

Phorest

Branded App

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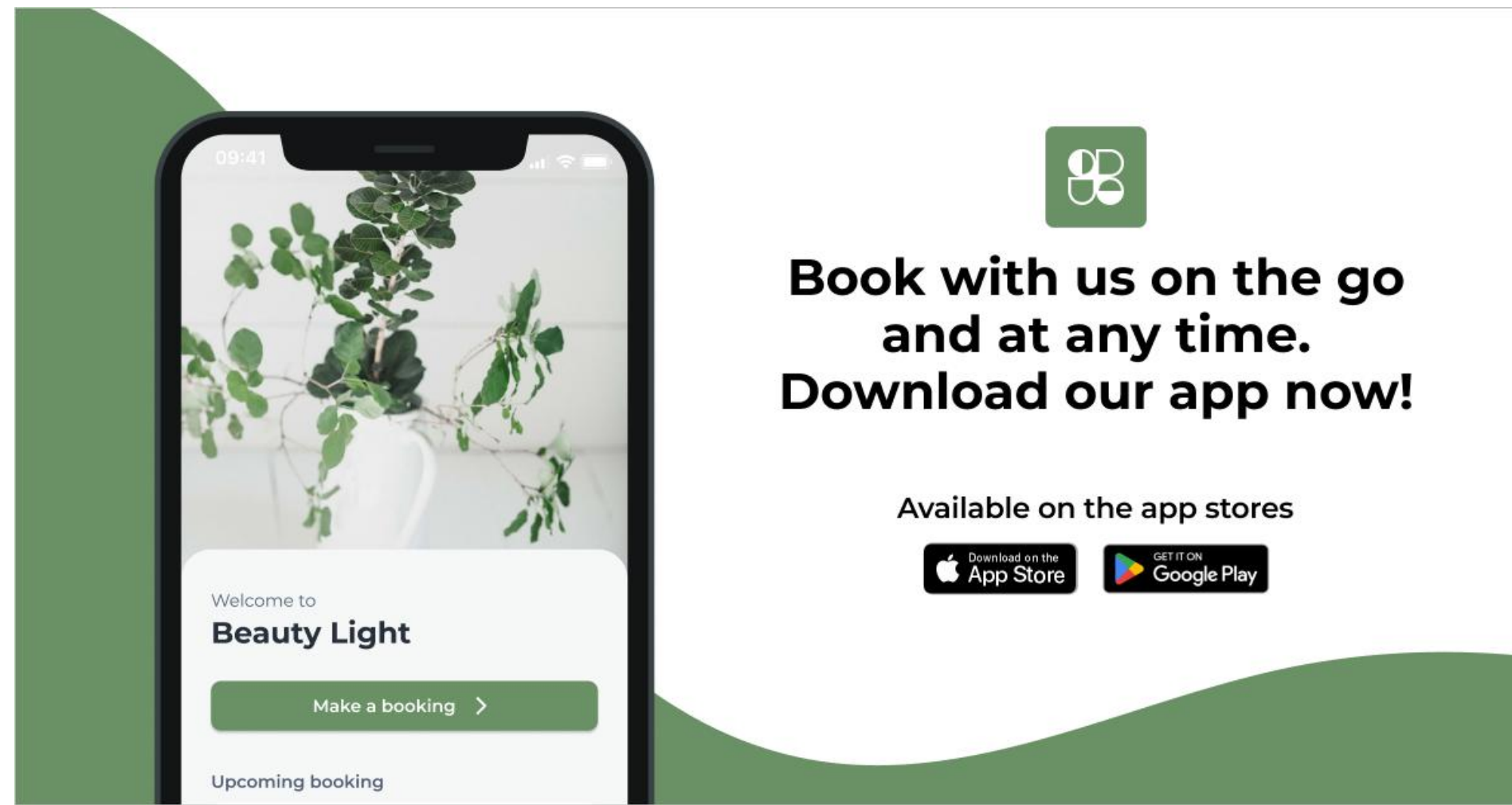
[6. How do I promote my app](#)

What is the branded app ?

