

# MOBILE APPS

Every PR Communicator Should Use

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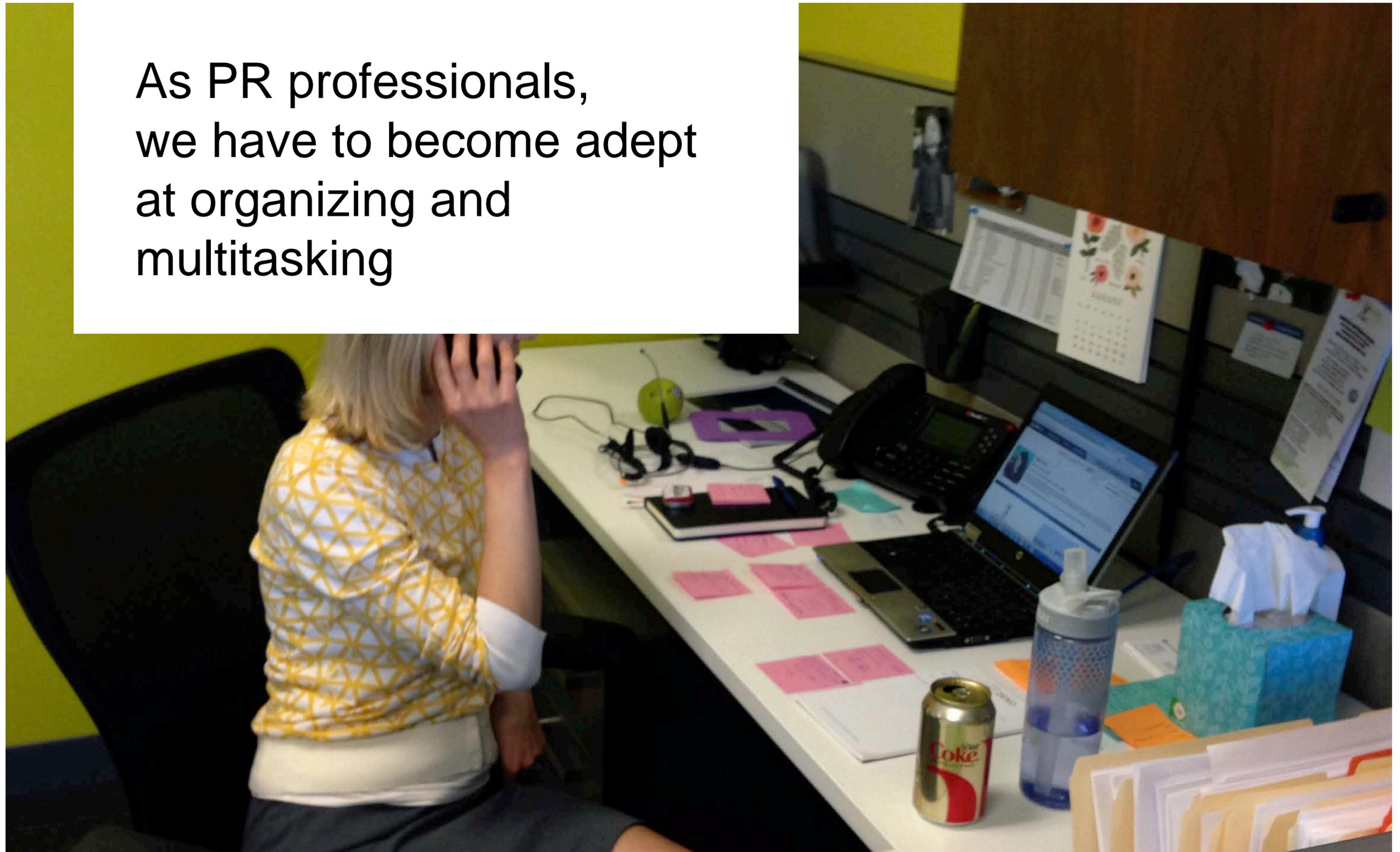
**ZENNO**

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The fearless pursuit of the unexpected.

