

New Jersey Mobile App Development Company Launches Mobile Service For NJ Local Businesses

George Kairu April 26, 2014

Are your potential clients or customers able to find your business on mobile devices?

Mobile Web Design Comapny NJ

Mobile Revolution Doesn't Just Apply To Big Companies Any More But Also Small and Local Businesses. Companies that don't adapt will be left behind by their competition.

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2014 is the year every small business will place "mobile" on its top priority list because the mobile consumer is here to stay.

The importance of mobile has become a huge topic that even google created an Ebook on why they think every business NEEDS a mobile strategy. It's no longer just about a mobile website or app but also more importantly a mobile strategy.

The latest mobile statistics make the case:

- According to Ericsson, mobile subscriptions will reach 9.3 billion by 2019, and of these, 5.6 billion will be for smartphones;
- Smartphone subscriptions will triple and smartphone traffic will increase 10 times between 2013 and 2019, also according to Ericsson;
- Another study by Morgan Stanley found that 91% of all Americans keep their mobile devices within reach at all times (i.e., 24/7).

This rise in smart phone adoption has crated many more oppotunities for businesses to connect with consumers.

Mobile has made it possible to get location specific information to users.

Most businesses owners make the assumption that no one in their local areas is searching for their services or products.

Matthew Shadbolt of The Corcoran Group has found it differerent:

"Homeowners are searching for information when they need it. When they are viewing a home, they are already searching for restaurants, shops and schools nearby..."

It's staggering once you understand that 1 out 5 searches have local intent, meaning 20% of all local searches are inquiring information about a local service or product.

Local businesses need to consider that most people are on the move and smart phones have made it possible for future customers to search for information on go.

RESULTS OF LOCAL SEARCHES

94% of smartphone users search for location info¹³



MobiLocalSites.com a "New Jersey Mobile App Development Company" has designed mobile sites to be easy to use and for potential customers to call businesses quickly and effortlessly.

The Apps or Mobile sites are designed with the following in mind:

- Ability to build digital relationship with the customer
- Technology that make it easy for customers to interact with businesses



For more information on how Mobile can impact your business visit MobiLocalSites.com and the Team will be more than happy to talk to you about a mobile strategy that fits your businesses.

You can also visit their portfolio:<http://www.mobilocalsites.com/rhuz>

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Source:

<http://www.themobileplaybook.com>

<http://monitor.icef.com/2014/01/marketers-will-focus-on-mobile-more-than-ever-before-in-2014/>

<http://www.newswire.net/newsroom/pr/00081471-mobilewebdesign.html>

MobiLocalSites.com

365 College Dr

Edison, New Jersey 08817

george@eagleeyestrategies.com

<http://www.mobilocalsites.com>

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