Gives clients access to all of your online booking features,

plus

- A Digital Treatcard
- Redeem treatcard points for services (app exclusive)
 - Refer a friend programme



How do I get my app?



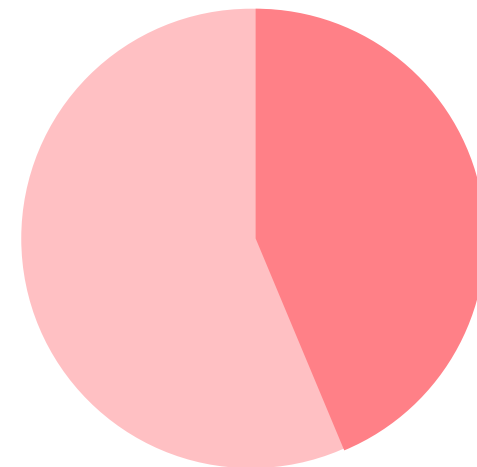
Enroll as an apple developer

Pay your annual developer fee of \$149

Invite us to develop your app

Android

45%



Apple

55%

We need the app on both platforms



android

There is nothing you need to do.

Phorest can build this for you from start to finish as we can publish the app under the Phorest developer account

Prerequisites

You will need....

- **A Website**
- **An email address linked to your website**
E.g. **info@yourwebsite.com**
- **An Apple device (iPhone, iPad or Mac)**

These requirements are set by Apple

Apple Developer Program

Step 1: Create an Apple ID (5 mins)

If you already have an Apple ID for your business, you can skip this step. If not, follow the steps below to create one:

- Go to the [Apple ID creation page](#)
- Use your business email address when signing up
- Complete the required form and security questions

 Tip: This will be the login for your Apple Developer Account, remember this.

 **Step 2: Enrol in Apple's Developer Program (10 mins)**
You must enrol as an "Organization" — not an "Individual."

 Registering as an Individual will delay the process and require migration later.

What you'll need:

Business Entity: [Your Company ABN Entity]

Business Email: [Your Business Email]

Business Website: [Your Website URL]

D-U-N-S Number: [Your DUNS Number]

[Don't know your DUNS number? Click here to look it up using your ABN.](#)

Start here:

 [Click to begin enrollment](#)

Apple will usually email you within 48 hours to verify your enrolment.

If you have a Sole Trader ABN

You may see an error stating that your D-U-N-S profile does not match. This is common for Sole Traders, so please do not worry. The solution to get around this and still enroll as an organization is to contact Apple and inform them of this error.

 Important

Do not select Individual during enrollment

You must proceed as an Organization

✔ Step 3: Finalize & Invite Us (after Apple approval and Welcome Email)

Once Apple approves your application, you'll get a confirmation email with a payment link. The yearly membership costs \$149 AUD. please enable auto renewal for your membership fee.

After payment, here's how to invite us so we can set up your app:

- Go to App Store Connect
- Sign in with your Apple ID
- Click "Users and Access"
- Click the + icon to add a new user

Use the following details:

- First Name: Phorest
- Last Name: Salon Software
- Email: appteamaus@zanadoo.me
- Under Roles, select: Admin
- Scroll to Additional Resources and tick all boxes:
- Access to Certificates, Identifiers & Profiles

Click Invite

We will receive your invitation, build and publish the app on your behalf.

App Builder: Kevin



kevin.sparks@phorest.com

Kevin can assist you during the app build process
Once your app is built our support team will be able to assist you.