#prdigital

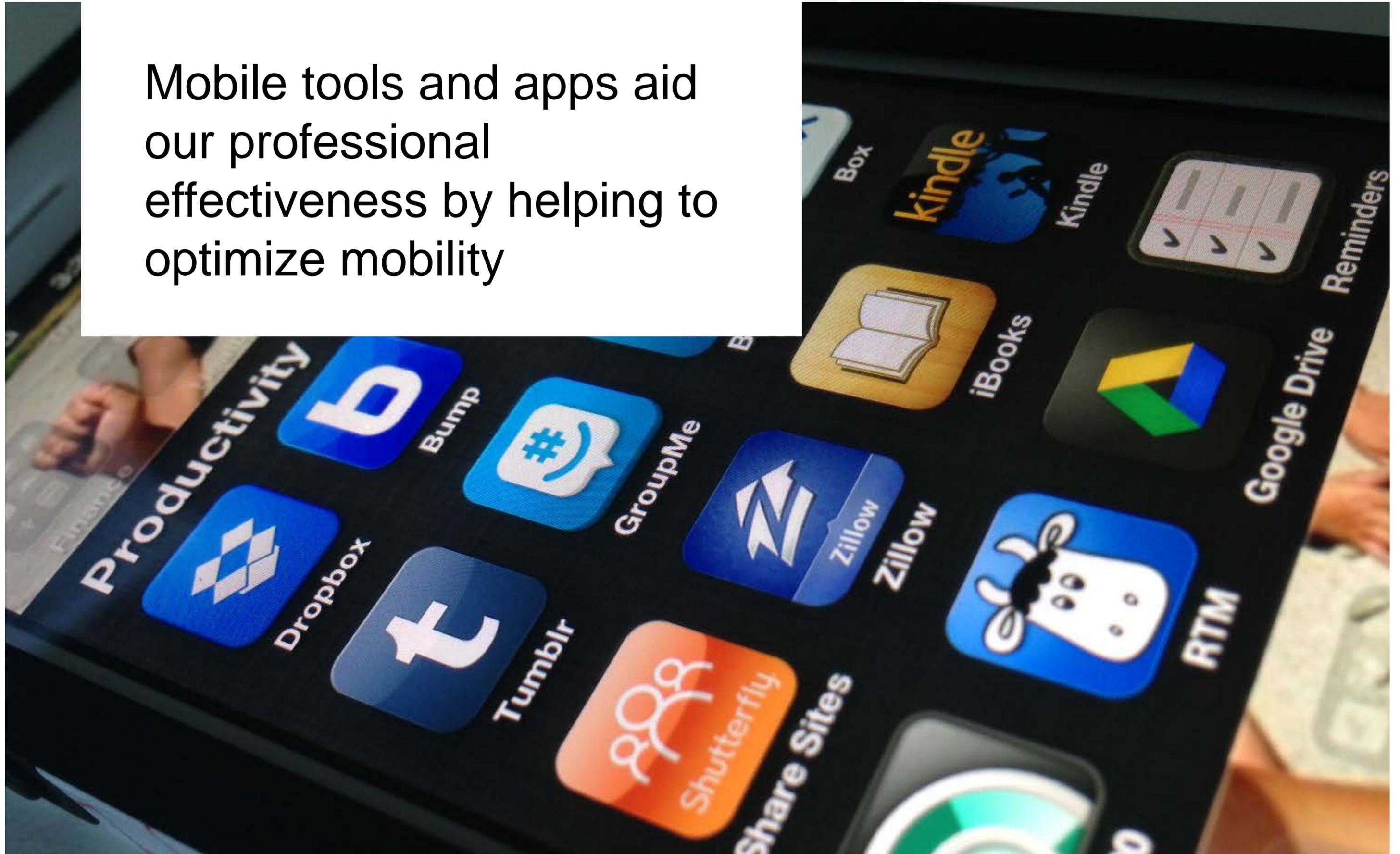
As PR professionals,  
we have to become adept  
at organizing and  
multitasking



Flexibility has become an essential attribute for PR professionals handling multiple priorities



Mobile tools and apps aid our professional effectiveness by helping to optimize mobility



With over 1M apps in the App store and Google Play combined, there is a plethora of choices



30 PR pros helped me answer

What are the jobs that need to be done and what helps you do them?



# Job to be done: Stay Connected



Phone (standard)



Email (standard)



Text (standard)



Cisco WebEx  
(Free)



GoTo Meeting  
(Free)



Join.Me  
(Free)



Google Drive  
(Free)



Box.Net  
(Free)



DropBox  
(Free)



Cision (login  
needed)



DocuSign Ink  
(Free)



Bizzabo (free)

# Job to be done: Stay Organized



Remember the Milk (Free)



Trello (Free)



Fantastical (\$4.99)



Evernote (Free)



PearlTrees (Free)



Pocket (Free)



Weave (Free)



30/30 (Free)



Harvest Time & Expense Tracker (Free)



Concur (Free)



Expensify (Free)



JotNotPro (\$0.99)

# Job to be done: Find Your Way



Waze (Free)



GoogleMaps  
(Free)



SigAlert (Free)



Uber (Free)



Lyft (Free)



Sidecar (Free)



Yelp (Free)



AroundMe (Free)



TripIt (Free)



