

PreOrder vs Mobile... what's the difference?

Mobile doesn't necessarily mean PreOrder and PreOrder doesn't necessarily mean Mobile. There has been some confusion on what these terms and setup mean, so hopefully this will clarify it for you.

PreOrders = Orders that are placed online before or at the event.

PreOrders can be placed on the full website or a mobile version of the website.

What categorizes it as a PreOrder? Any order placed before images are uploaded and matched to name/address data.

PreOrders can be placed minutes, hours, days, weeks or months before the event. So if you are offering online PreOrders, don't just setup PreOrder packages under the mobile tab. You need to have PreOrder packages under your other tabs as well. If you are doing any pre-event promotions such as, email, flyers, signage, social media or word-of-mouth, you will have customers PreOrdering on their computers. If you only have PreOrder packages setup under the mobile tab and someone tries to order on a computer, they will see NO packages.

So if offering PreOrders, you should have both mobile and non-mobile packages/products setup.

Mobile Orders = Orders that are placed using a mobile device.

Mobile orders can be placed while the event is in PreOrder mode, or once the event images have been uploaded and matched to name/address data. Over 60% of the people visiting the retail sites are visiting via mobile devices. That means you should have a mobile version of your packages/product whether you are offering PreOrdering or not.

If you do not have a mobile version of packages/products, your customer can still order using a mobile device, but they will see the full website. Although the full website works on a mobile device, it is not properly formatted for smaller devices so it is challenging to use. Knowing that 60% or YOUR customers are using mobile devices you should make sure you have a mobile version of your offer set. Not just for PreOrders, but for those View First events and those you are remarketing online.

So if you are marketing online, you should have both mobile and non-mobile packages/products setup.

Mobile ordering is not new to CCS. CCS has had a mobile version of the website for over 2 years. We've recently made enhancements to mobile site to work better for PreOrders since the majority of TSS Franchisee offer PreOrder or Pay-On-Site events.

The mobile version of the site was designed to work specifically on mobile devices. What that means is, the website is formatted to display in a simple layout that makes it easier to navigate while on a small mobile device. In an attempt to keep it simple, the mobile version of the retail website does not offer Mix & Match packages, Text & Bubbles, collage products or the image enhancement options.

If you have any questions, please contact your Support Rep. 1-800-750-0494

