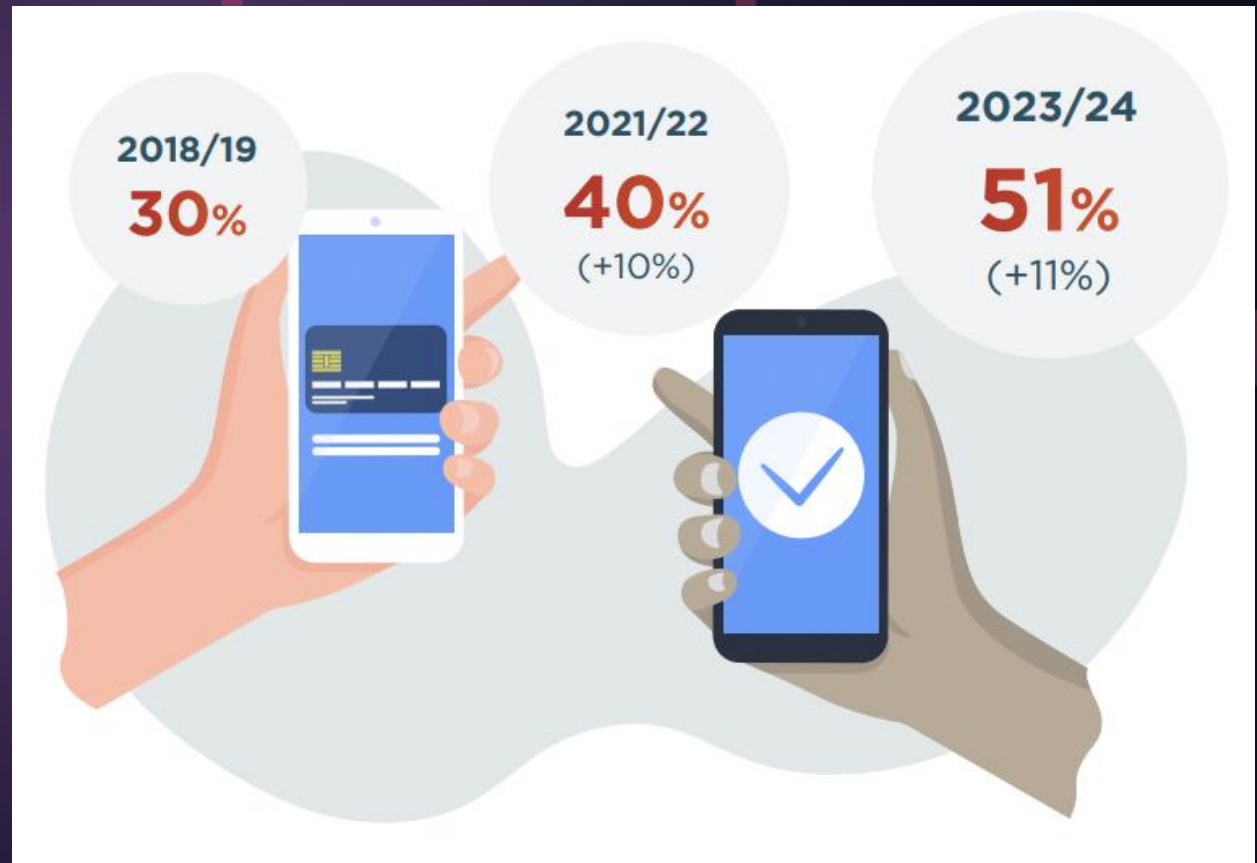
**Billy McLean**

Head of Mobile  
Sales, EMEA



# Setting the Scene

50% of all membership bodies have a mobile app



# About RD Mobile



- ✓ Conference & Event App
- ✓ #1 App for Member Bodies



- ✓ Year-Round Member App
- ✓ Includes Event App



[rdmobile.com](https://rdmobile.com)

# 300+ App Success Stories



[rdmobile.com](http://rdmobile.com)



# Mobile Benchmark Report



## Member Engagement Challenges



62% Communicating value of membership

56% Working with limited resources (staff, budget)