Glympse (Free)



Rover (Free)



Flight Tracker  
(\$4.99)

# Job to be done: Stay Social



Twitter (Free)



LinkedIn (Free)



Facebook (Free)



Instagram (Free)



Vine (Free)



Pinterest (Free)



FlipBoard (Free)



Hootsuite (Free)



SproutSocial  
(Free)



Yammer (Free)



Spreecast (Free)



ooVoo\* (Free)

# Job to be done: Stay Informed



AP (Free)



New York Times (Free)



Wall Street Journal (Free)



CNN (Free)



NPR (Free)



Bloomberg (Free)



Business Insider (Free)



Pulse (Free)



Zite (Free)



Feedly (Free)



InstaCast (Free)



Living Earth (\$2.99)

# Job to be done: Stay Balanced



Spotify (Free)



Timbre (Free)



SoundCloud  
(Free)



Instacart (Free)



OrderAhead (Free)



TaskRabbit (Free)



MyFitnessPal  
(Free)



ESPN Fantasy  
Leagues (Free)



BuzzFeed (Free)



AmEx (Free)



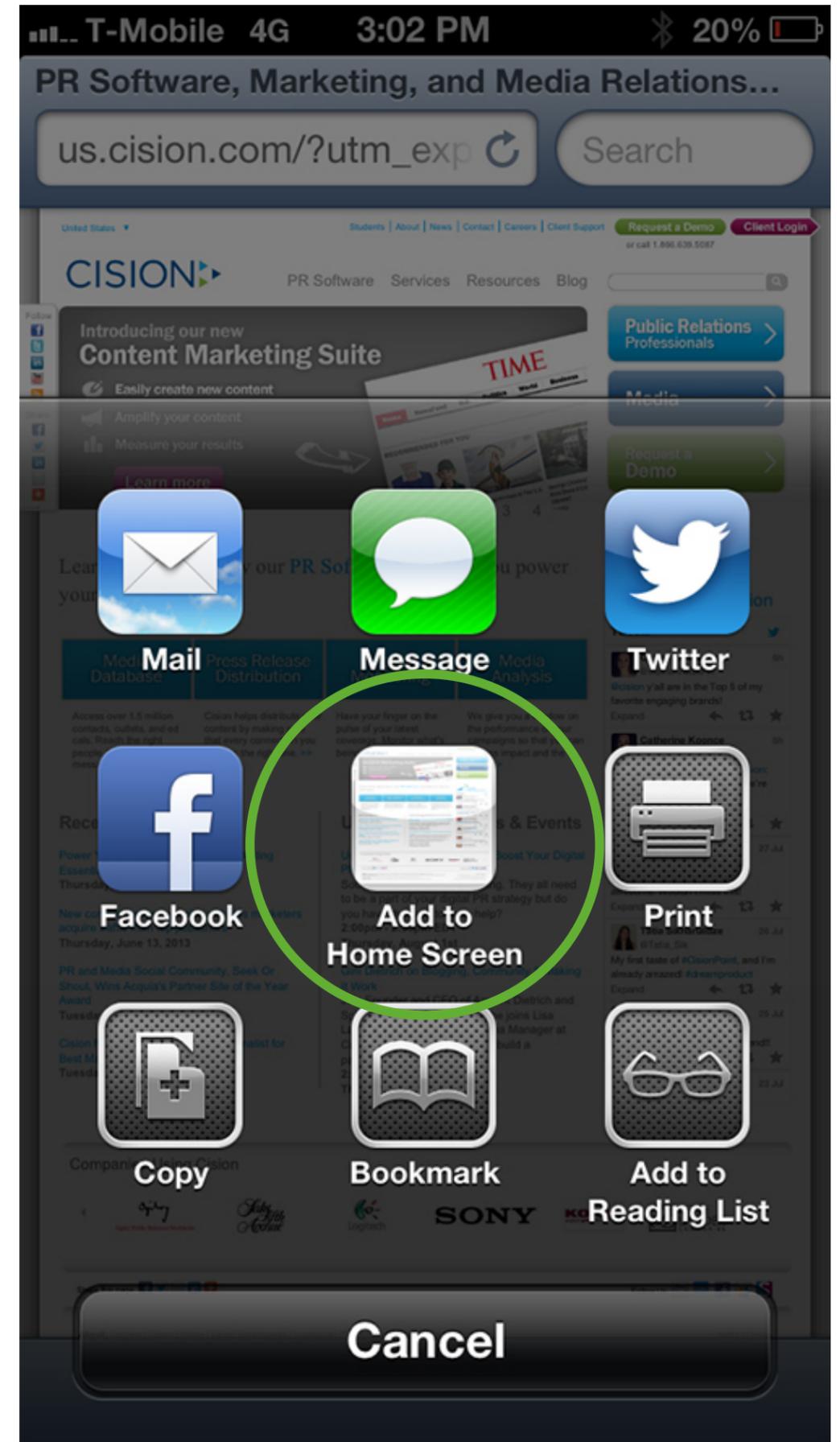
Starbucks  
(Free)



