

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



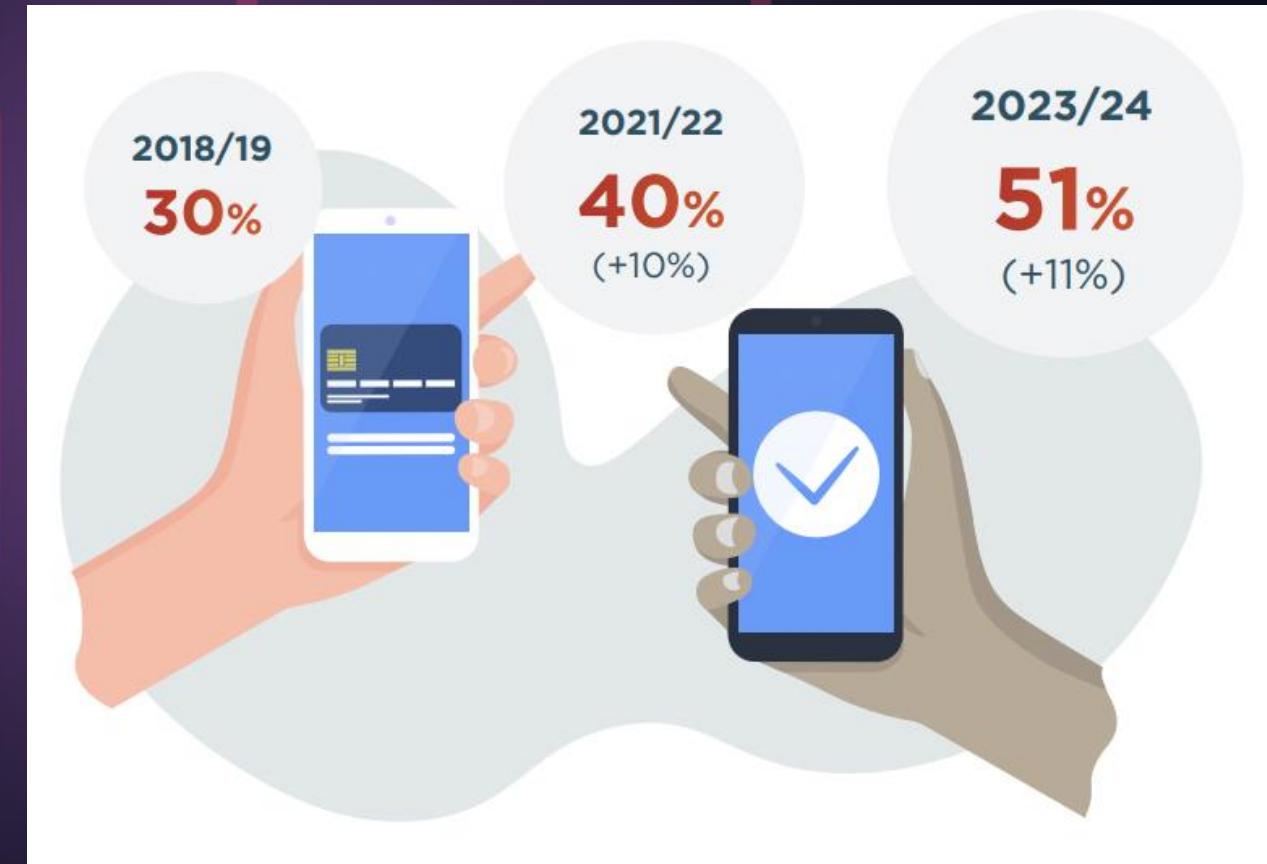
Billy McLean

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

300+ App Success Stories



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



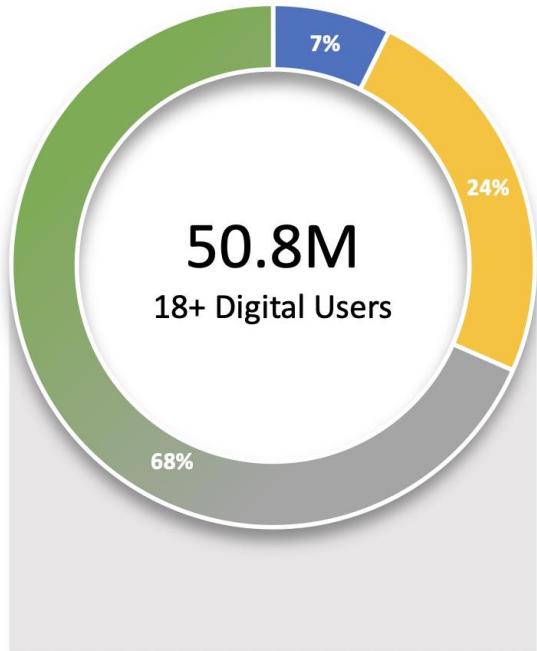
rdmobile.com

State of Digital UK 2023



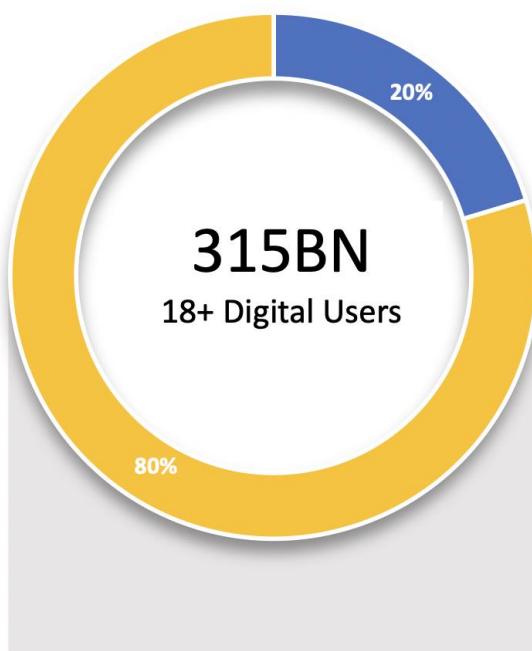
PLATFORM USAGE

DESKTOP ONLY MOBILE ONLY DESKTOP + MOBILE



TIME SPENT (TOTAL MINUTES)