50% Engaging younger/diverse members

45% Reaching members effectively

43% Engaging members outside of events



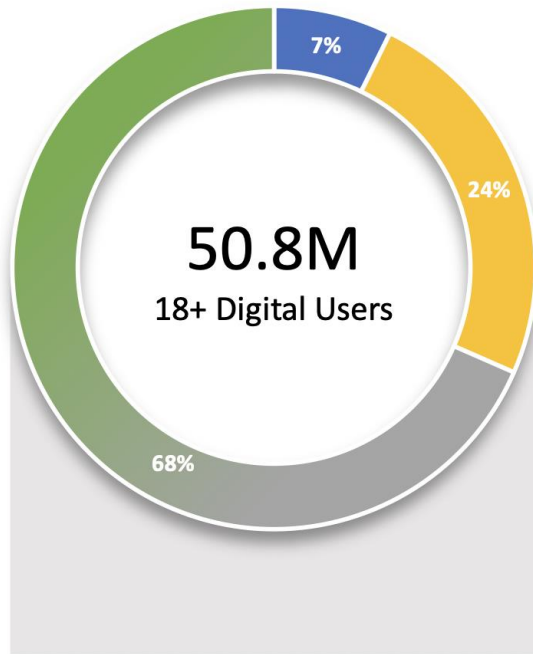
rdmobile.com

# State of Digital UK 2023



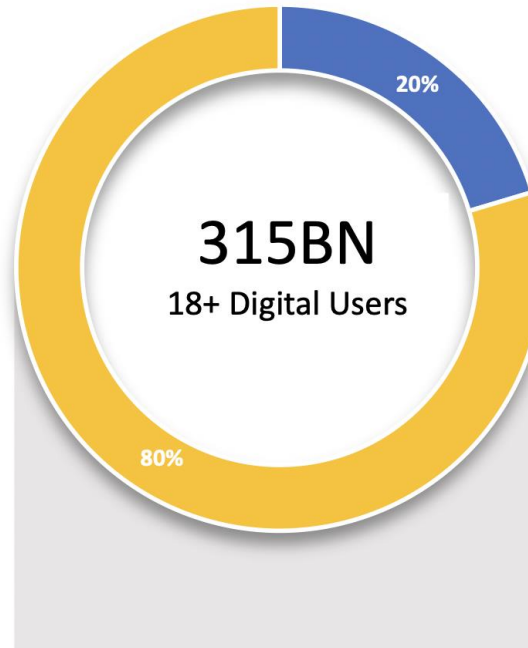
## PLATFORM USAGE

DESKTOP ONLY   MOBILE ONLY   DESKTOP + MOBILE

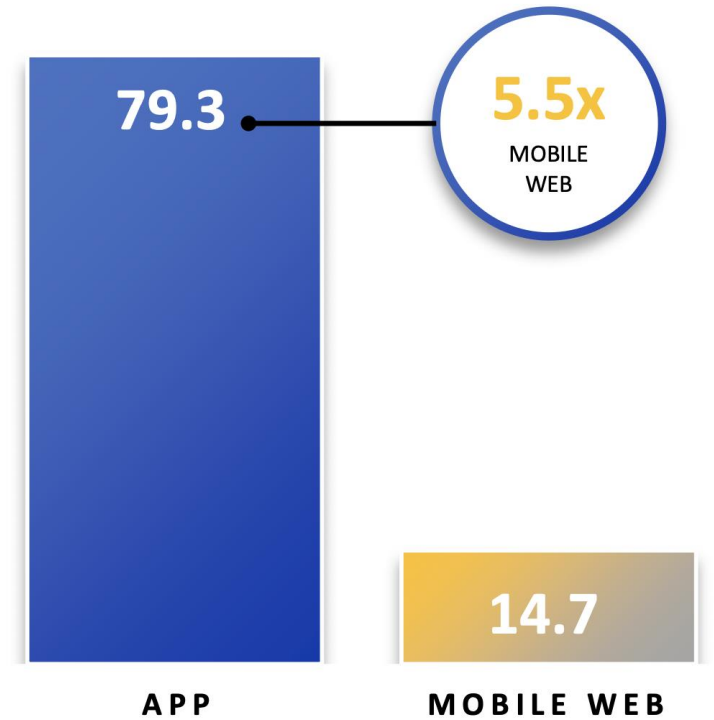


## TIME SPENT (TOTAL MINUTES)

DESKTOP   MOBILE



## MONTHLY HOURS PER VISITOR



[rdmobile.com](https://rdmobile.com)