How to customise your app

Theme

Choose between Flora and Neon Nights

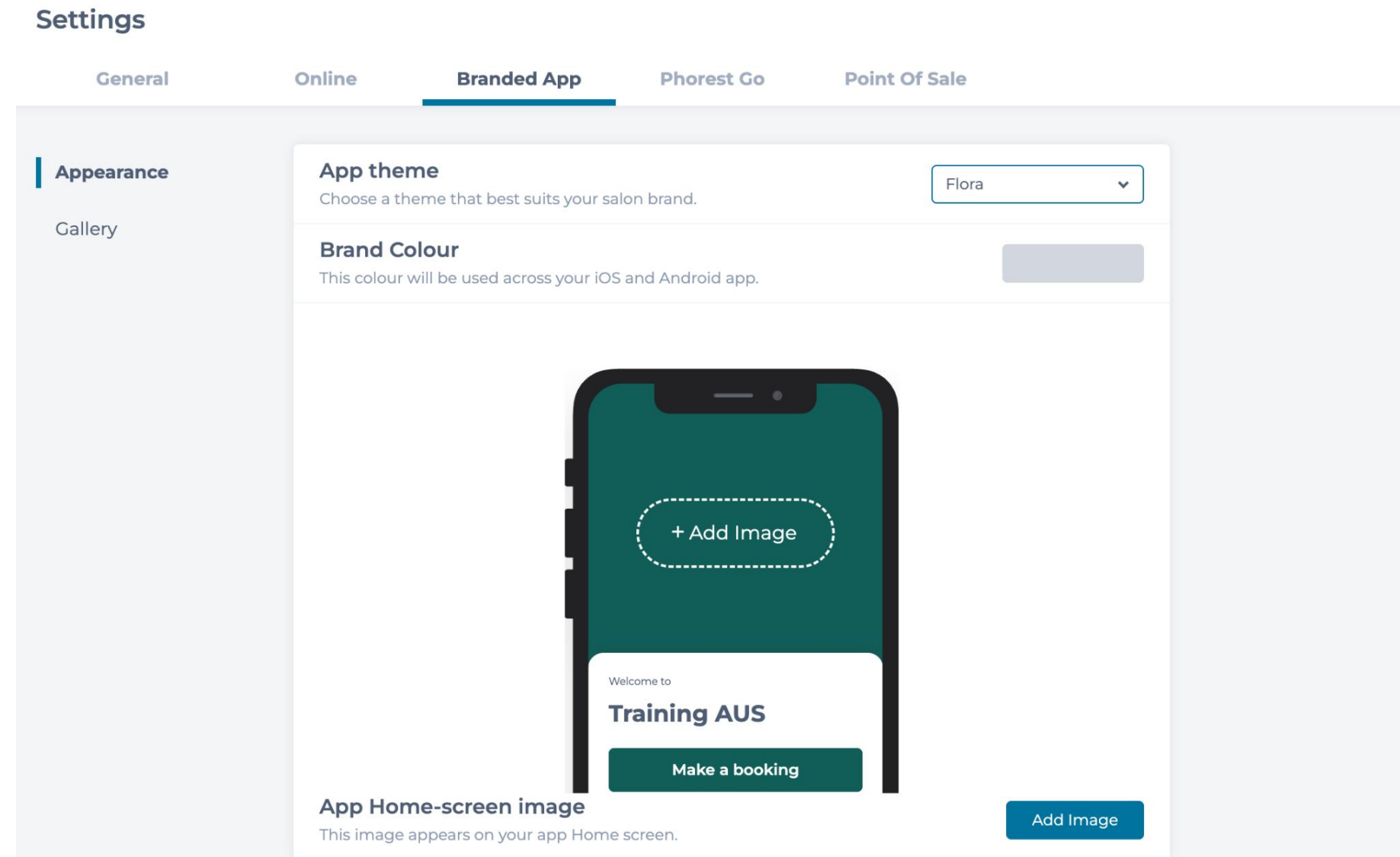
Brand Colour

Select your brand colour (using a HEX code is best)

Home screen Image

Select the image that is on your app home screen

The recommended image resolution is either 800x800 or 1024x1024.



