

# Custom Mobile Apps For Local Businesses Win Market Place Approval

Dan Crider July 13, 2013



**Custom Mobile Apps For Local Business mean better access to the business by their consumers and clients. Custom Mobile Apps have won the approval of the market place. Now, with a program offered by Wealth Net LLC, the business owner can test drive one of these remarkable custom mobile apps.**

(Newswire.net -- July 13, 2013) Portland, OR -- Custom Mobile Apps for Local Businesses are winning approval in the market place. According to the NY Times "mobile marketing is the most powerful media ever invented." Studies by Gartner,

BIA Kelsey Rort, Telemetrics and others show that mobile search will generate 27.8 Billion more queries than desktop searches by 2016. Customers have become "untethered" to their PC's. The consumer is responding to the fact that they can access all sorts of information and activities while mobile. The mobile app lives on the go with them 24/7.

Dan Crider at Wealth Net LLC, a Lake Oswego based internet marketing company, is increasingly known as "[the smart apps guy](#)" and is offering the local business owner the opportunity to take a [free test drive](#) of their very own custom mobile app. Crider tells his local business clients that there are 5 reasons they cannot ignore the benefits that custom mobile apps deliver. These reasons are:

1. Connect with Customers Anywhere
2. Drive Customers to the Store and Keep Them There
3. Increase Productivity
4. Avoid Lost Business and Get Recommendations
5. Grow Their Business

Crider points out the overwhelming market research that points to the consumer acceptance of mobile technology and insists that the business operator needs to catch up. Nielsen says 81% of consumers regularly research products online, 83% actively shop online, and nearly 70% have purchased online. Mobile shopping stats are catching up quickly; in 2012, ComScore reported that 4 out of 5 consumers use their smart phones to assist them while shopping. Never before has the consumer been so easily connected to and influenced from virtually anywhere. And—thanks to the hyperconnected nature in which consumers are now shopping—never before has the reality of a one-to-one, personal relationship with consumers been so close to reach.

Marketing and technology are becoming more and more integrated as time goes on. This can be a double stresser for the local business. A custom mobile app for local business that integrates technology and marketing will put the business on the path toward success. Apps are the way that smart phone users have determined they prefer to obtain and digest information. Apps are convenient. Apps are an incredible connection tool, better than social media, better than email, better than anything else out there. They create a robust platform for local business to interactively connect with their customers. Mobile Apps for local business increases customer confidence.

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