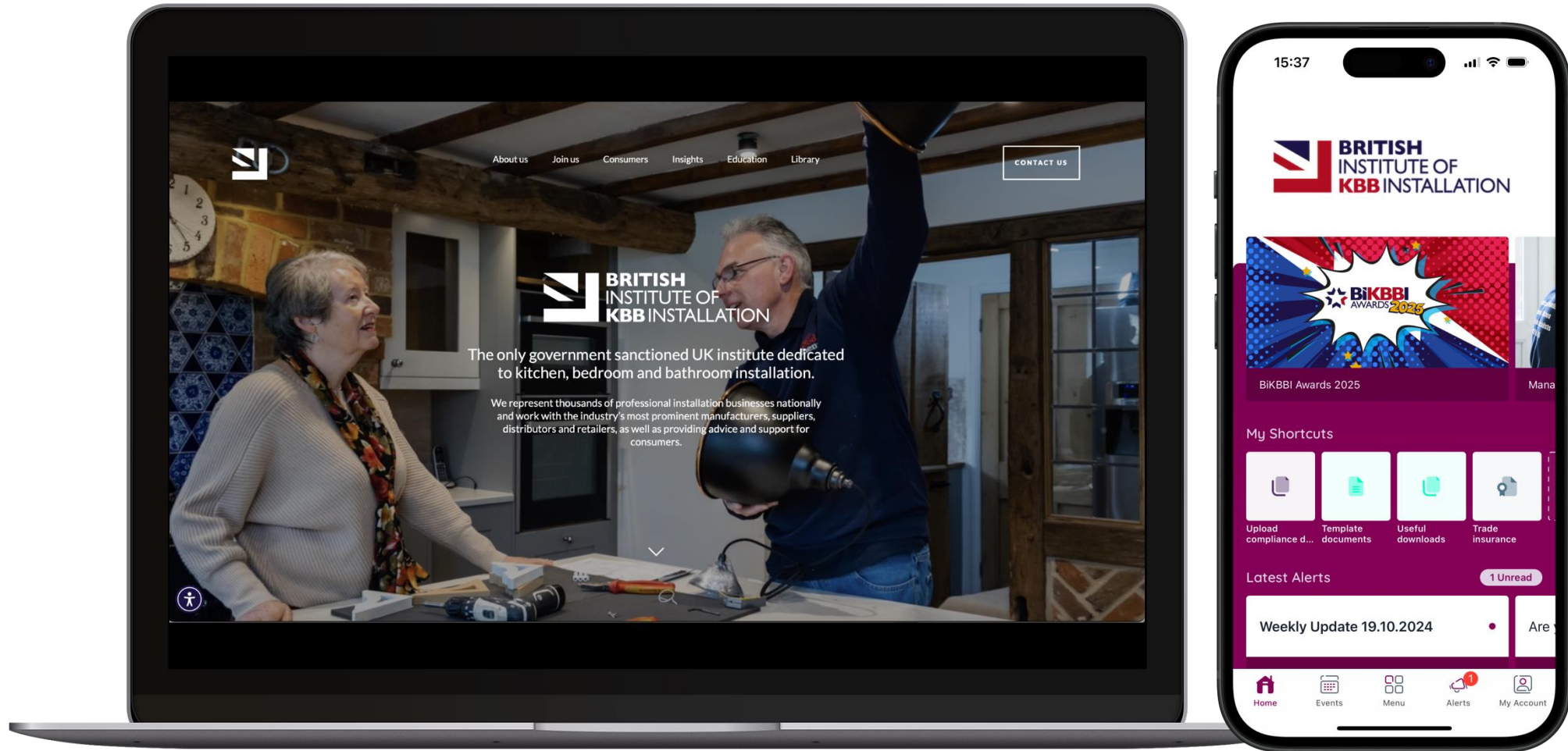




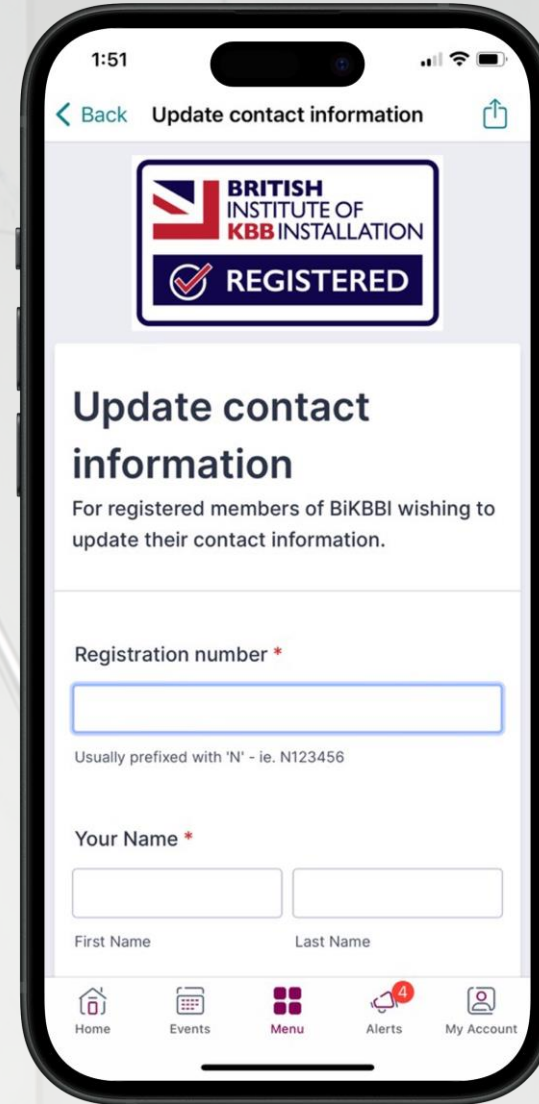
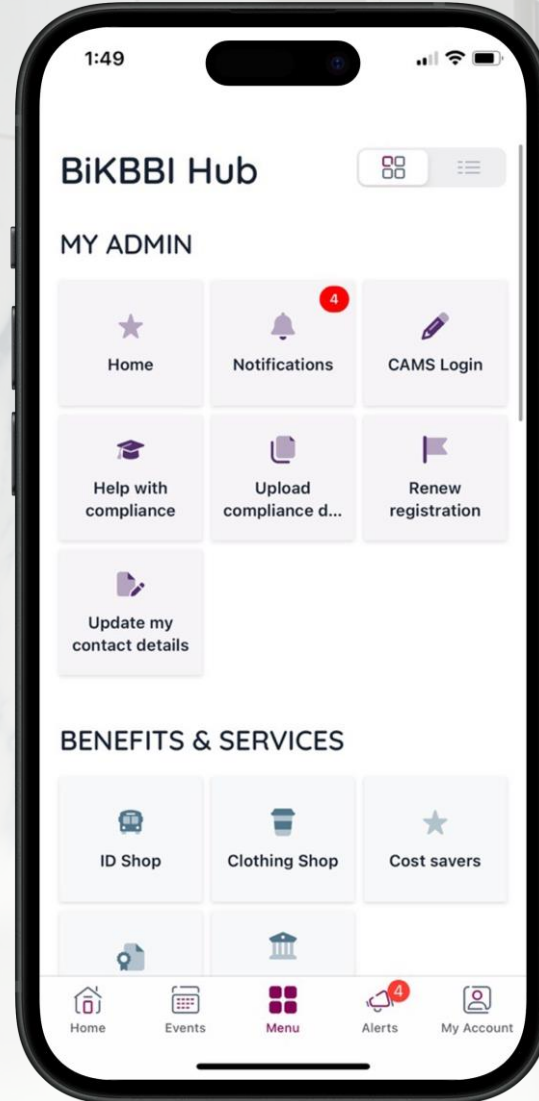
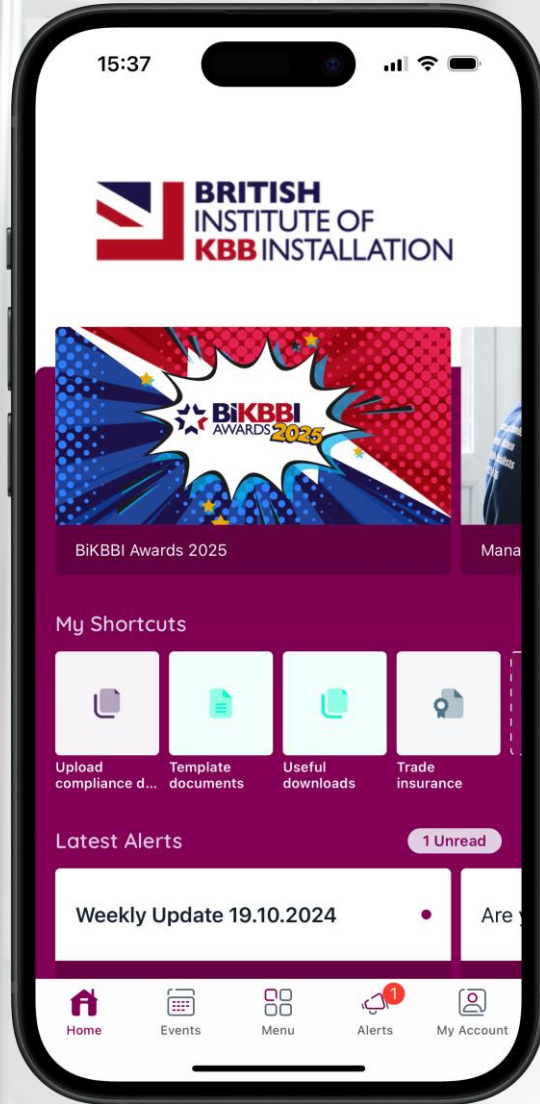
- ✓ Headquartered in Essex, UK
- ✓ 5,000 Registered Businesses  
(members)
- ✓ KBB installation professionals
- ✓ 10 - 12 Staff
- ✓ 5,060 app downloads



