

5 Reasons Why Apps Are The Future of Marketing

"Get Your Share!"



5 Reasons Why Apps Are The Future of Marketing and How To Get Your Share

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Reason #1

There's Been An Exponential Rise in Smartphone Usage

It seems that everywhere we go lately someone is releasing their new mobile application. Analysts believe that the number of apps available will increase or even surpass 33 billion within the next two years. Spending through these apps in 2012 should top \$13 billion. That is more than 5 times the amount since 2009 but the trends doesn't show of slowing down but actually exploding!

Businesses are starting to understand that to build their brands in this era they must develop the app store mindset. This has been widely driven by the fact that there are 236 million cell phones in the United States alone and that number is expected to increase by an additional 20 million within the next two and a half years.

Out of these 82 million are smart phones and that number increased by 10% in the month of July 2012 alone according to a report from comScore a global metrics company.

With the power of 3G and 4G networks users no longer have to rely on their desk weights of the old PC mindset to find what they want, when they want.

Reason #2

Consumers Use Their Smartphones to Make Purchases

According to an April 2011 Google Report “Mobile Movement: Understanding Smartphone Users”, 74% of smartphone users had made a purchase as a result of using a smartphone.

This trend is continuing to increase through 2012 and businesses are not sure how to approach this explosive new wave.

Reason #3

Mobile Apps Drive Purchasing On Smart Devices

A survey by Mobile Dependence Day conducted in June 2011 shows that 31% of US smartphone owners completing a purchase as a result of mobile marketing through usage of an app.

This number increased by 12% through to July 2012. The two leading categories of mobile apps downloaded by smartphone users include shopping/retail and dining/restaurant apps.

This can be directly related to the metrics of the users age and interests, so businesses are starting to be able to collect the necessary data to target their direct markets.

Reason #4

Developing Countries Are Driving the Growth Trend

If you haven't been keeping your hand on the pulse of the mobile evolution, you might want to tune in. Developing countries such as China and India are driving the majority sales of smart devices. The smart phone developers in the Silicon Valley say that 70% of all devices created are smart devices and the vast majority is shipped to developing countries.

Out of the people in those countries buying the smart phones, near 10% of the annual income is dedicated to staying connected and informed through smart devices and mobile accessibility.

The staggering fact to all this is that all other developing countries are just starting to catch on and smart phone activations around the World are still hitting double digit numbers.

Reason #5

MOBILE APPS ARE THE FUTURE OF MOBILE MARKETING!

Tablet devices have solidified this fact. Studies done by one of the most trusted and established sources of analytical data, Forrester Research discovered that 9% of people that shop online already own a tablet.

But even more incredibly impressive is the fact that they project over 82 million people in the U.S. alone will own a tablet within the next two years.

Out of the companies had involved in their study found that 21% of a m-commerce sales through their websites came from tablets. This can also be supported more by the increased demand for apps within tablets opposed to mobile phone users.

A joint study conducted between Forrester Research and Bizrate found that over 47% of tablet owners had purchased something online and another 13% had shopped using their tablets and planned on buying something in the near future.

Amongst all tablet owners, they said more people are more interested in shopping using their tablets than with their smart phones and nearly all of them also owned a smart phone.

The survey found that people are in a more relaxed state and wanting to shop when using their tablets opposed to mobile phones or when using a PC.

Conclusion

Apps vs. Recession

Taking this into consideration and the fact that these increased numbers are occurring during a recessionary period solidifies the fact that mobile marketing measures are here to stay.

Mobile app markets had been once considered a market place for the elite and technically savvy. Well a course released in late September 2012 paints an entirely different picture on how a marketer opens up ideas and breaks myths and shows the average person how to claim their piece of this modern day gold rush.

In fact, the creator unveils a multi-million dollar app technique on the product sales page in a 15 minute video tutorial taken from the course. You can view it here for free;

[Android App Invasion](#)

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