DESKTOP MOBILE



MONTHLY HOURS PER VISITOR

79.3

5.5x
MOBILE
WEB

14.7

APP

MOBILE WEB



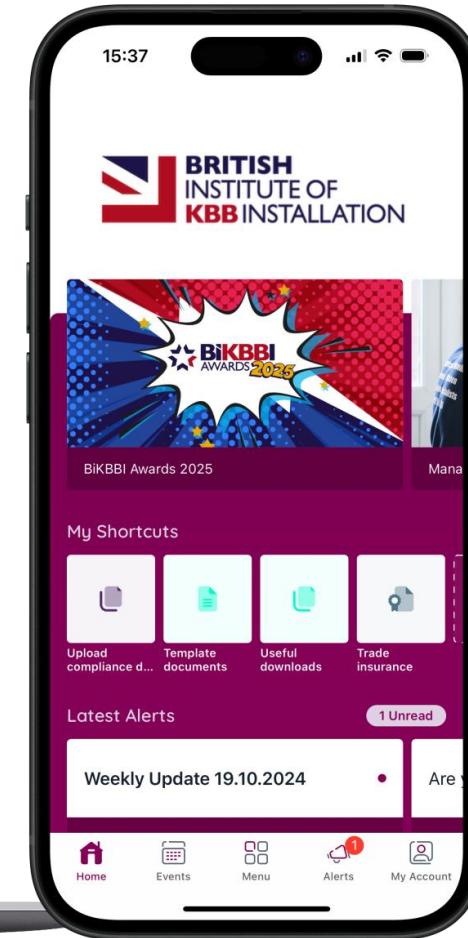