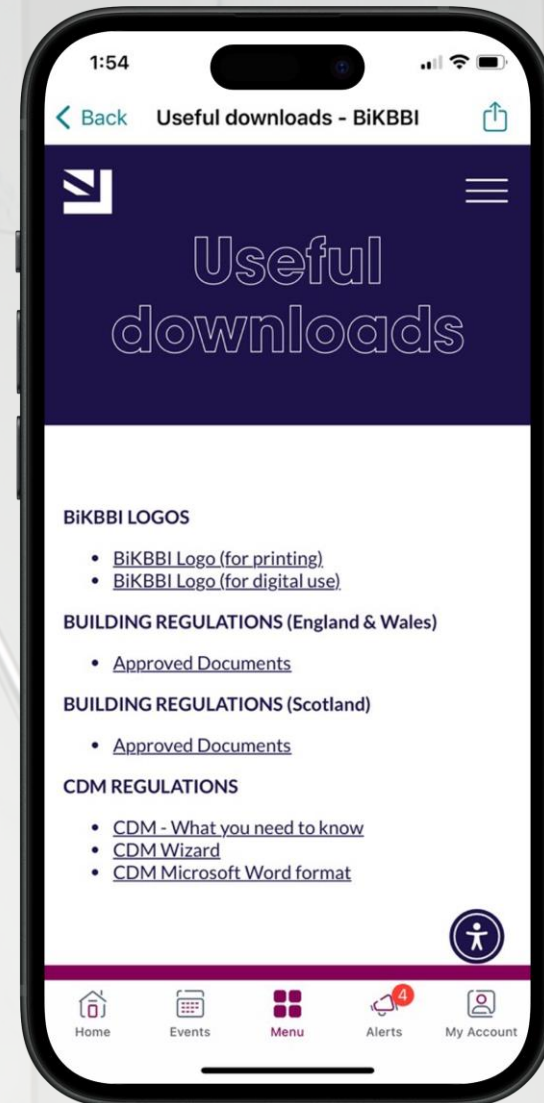
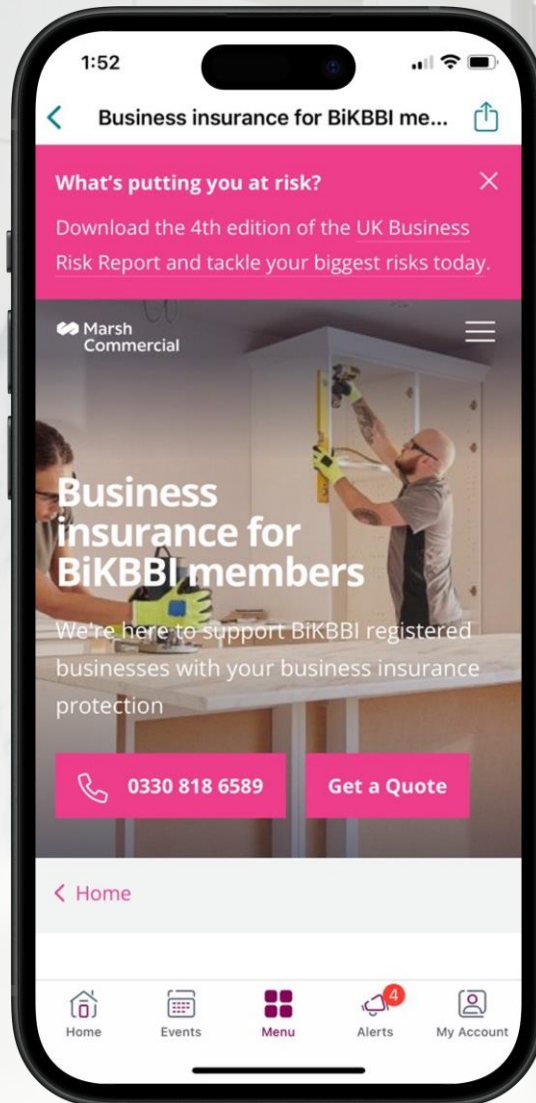
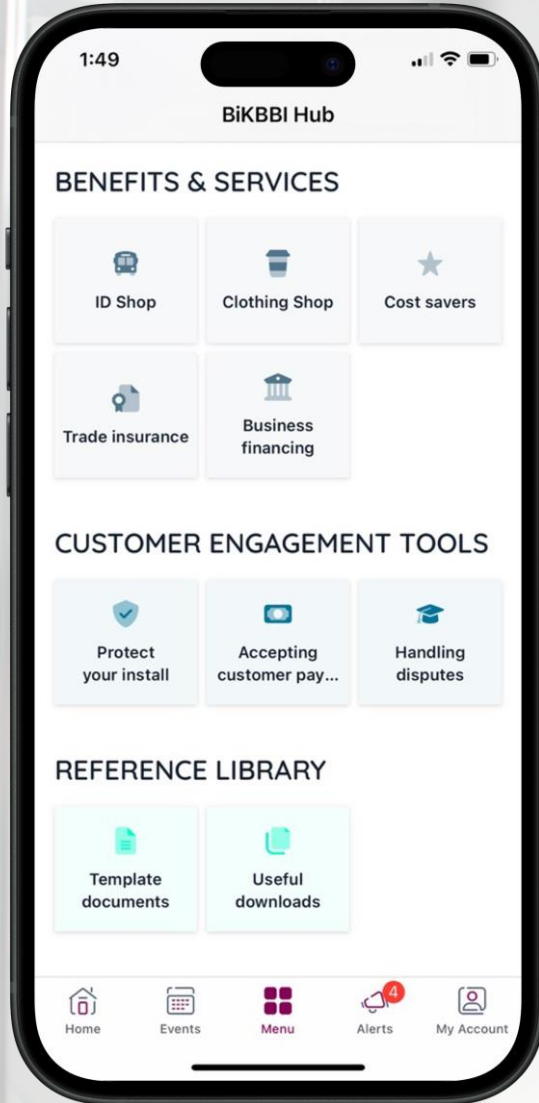
# BiKBBi Website & Mobile App