How to customise your app

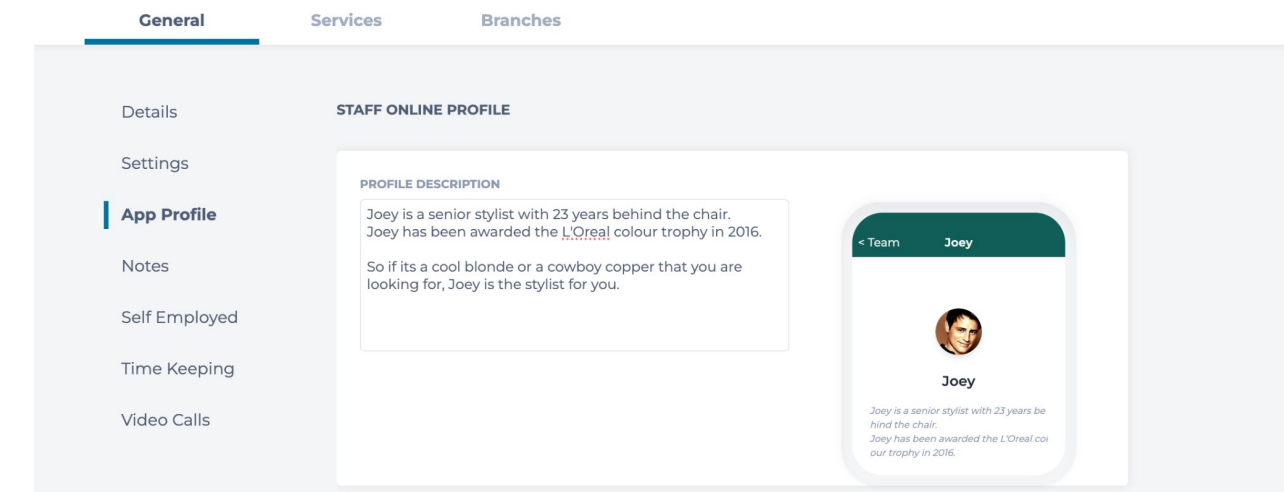
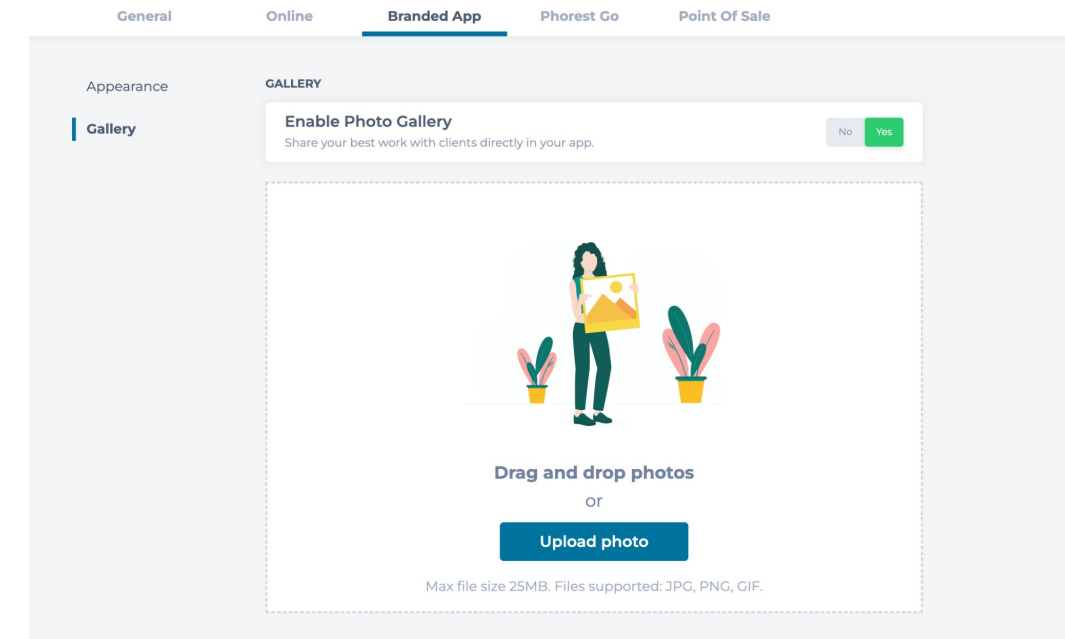
Gallery

