



Jarrod Robinson



James Schramko



WHAT an APP CAN DO for YOUR BUSINESS



Time was when making an app was a complex undertaking. Now there's an app for nearly everything.

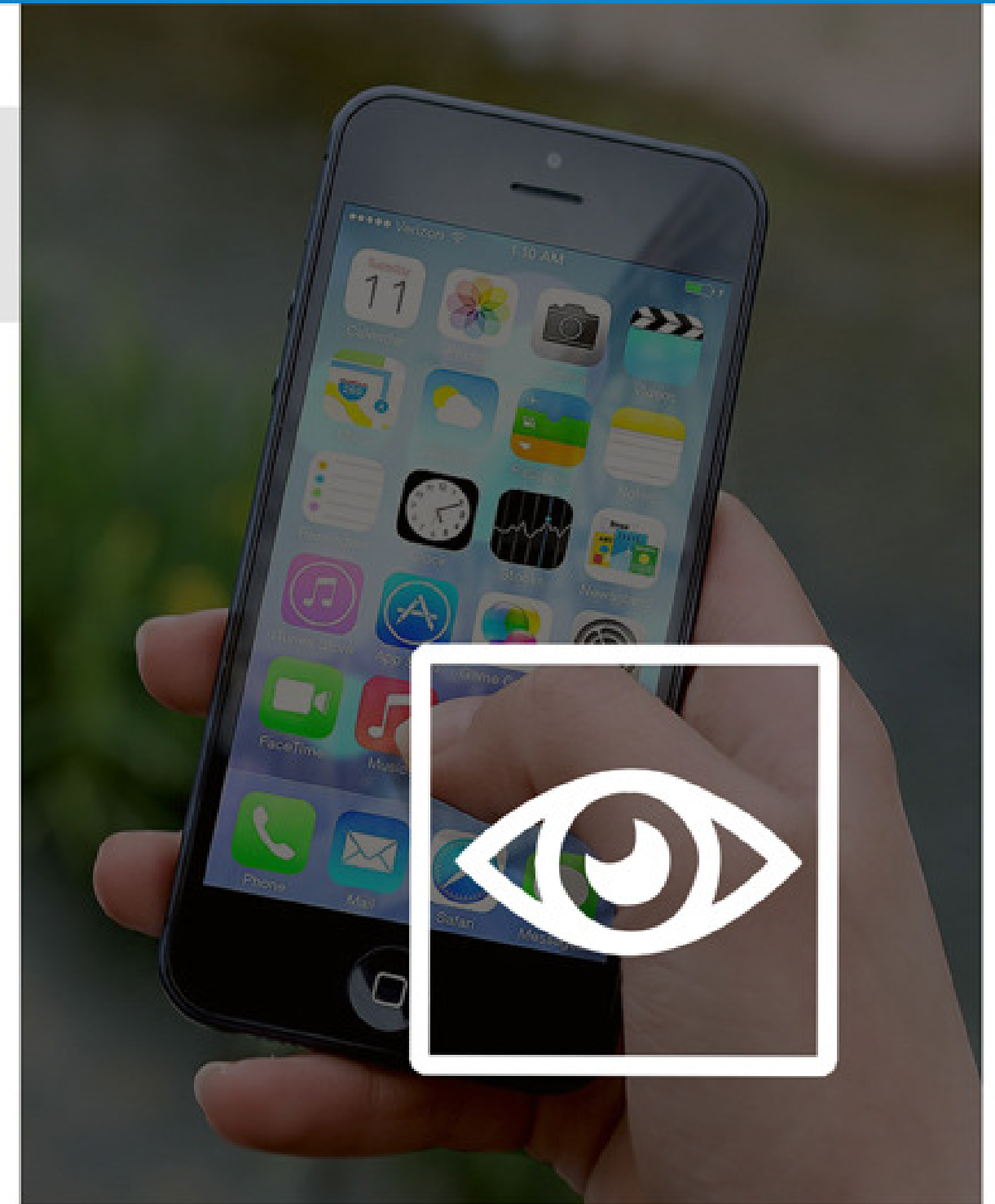
If you're a business owner, an app could give an added edge to your brand. Whatever your business, whether it's a gym, a nutritional supplement site, or an educational forum, there is potentially an app that can match it.



Why should your
business have an **app**?

Visibility

There's something about having that icon sitting prominently on your phone versus having to browse to a website, mobile-friendly and well-designed though that site may be. It puts you and your brand at people's literal fingertips.





Increased usability

It reminds people to use your product, and use it often. When your service is just a tap away, what's to keep people from accessing it over, and over, and over?