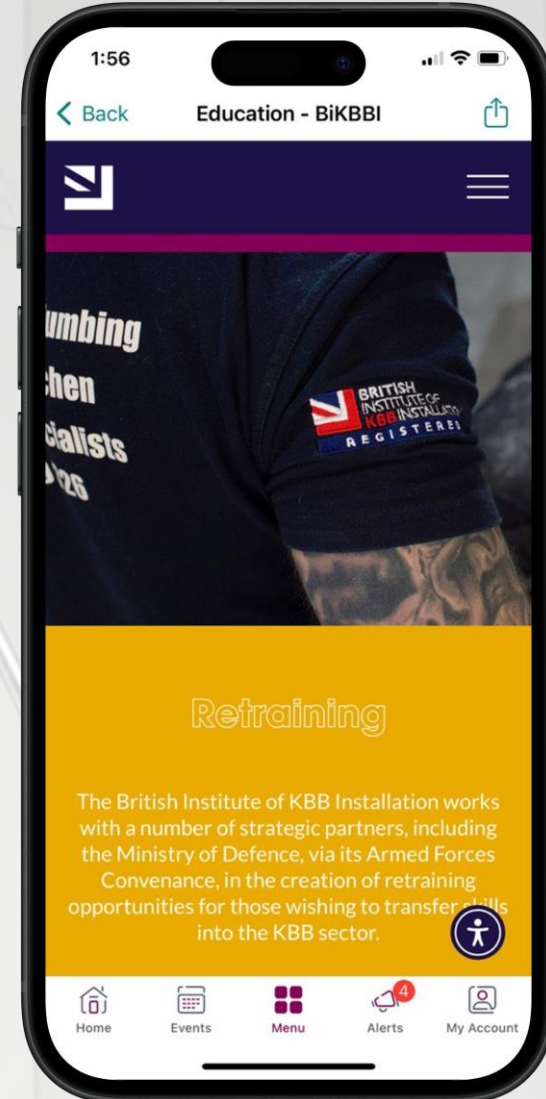
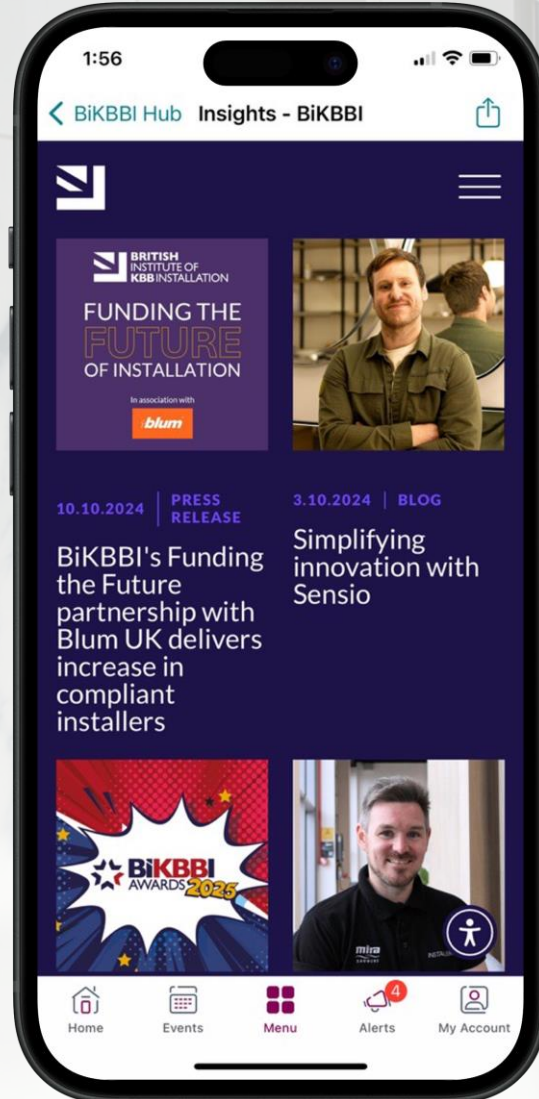
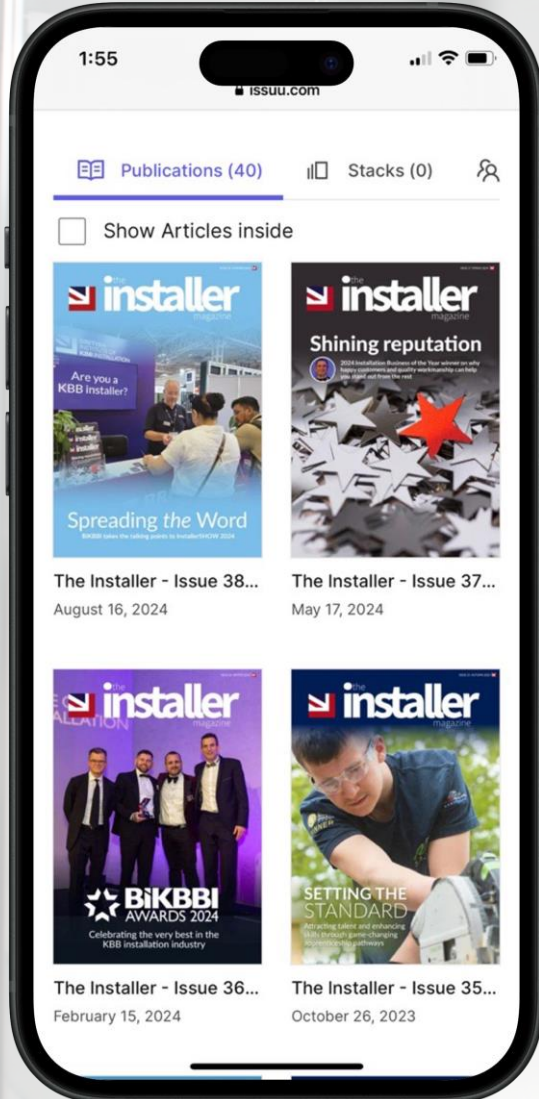


