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Is There a Need for Change in the Mobile App Development Arena? by [Elan Technologies](#)

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Due to the changing economy and the intense competition, the mobile brands are facing serious pressures and the marketing departments are putting in extra efforts to help their company to strike honors. It has become very important for people to update and upgrade as well as for companies to bring in the new development technologies.

Nearly, all companies take cue of a similar sales strategy for grabbing market share. But following the competitors' strategy is not always feasible since the market is volatile and consumer demands change drastically. The increase in the latest technologies has led to a confused audience which isn't sure if the new technology is really worth it. It is very difficult for the audience today to differentiate between the smartphones and its features.

The consumer has the full freedom to choose the product of his choice. But with the bombardment of advertisements and the significant change in the media the generation relies on simplicity of messages and the usual general features that a brand possesses. Marketers are trying to pitch in different ideas and functionalities of the smartphone and the apps that it carries, but not many are aware that there are bigger and better phones than the ones which have full blown print ads.

It is challenging for the global brands to survive in the local market and a small change in quality or price would significantly affect the market value of the brand product and even in the consumer mindset. The right time and the right pitch is important once a company decides on the location and market. One needs to go beyond the traditional marketing ideas to pitch in the features of several apps and combine it with the features of a smartphone.

Google launched the search engine idea with no one ever having the slightest idea of the scope in it. It started with searches and audience traffic. These type of innovative ideas and initiatives will define the mobile development world in the near future.

Mobile phones are no more just to talk and text but an opportunity for marketers and businessmen to get good returns. Nowadays most businesses are trying to get in touch with the latest in wireless media marketing. It also gives businesses to tap into the new market where you can get new consumers. Mobile Application development has concentrated on apps which help users to browse the web, create mobile sites for your products or services, email frequently when on the run, and access the intranet remotely. Expert mobile application developers can help create custom mobile apps to meet the needs of any business.

Mobile apps are being harnessed by businesses to reach the customer without poking in too hard. Apps are a great medium to advertise and give a peek about one's products and services. The best way one can start out with businesses is by helping them to create their business concept and strategy into an app which could convey to the intended audience fluently without trying too hard to market the goods.

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