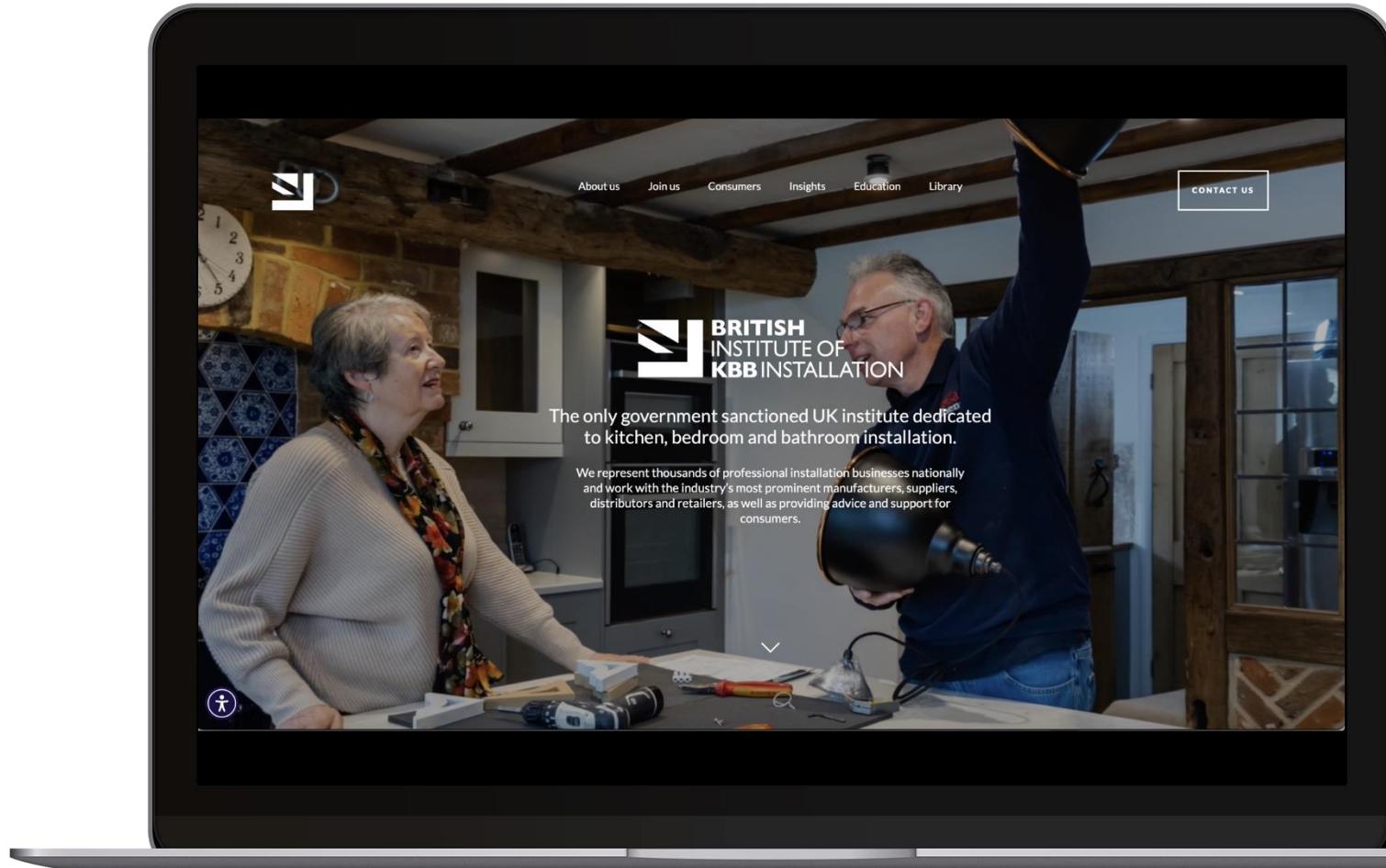
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