SleepCycle  
(\$0.99)

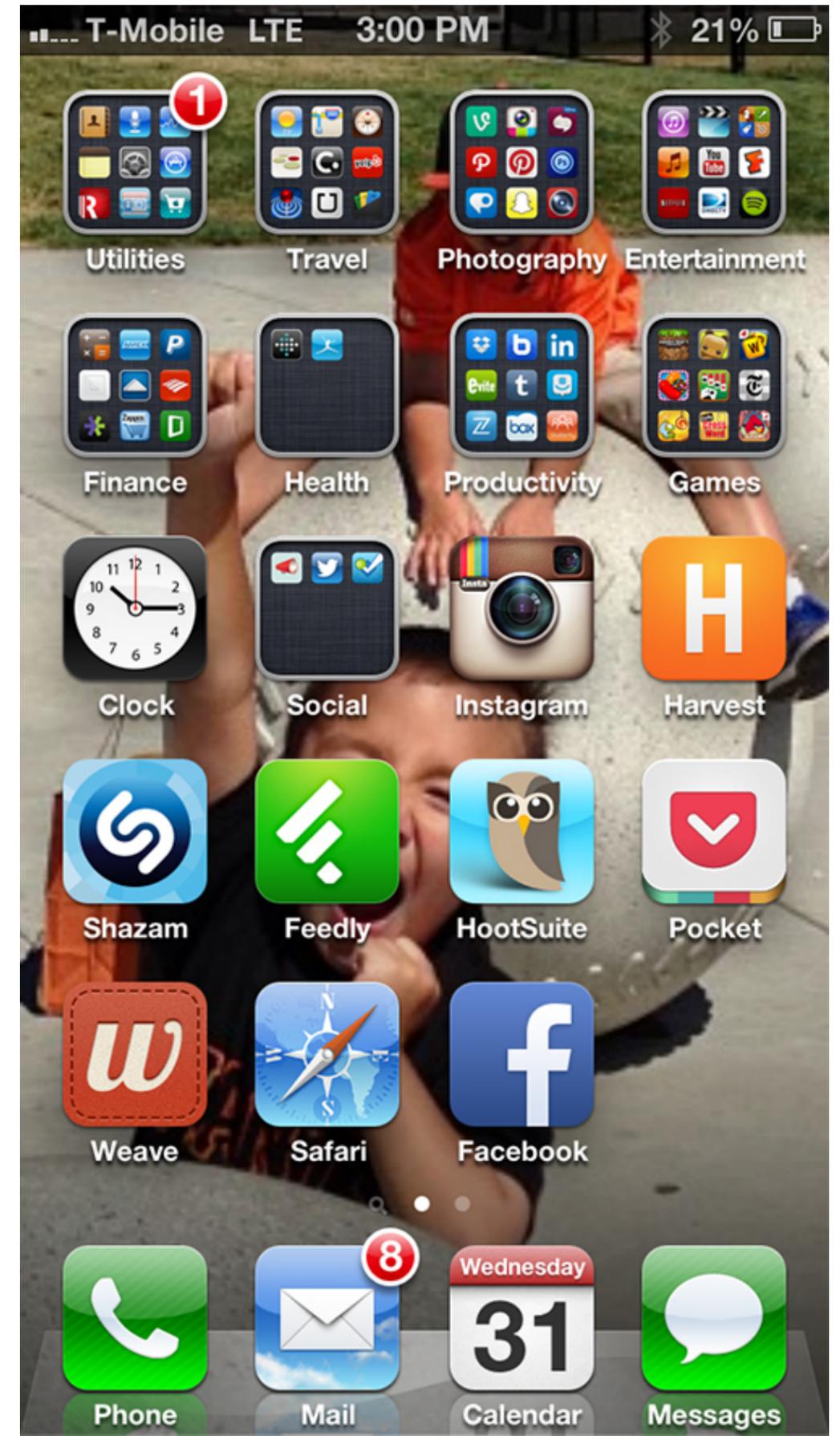
# Key Things to Remember

- If you can't find an app, save the mobile version
- Get jobs done by using apps designed for efficiency
- Increase effectiveness by using tools that combine services
- Premium tools are great, but use free versions first
- Group your apps and reduce swiping
- Don't get distracted by the next, newest thing



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# Thank you!

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