Add photos to your gallery, these could be photos of

- the interior spaces of your business
- Treatments being performed
- After service photos

Staff Bio's & Images

In Manager / Staff members you will be able to add a staff image and a bio under the staff profile tab.



Digital Loyalty

A scanable treatcard barcode

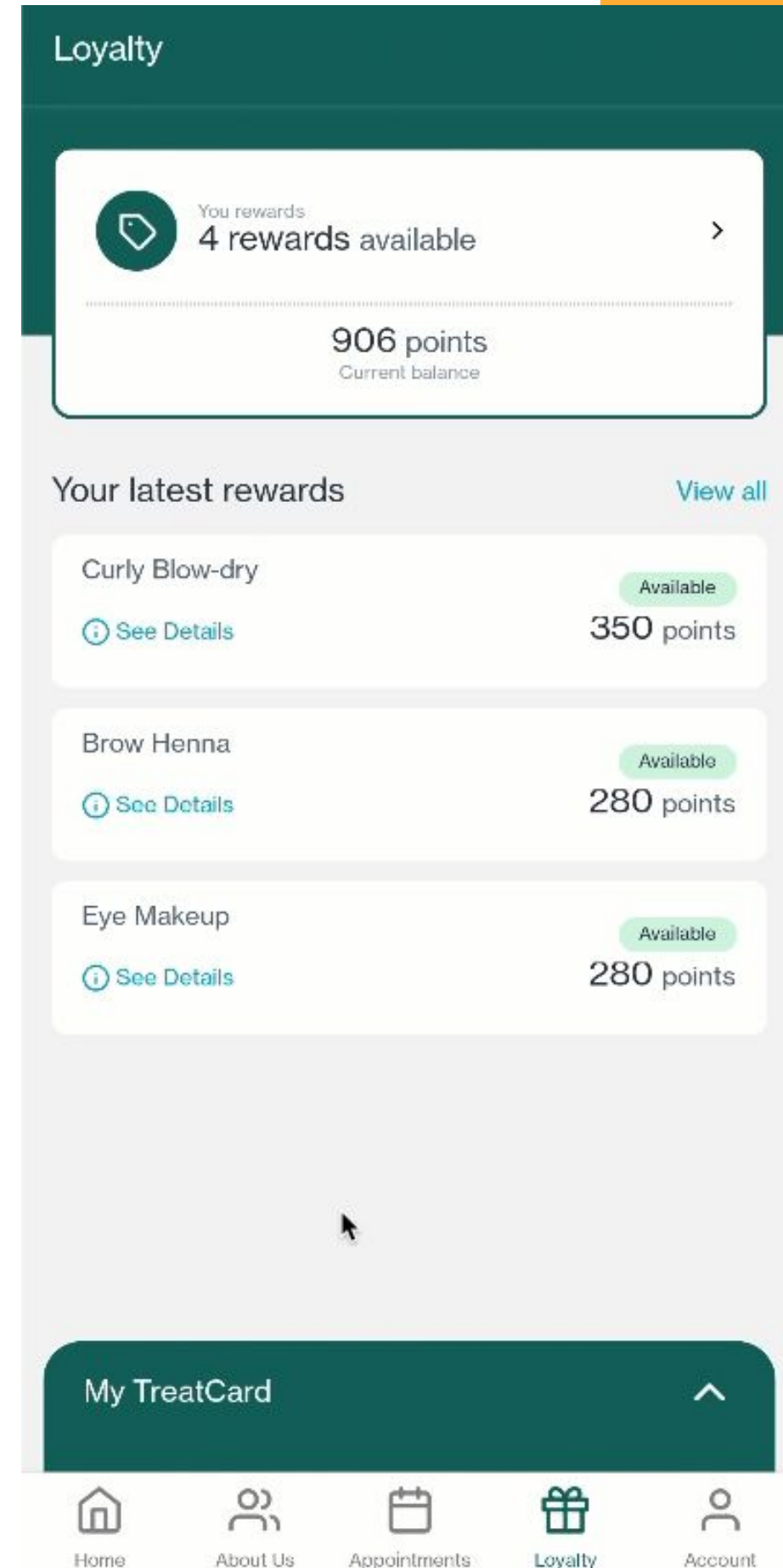
When your client is enrolled in the treatcard system, you have the option to generate a scanable treatcard in their app. They must scan this treatcard to receive their points. A great way to ensure they have the app downloaded.