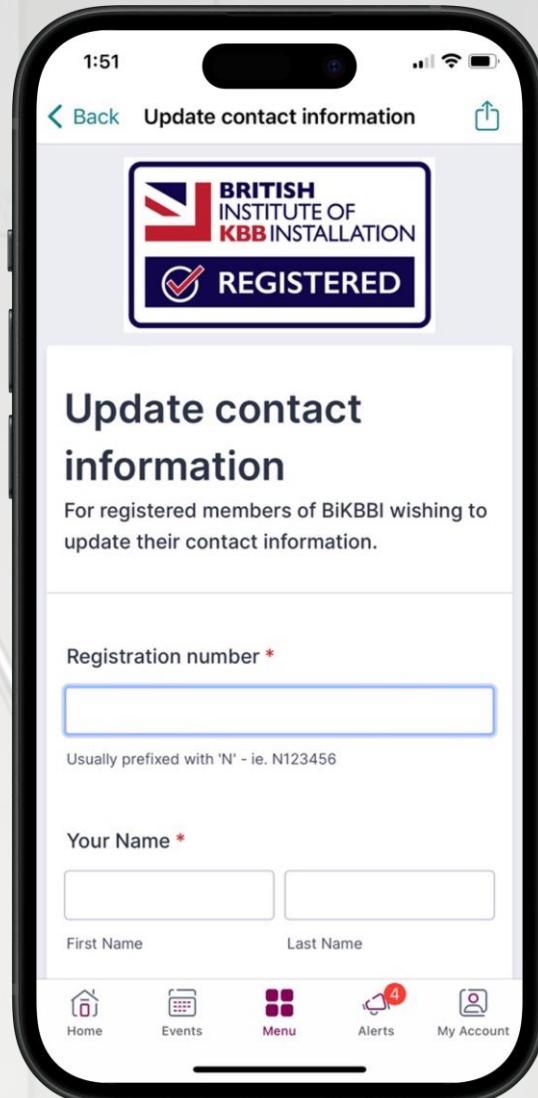
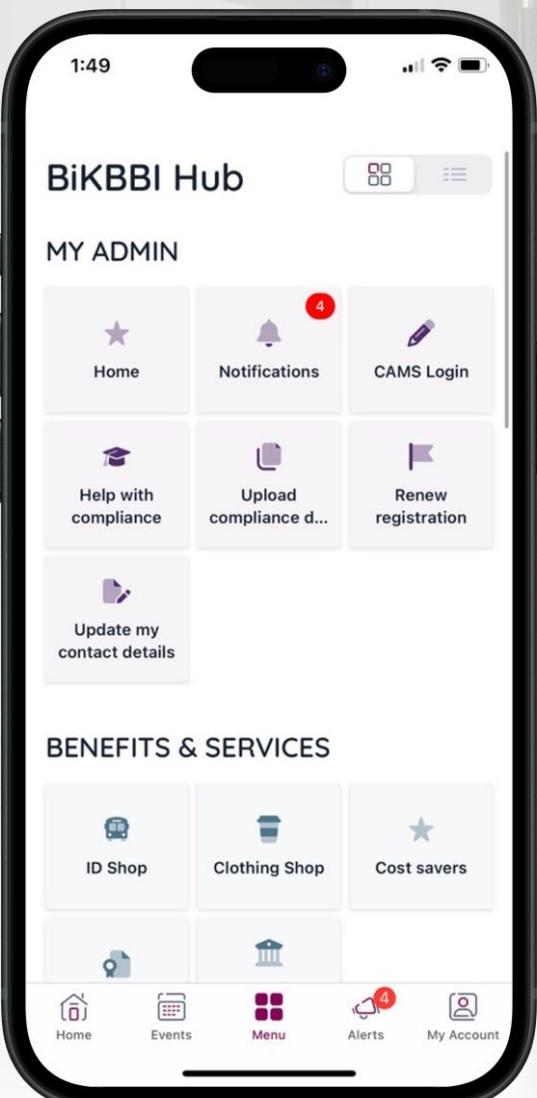
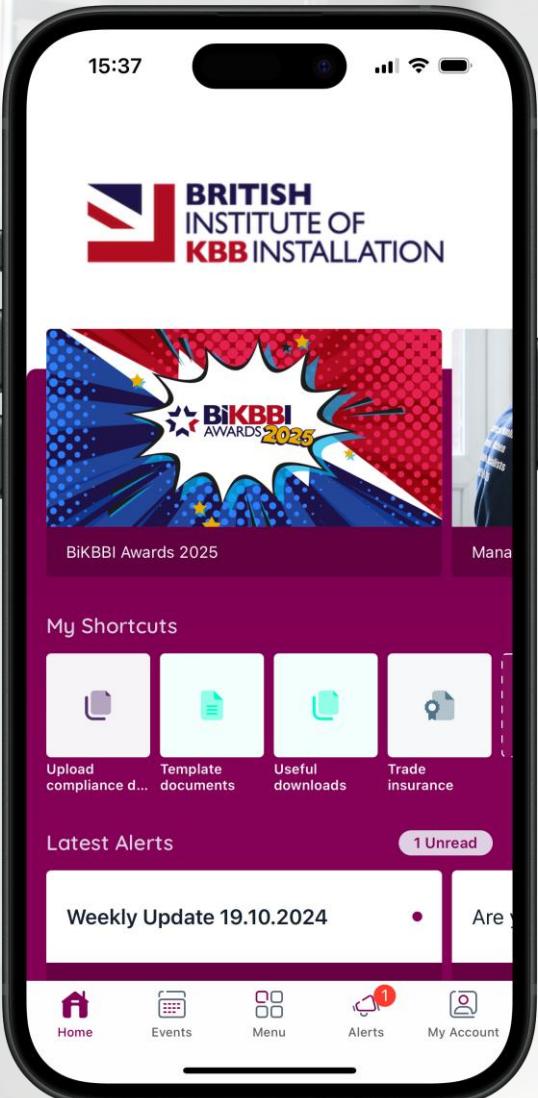


