



guidebook

What's the Value of a Branded Event App?

The mobile revolution is well underway, and Guidebook is making it easier than ever for businesses and events to establish a mobile presence. With a unique blend of useful features and a super-simple content management system, your information now goes mobile in a matter of minutes.

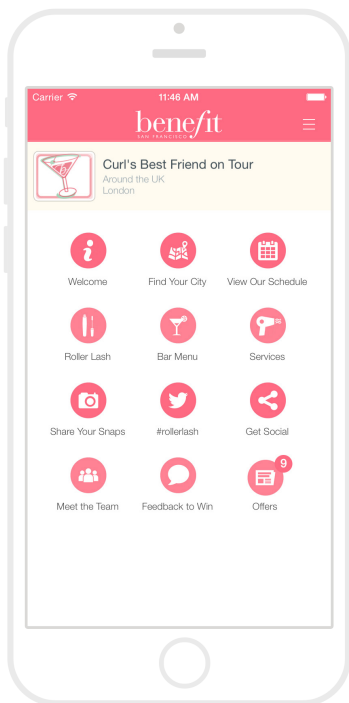
Many folks, however, are getting all the advantages of Guidebook along with the added benefit of their own exclusive app—a branded experience that houses all of their content in one singular place.

Premium vs. Branded

Guidebook's premium plan includes a guide published on the Guidebook app with all the bells and whistles—live polling, push messages, sponsorship opportunities. Beyond that is the option to create your own white label, completely branded app.

This means a standalone app in the app stores with your colors, your logo and the ability to publish multiple

A branding success story



guides—each with its own purpose—into this central location. It’s a one-stop-shop for information solely about your organization, all housed within a space where your users are accustomed to looking for it.

Benefit Cosmetics wanted to tour the UK in order to celebrate the release of a new mascara. They did so by offering a pop-up experience in multiple cities at which their fans could book tables at an exclusive bar, interact with Benefit stylists, and experience the product in person.

In order to help attendees connect with the event, they created a branded app solely for the experience. They wanted their message to be clear, direct, and easy to find.

“We needed to get this out there and tell as many people as possible. An app was a perfect solution.”

Kyra Oates

Benefit, Head of PR and Events

i After the tour’s conclusion, Kyra calculated a **460% return on investment**, with users **logging over 400 hours of incremental brand engagement** through the app.



460% ROI



Brand Engagement

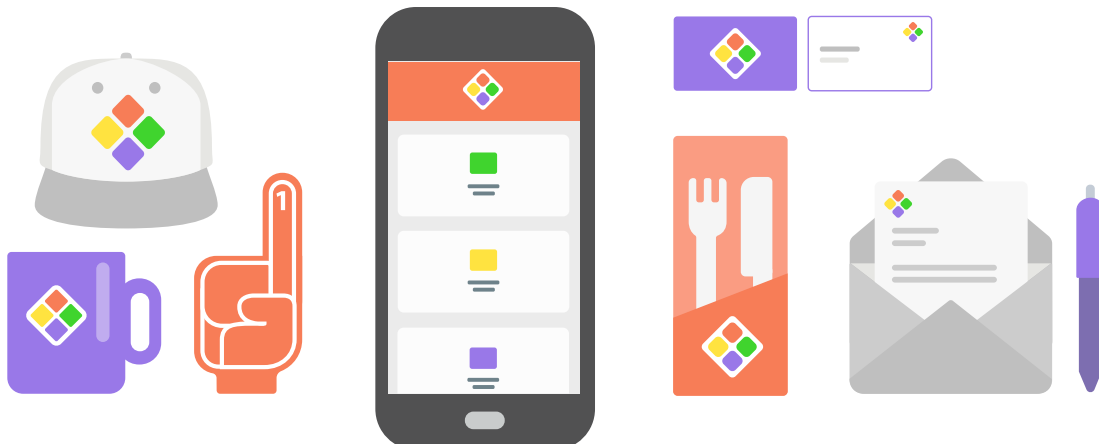
Brand matters

An organization's brand is its calling card. Consistency, clarity, and a strong voice all add to a brand's overall value. Branding often manifests itself in visual materials, and becomes even more important when engaging with an audience face-to-face.

Alex Kelsey is the Brand Marketing Strategist at greenvelope.com, a company that creates custom digital invites for live events. When asked about branding at events he said,

*"It's important to create consistent branding from the beginning of the event till the end. **It's key that your branding be integrated** into the promotions, social media outreach, invitations, the day of event, and follow-up. By making the branding a core piece of the full experience, you gain familiarity, with which comes trust and credibility."*

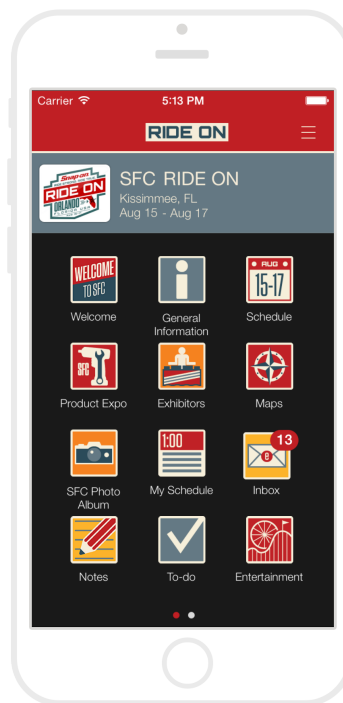
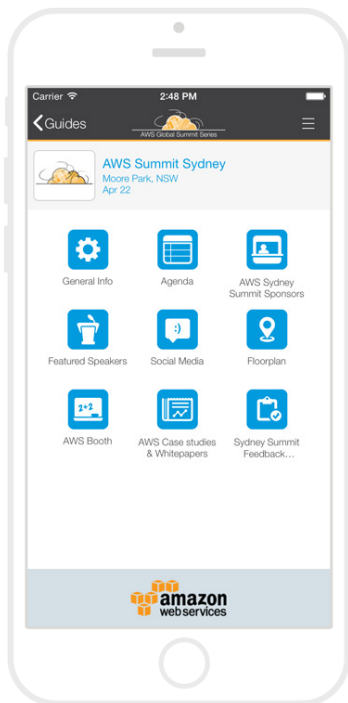
Alex Kelsey



What it means for mobile

Considering attendees interact with your app for practically every aspect of your event, it has become essential for communication. Much like any other communication channel, you'll want it to wholly reflect your brand and messaging.

When attendees come to trust your app as the go-to spot for direct information, you'll know you have created an indispensable engagement tool.





Get in touch

We'd love to talk with you about how your organization can start building brand equity with your own mobile event app.

Call (650) 319-7233 or email sales@guidebook.com to get started!