View your points and see the reward menu

Clients can view their points and see the available rewards. Keeping clients focused on collecting their points and understanding the value of your loyalty system.

Redeem your rewards in app

Clients can book their treat reward exclusively via the app, (this must be booked along side a paid appointment)



Referrals

Give and Get

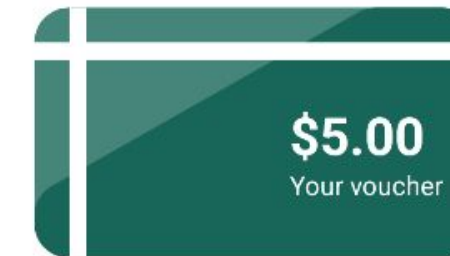
Your clients can access your referral program directly from your branded app, they can see what their friend will receive and what they will receive.

Easy to Share

The share option in the branded app is the easiest way to share their referral code with their friends, simply hit the share button and share via Email, SMS or any of your messaging apps.

Higher referral rate

Clients I have worked with have seen a massive increase in referrals using the branded app compared to including the code in an email or SMS campaign.



Give \$5.00 off, get \$5.00!

Give your friends \$5.00 off and get a \$5.00 voucher for each friend on their first visit. Only new customers are valid for the referral

[How does it work?](#)

Your unique referral link

<http://phorest.st/aBCDeFG>

Share

By sharing this link you agree to Phorest's [Privacy Policy](#).