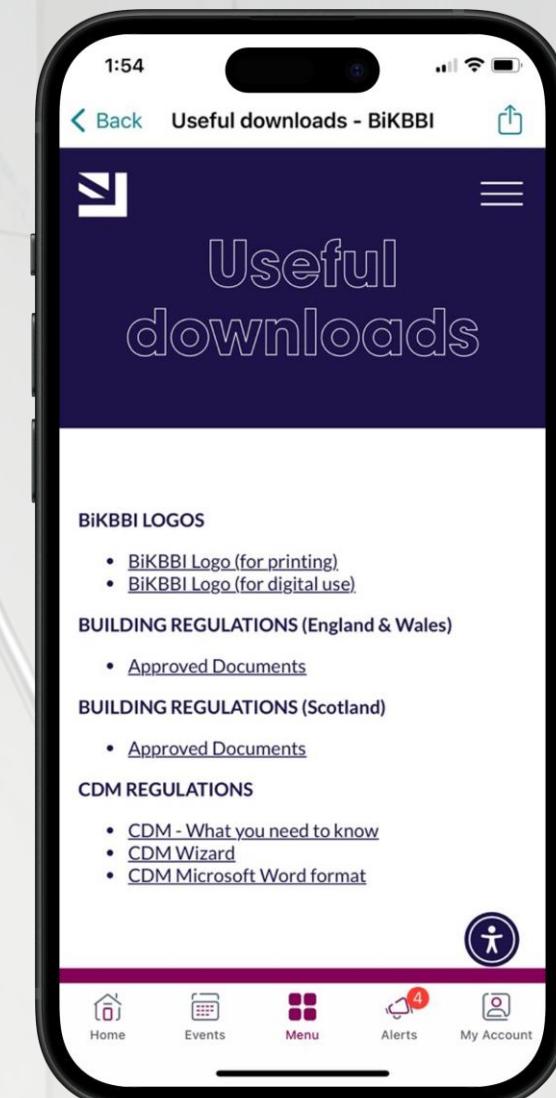
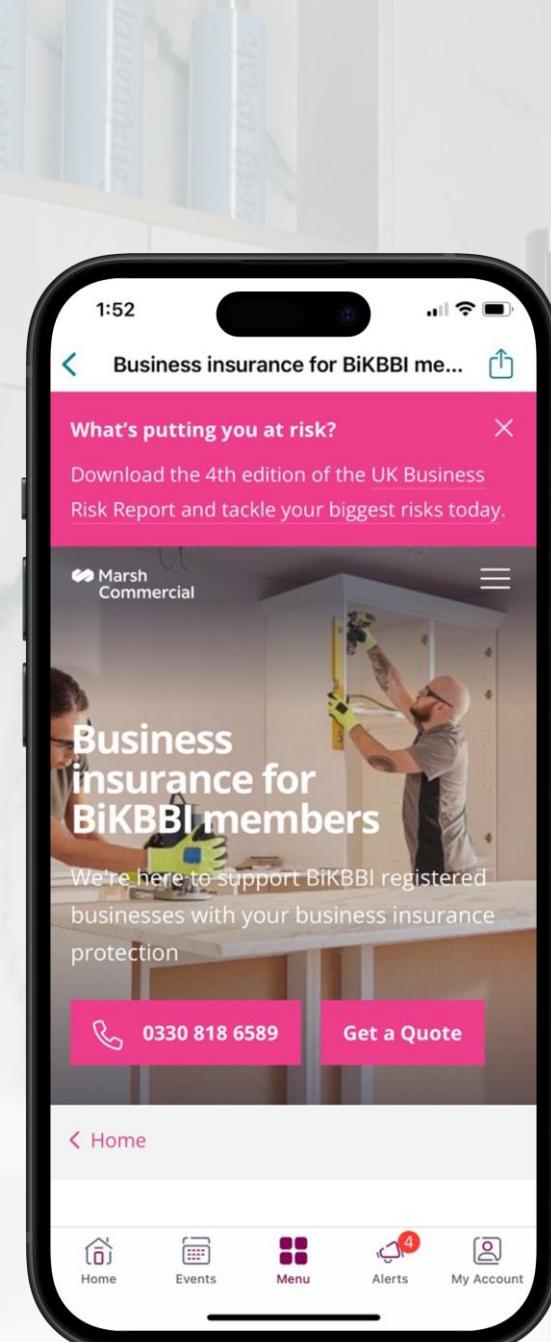
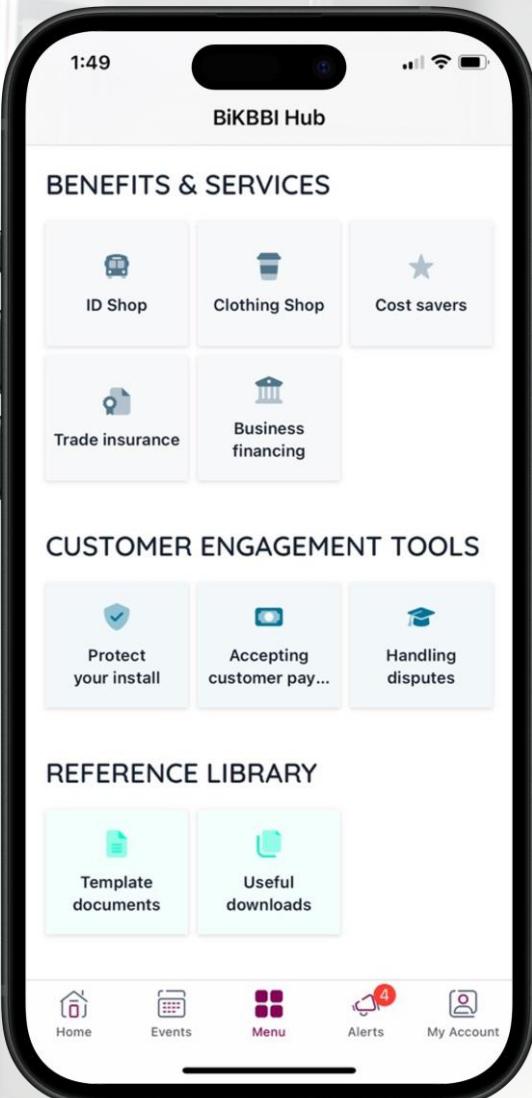
- ✓ Headquartered in Essex, UK
- ✓ 5,000 Registered Businesses (members)
- ✓ KBB installation professionals
- ✓ 10 - 12 Staff
- ✓ 5,060 app downloads