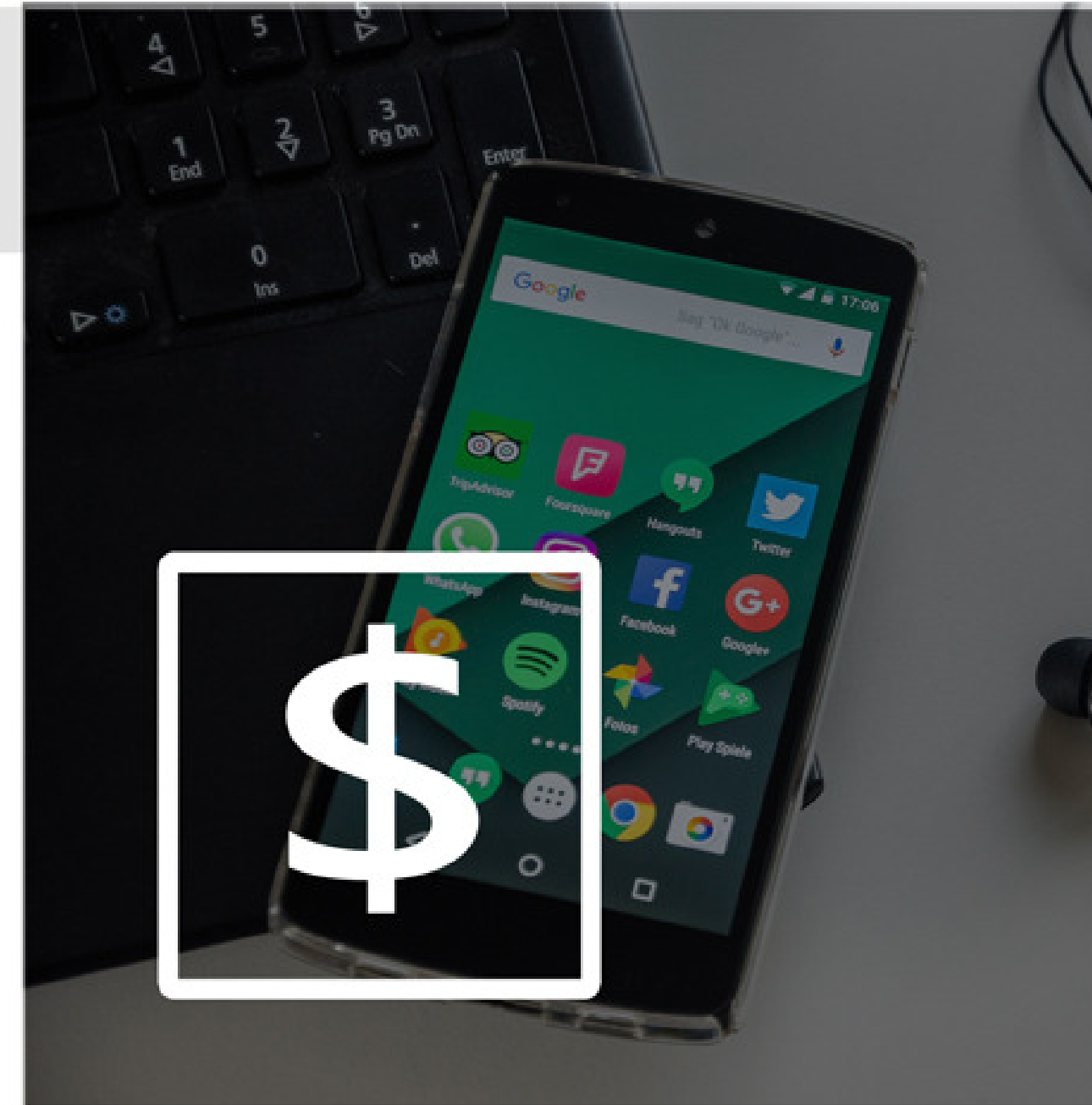


Loyalty

A useful and well-designed app that ties in with your business can incline users to stick with you for the long haul.

More value for customers

When your app effectively addresses your audience's need, it adds to the value that your business offers and the perceived quality of your brand. Not only is it helpful for existing customers, but it could be the solution prospects are looking for.





Things to **consider** before making an app

What do you want to achieve?

Do you want to present something differently to your audience or just communicate to them? Is there something you want to make easier for them to do, i.e. order material, make to-do lists, or access your content?



Who is your audience?

