



## 9 Reasons To Get An App For Your Business

Why get an app when you already have a website for your business? For the following reasons:

### **1. User preference**

If apps like Instagram or Facebook are any indication, users much prefer the convenience of clicking on an app to opening a browser and logging onto a website. Consider the apps on your own mobile phone and the amount of use they get. Apps are simply a quicker, more user-friendly way to access the functions your customers need, and the one they naturally choose, given the option.

### **2. Brand leverage**

Getting your app onto the Google or Apple store implies you've hurdled some sort of barrier to entry. This aligns your brand with theirs, and gives you exposure not just to your customers, but to Google and Apple's customers as well. Furthermore, your app icon, your brand on the homepage of the customer's phone, provides a constant reminder of your business and the value you offer.

### **3. Low competition**

Because of the afore-mentioned barrier to entry, you may not find a lot of apps vying for certain keywords. This is a good thing if you're in such an under-represented category of search terms. It means less competition, and a better chance that you will stand out, provided of course that your app gets accepted to the Google and Apple stores.

### **4. Increased conversions.**

This might be more relevant to some apps than others. The fact is, however, apps make things easier, and that includes making purchases. If you can put as little friction as possible between a customer and a sale, you're likely to get more buyers.

And also, a conversion needn't be a sale. Getting a user to take any sort of desirable action becomes easier via an app, whether it's using your service, setting alerts, etc.





## **5. Working offline**

Granted, we live in a virtually always-connected world. Still, for those pockets of time when we don't have access to the internet, apps that function offline come in pretty handy. Travellers can likely relate well to this benefit.

## **6. Leveraging device capabilities**

When developers integrate app functions with the inherent capabilities of a mobile device, the results can be powerful. Take apps for example that take pictures, access GPS, or use face ID for security. There are myriad possibilities.

## **7. Retention rate**

A subscription business is all about retention. If you can keep customers, there's no need to go after new ones all the time. And because an app makes it easier and more enjoyable to use a paid service, users tend to utilize it more and stick around longer.

## **8. Improved user experience**

As mentioned before, apps make things easy. And if you can combine ease of use with a pleasing and practical look and feel, it all adds up to a user experience that customers will enjoy and that will do wonders for your product and brand value.

## **9. Speed**

With apps you can bypass things that make website access just a little less convenient and instant - browsing to the site, for example, or logins. And with a device right in the user's pocket, getting to your product or service has never been quicker.

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Could an app be just what your business needs? Contact [TheAppMatch.com](#)