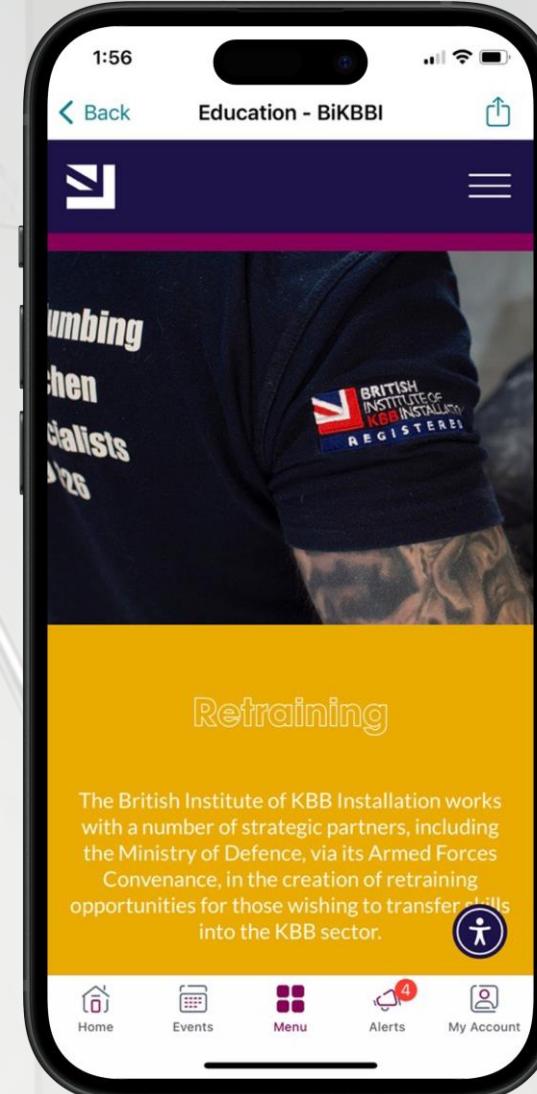
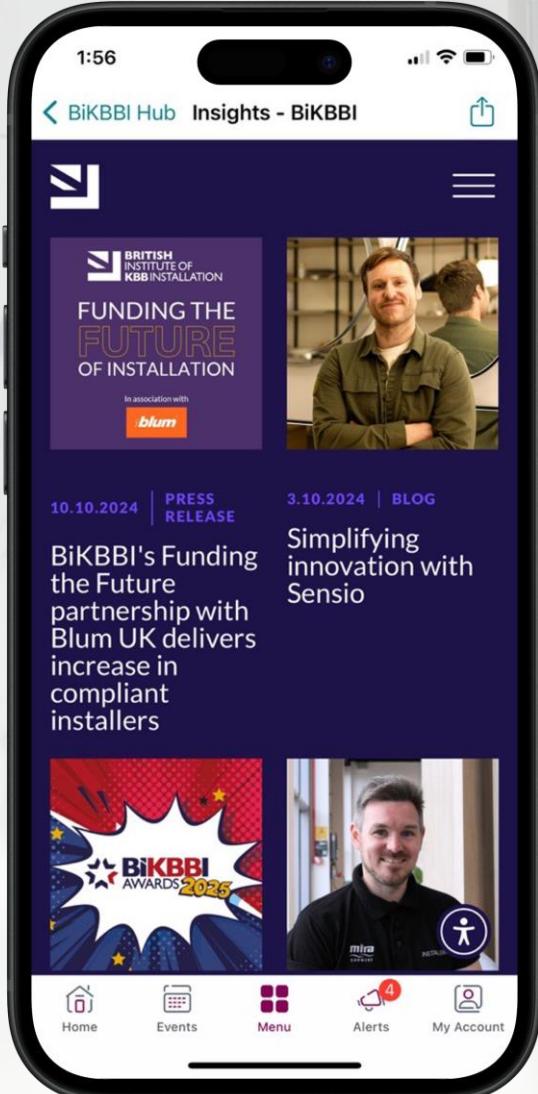


