

Developing a Mobile App - Finally Affordable for Small Businesses?

Rob Armijo March 20, 2013



Out of the Box Mobile Apps levels the playing ground between big brands and small business by offering affordable mobile app development, making it clear that apps are not just for big business any more.

(Newswire.net -- March 20, 2013) Phoenix, AZ -- The launch of a new **Phoenix, AZ metropolitan based company, Out of the Box Mobile Apps**, has now make it affordable for small businesses, organizations and individuals to have their own mobile apps developed.

The days of marketing via newspapers, magazines, phone books and flyers, have since been replaced with social media, Internet, and smartphone applications. Social media and Internet have helped to level the playing ground for large and small business, but until recently, mobile applications remained too expensive for small companies to utilize.

Out of the Box Mobile Apps was born with the specific goal of creating an affordable way for small business owners to utilize mobile marketing strategies previously only available to large corporations and big brands – namely, those with a big pocketbook. A business can now have a mobile app designed for **under \$1,200**, which is less than many of the outdated marketing alternatives.

Out of the Box earns its name by offering mobile apps with a variety of **robust features and functionality**, such as one-touch dialing, instant push notifications, GPS directions, loyalty and coupon programs, all-in-one social media and video integration, shopping carts, event calendars, as well as comprehensive **analytics**. There are even novelty features like “tip calculator” (for restaurants) and “GPS Car Finder”, which helps app users find the location in which they parked their car.

The Phoenix developers boast guaranteed acceptance by iTunes and Google Play Stores, and currently offer to build a **free demo app** allowing businesses to “test drive” their mobile app before purchase.

Not only does the company offer an **easy-to-use app editing platform**, should a business wish to make changes to its app in-house, but it also offers an extremely cost-effective option to have Out of the Box maintain it for them.

Although the Phoenix company projects rapid growth due to its ability to service businesses nation-wide, it aims to keep its customer service as “mom and pop” as possible by employing personable staff as part of its “family”.

The consumer’s choice has undoubtedly moved toward mobile app technology and, with the help of **Out of the Box Mobile Apps**, savvy, small business owners can now head that way too.

For more information, contact:

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