rdmobile.com

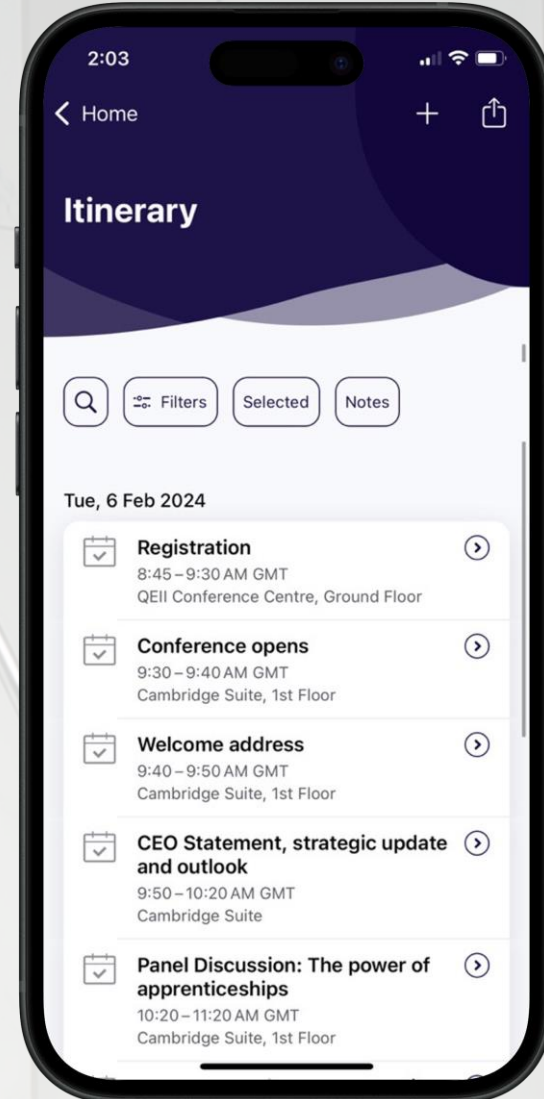
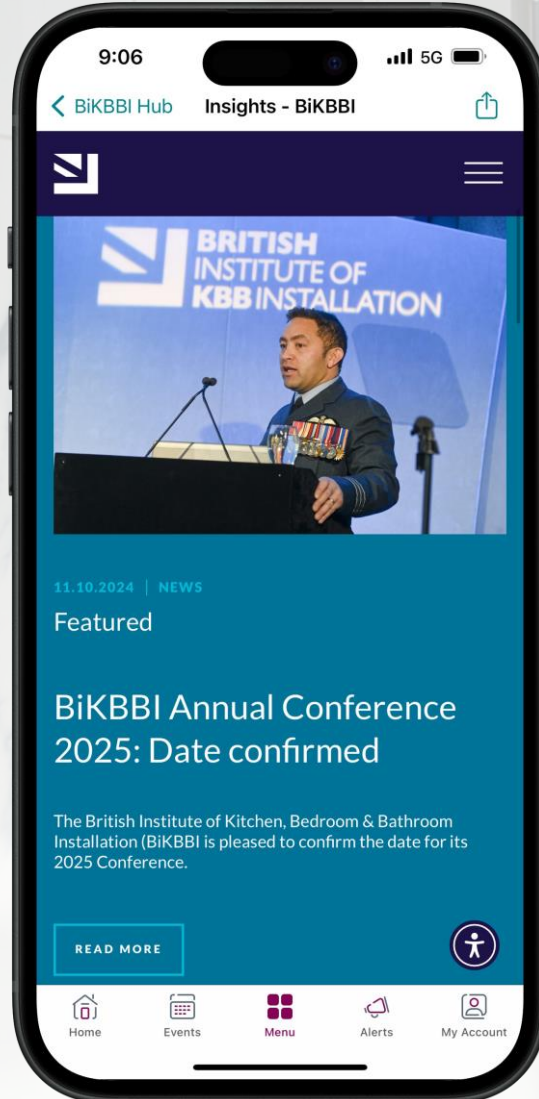
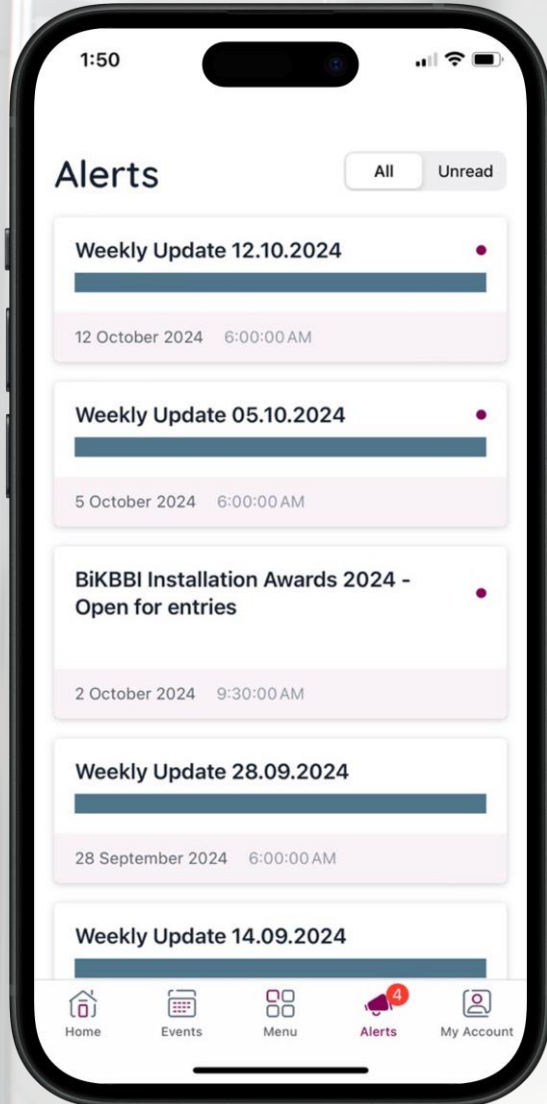














# BiKBBi Mobile App Success



- ✓ App Launched - March 2022
- ✓ 5,060 app downloads
- ✓ 1,200 -1,300 users/month
- ✓ Success despite older user demographic
- ✓ Creative app promotion
- ✓ **Results: member growth, cost savings**



RD Mobile delivered a highly-tailored, cost-effective app – and I couldn't recommend them highly enough.

**Damian Walters**, Chief Executive

# Thank You: Questions & Answers



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