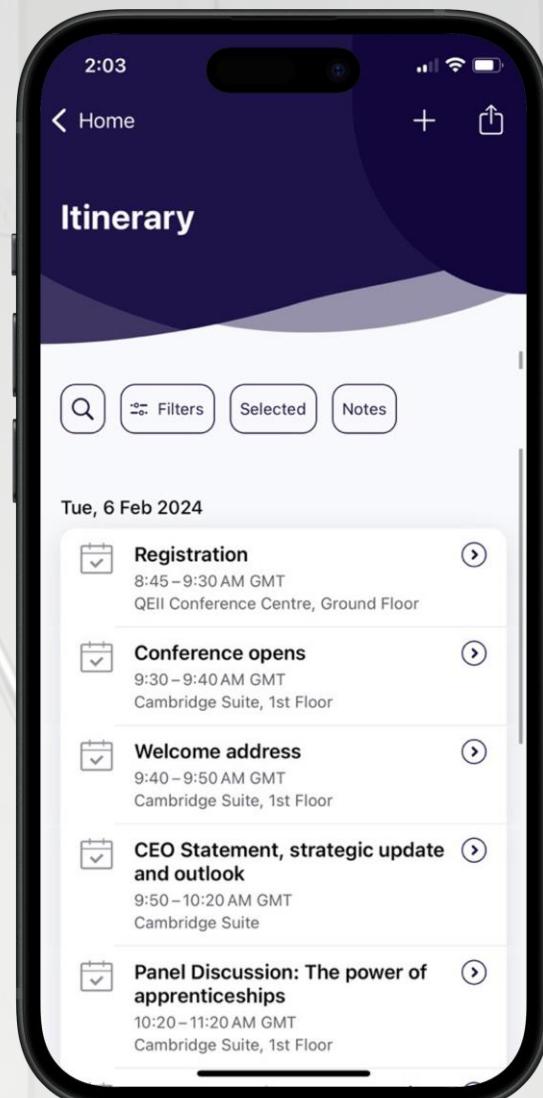
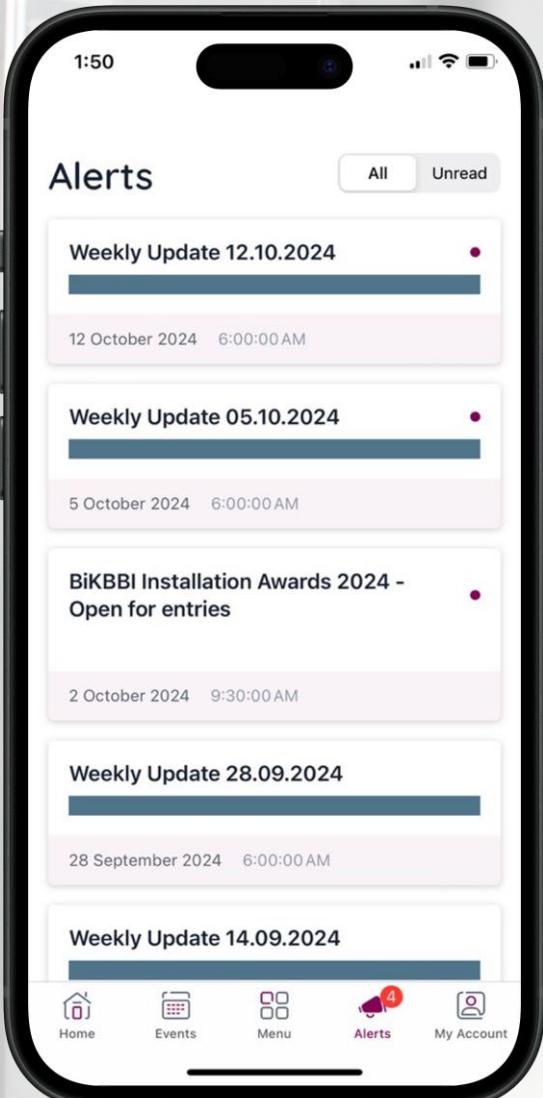
BiKBI Website & Mobile App











BiKBI 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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