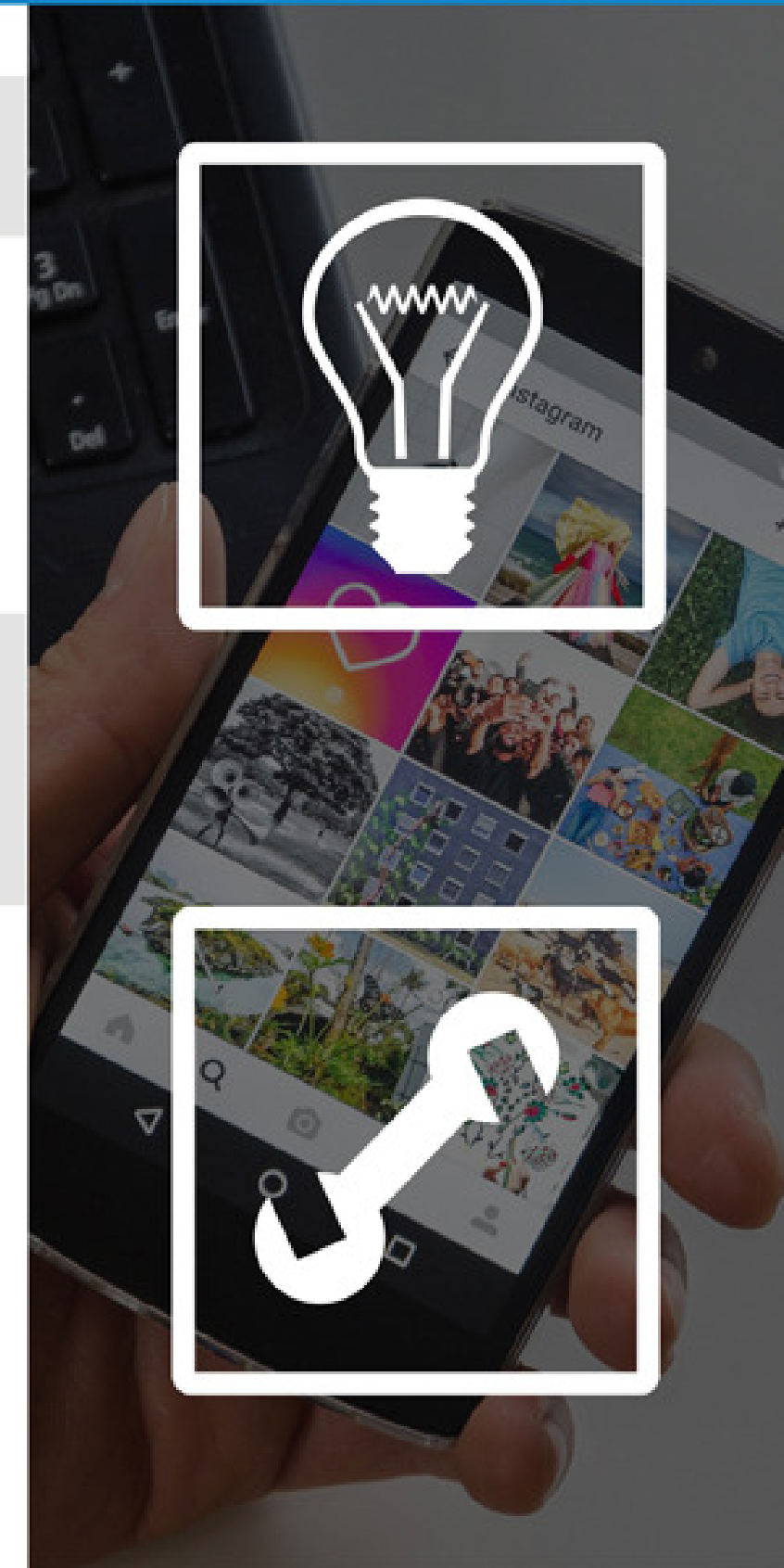
You must have an existing audience with a need that your app can meet. Know your target customers. What do they do? Where do they gather? How do they consume your product or service?

What does your business offer?

What elements of your products or services are potential app ideas?

Are there existing apps that can be customized for your business?

For most ideas you can come up with, there is likely already an app. What you can do is repurpose it to better serve your specific audience. Loop It, for example, is just one of the many GIF players out there. The difference is that it is designed and marketed specifically for PE teachers.



What a professional **app developer** can do for you

Beyond of course creating your app, there are the details of:

- Refining your idea
- Identifying what's in the market
- Submitting your app to a store
- Getting it ranked
- Making changes and updates





The current **ease and affordability** with which apps can be developed, and the **value they can offer**, make them potential **low-hanging fruit**. Consider having one made for your business.

Grow your business faster with a
SuperFastBusiness
membership.

APPLY NOW.

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HERE* 