Home



About Us



Appointments



Loyalty



Account

How To Promote Your App

Talk about it

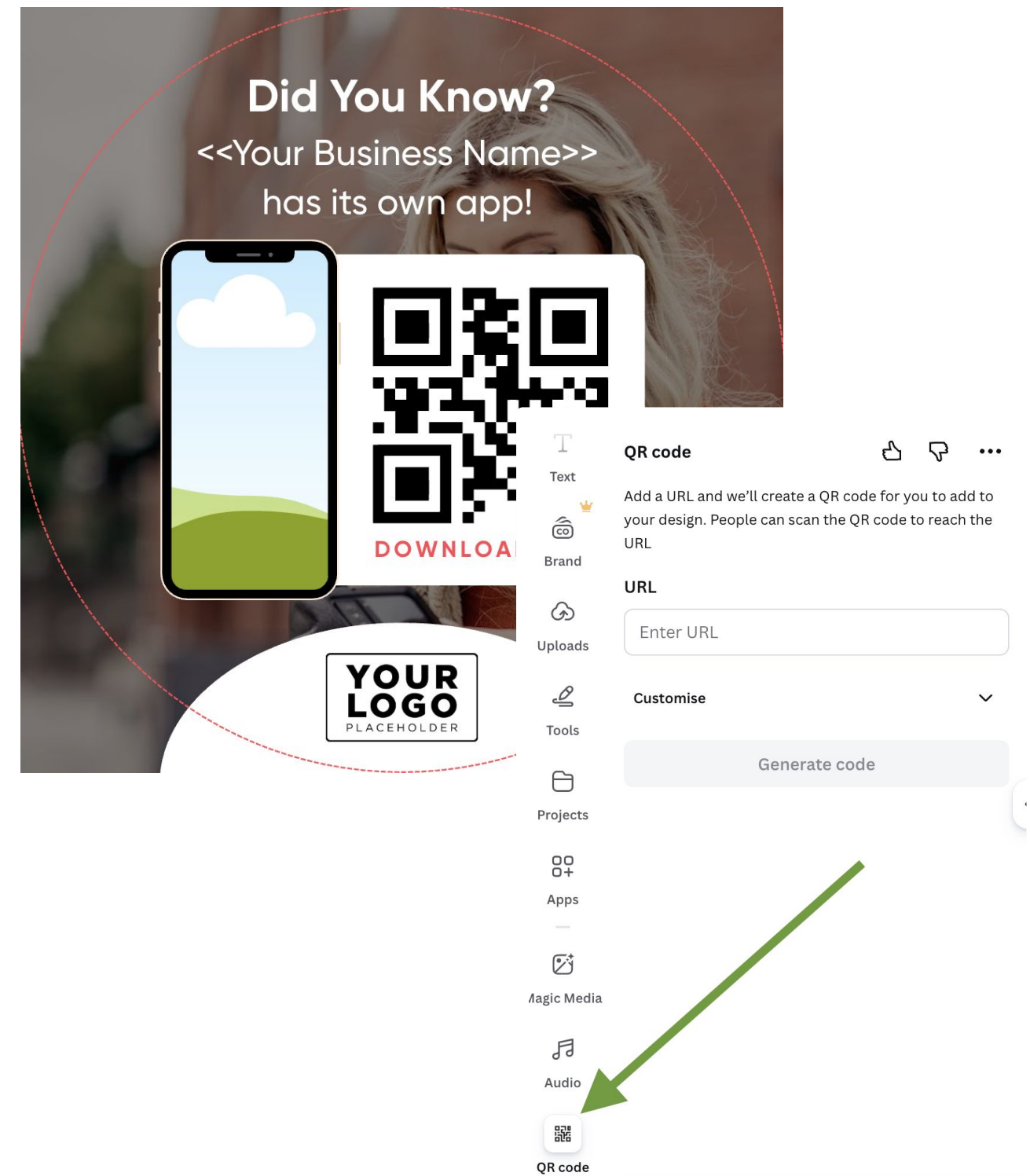
You won't believe how effective talking to your clients about your app is, encourage them to download it. Explain the benefits and answer any questions.

QR Codes

Since COVID, we are all used to a QR code. These scannable codes can be created via Canva in multiple forms (mirror decals, tent cards etc) this makes it easy for clients to find your app on their device.

Link it

Include the link in your email communications, from the link drop down select branded app. Our smart link will redirect your client to the correct app store for their device automatically.



How To Promote Your App

Use Our Templates

We have a range of email templates ready to go

Email Templates Sent Templates

All templates

Aesthetics

Announcements

Before And After

Branded App

Business Celebrations

Client Retention

Events

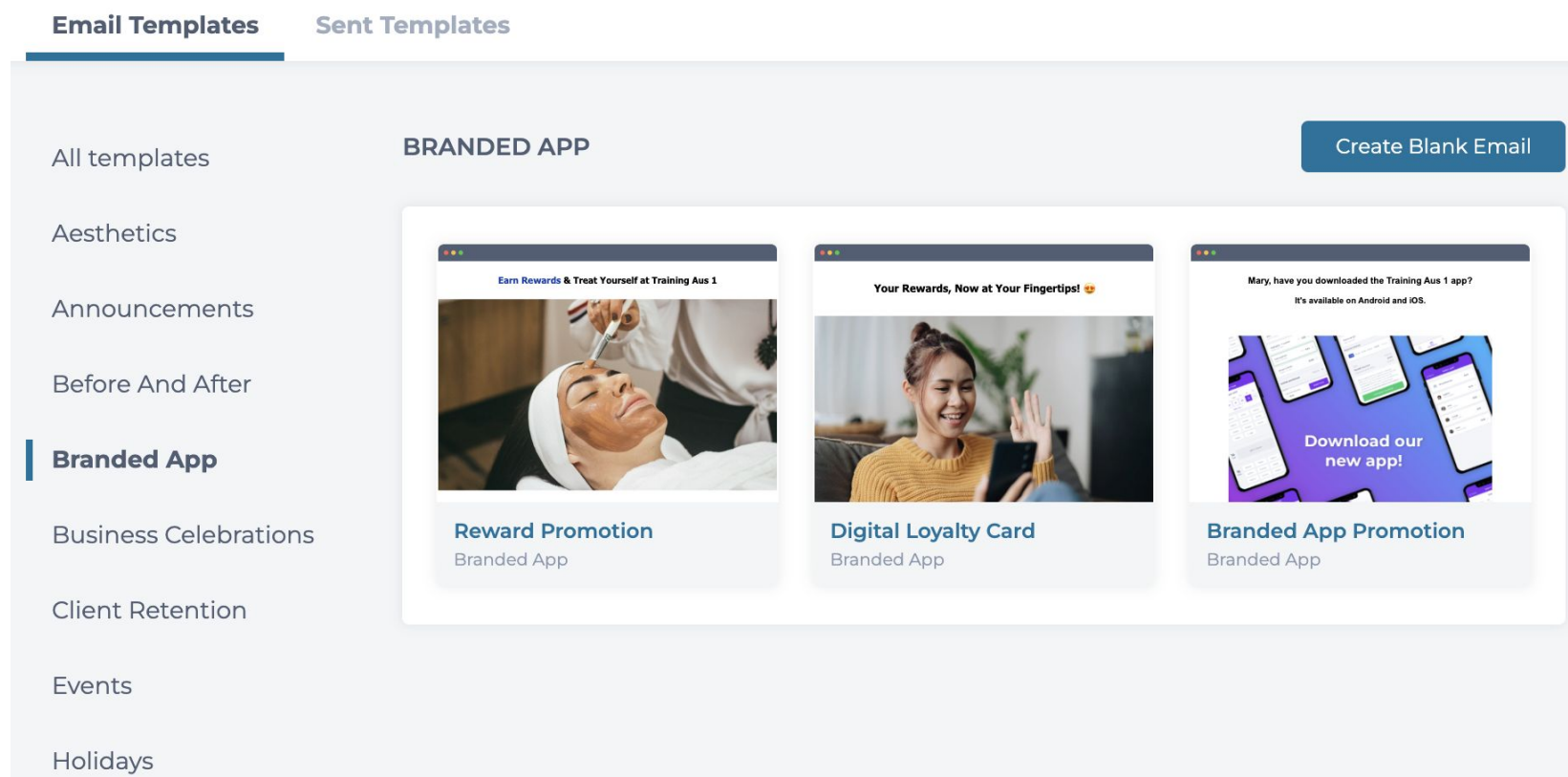
Holidays

BRANDED APP [Create Blank Email](#)

Reward Promotion
Branded App

Digital Loyalty Card
Branded App

Branded App Promotion
Branded App



QR Code on your PhorestPay Terminal

Do you have a PhorestPay terminal ?

We can put your app's QR code as the screensaver.

Send us a request at payaus@phorest.com or ask the support team on your next call.

Resources

How to navigate the Branded App

Where can I find a link to download or promote my Branded App?

How do I customize my Branded App?

How do I add photos to the Gallery on my Branded App?

How does a client book an appointment using my Branded App?

How can clients view and redeem their TreatCard points online? (Digital TreatCard)

How can I set up a Referral program for my clients?

Missing Features?

[Click here](#)

Phorest Grow Homepage

[Click Here](#)