

## **MOBILE APPS IN DIGITAL MARKETING**

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### **DIGITAL MARKETING:**

Digital marketing is any form of marketing that uses online or offline. It involves the use of electronic device such as television or electronic billboard, through the internet via social media and offline through radio. Digital marketing is like a shelter for all online marketing needs and efforts. Digital channels like social media, Google search and email marketing leverage the business to connect with current and prospective clients via online platforms, like a website. The companies are looking for a marketing strategy that can connect directly with target audience at an opportune time; digital marketing is the go-to strategy. There are a vast variety of assets and tactics that come under the shelter of digital marketing. They are blog posts, eBooks and white papers, interactive tools, online brochures, social media and most importantly your website. The most supportive tactics to achieve digital marketing goals are Search Engine Optimisation, Content Marketing, Inbound Marketing, Social Media Marketing, Pay-Per-Click, Affiliate Marketing and Email Marketing.

### **OVERVIEW OF MOBILE APPLICATION**

Mobile applications are consist of software/set of program that runs on a mobile device and perform certain tasks for the user. Mobile application is a new and fast developing Segment of the global Information and Communication Technology. Mobile application is easy, user friendly, inexpensive, downloadable and run able in most of the mobile phone including inexpensive and entry level phone. The mobile application has wide uses for its vast functioning area like calling, messaging, browsing, chatting, social network communication, audio, video, game etc. In large number of mobile application some are pre-installed in phone and others user can download from internet and install it in mobile phone.

### **LITERATURE REVIEW**

The main aim of mobile application developer enterprises is to capture more people throughout the world. In addition, easier to maintain and deploy changes across various platforms and overall look and feel of apps are the main benefits associated with the

use of mobile applications. However, platform integration, loss of flexibility, security and customer design of apps related challenges also attached with the use of mobile apps (Lee, 2012). Concept of mobile application a mobile app is a software program developed for small handheld devices such as mobile phones, Smartphone's, PDAs and so on. It is generally used for the purpose of conducting different activities with higher flexibility within stipulated time. Mobile users can download and access apps directly using their smart phones (Jeanne and Jamie, 2012).

## **OBJECTIVES OF THE STUDY**

1. To analyse the important role of Mobile applications in the Digital marketing.

## **THE IMPORTANCE OF MOBILE APPLICATIONS:**

The digital world is changing technology every day. The important tool mobile application is changing the face of digital marketing. Many marketers believe mobile applications are playing crucial role in digital marketing. Even though we are aware of the fact that digital marketing is constantly evolving with technological advancements, mobile apps are working as a game changer in the whole scenario. With the evolution of smart phones and tablets, mobile apps influenced the lives of thousands of people. Mobile apps have not only made life easier but helped us in business building. Sending emails, online information search, online purchases and client connections were never so easy, before the concept of the mobile app. Present Uses of Mobile Application From the last few years every mobile company are making the Smartphone and feature phone. And increasing the computing power of that mobile phone, rapidly increase the smart mobile application. Most of the people from developed countries including America and Europe can't imagine leaving home without mobile. Not only the developed countries but also the developing countries the mobile application uses rate growth rapidly. The mobile application are using in different areas. We are going to explain some major used area. Let's think about communication like internet browsing, Voice chat, Facebook, Twitter etc. Now a day every standard mobile has Facebook application. User can share with their friends and family from anywhere and any place like in car, in train. People can use messenger for chatting. We can generate call to any corner of the world with low cost using VoIP application and internet. Then we can talk about GPS System. Current position locating in map, Road navigation, vehicle tracking etc are the most uses application using GPS system. The Google Map helps us to find out any place. Using mobile commerce we can view product, select product and order for product. Sometime mobile application

Mobile Wallet uses in restaurant or market for completing payment. People can doing business work using mobile application. Mobile banking and eTicketing is another feature of mobile application. Some time we can use mobile application with support of internet connection for controlling the home device from remote place. Business people are doing business from out of office.

The importance of mobile applications in our everyday life and activities is undeniably unending. This is so because there is ongoing tremendous transformation in that mobile phones are no longer the ordinary communication device it used to be. It has become the colossal point of attention for individuals and businesses alike, courtesy of the various incredible features and opportunities that mobile phones offer. The cumulative progress of mobile technology, the availability and access to high speed internet and the remarkable communicative interface in these devices results into a whole level of new and innovative experience mobile computing. This is made possible through the development of mobile applications (mobile apps). Today, the availability of mobile apps is on the increase such that it is produce a noticeable change in the way humans feel and experience computing. Few years ago, in order to access the internet, check and read mails, one had to use the computer but today this has changed because computing is now carried everywhere in mobile phones. Imagine buying a train ticket on the go, this is something our ancestors never imagined or did. Imagine not going to the bank but still transfer money to family and friends. All thanks to app developers and top app development companies. No matter which, they have come to the rescue enabling easy life. On a general note, the presence of mobile apps on phones can be likened to be the decorations on a cake because they make mobile phones enjoyable and fun

## **THE ROLE OF MOBILE APPLICATIONS IN DIGITAL MARKETING.**

Mobile apps are unlimited in number with usage that cuts across all walks of life and with people wanting more and more of these apps for easy lifestyle and living. Presently, the use of mobile apps can be seen in areas such as communication, education, cooking, social media, shopping, business (money making), matrimony, and banking. On daily basis individuals seek for updated versions of these apps. Hence, app developers and app developing companies are always working to keep up to date with the demands. Due to this, there has been a recent increase in the growth of new app developers and app development companies.

## **Communication:**

In terms of communication, Indian app developers have developed apps such as Skype, Telegram, Wechat, Facetime, WhatsApp, and Facebook Messenger for easy and better communication with our families and loved ones. Prior to the emergence of these mobile apps, we depended totally on computers and laptops for Skype calls and exuberant charges for calls involving long-distances. Today mobile phone has become an integral part of so many individuals due to these apps, such that it could be said that it helps towards some sort of maintaining organized life. The availability of apps for contacts, relevant projects and events, personal information and future events in mobile phones attest to this. These set of information are fully stored on our phones and can help us plan life, thus facilitating proper time management. Courtesy of numerous apps like alarms, reminders, to-do-lists and all types of notification apps that could be programmed to our individual needs and requirements thus making life more comfortable, easier and more productive.

## **Education:**

In education, various leading app development companies and developers have designed educational apps that have profoundly impacted lives across the globe. These apps are dear to all educationists and students. EBooks, E-library, education videos, education games etc. are all available today and provide easy access to quality educational materials that ordinarily would be possible to access in a library.

## **Banking:**

In the banking sectors as well as financial transaction, efforts have been made to ease monetary transaction. In the banking sector, use of mobile banking is on the rise. Customers necessarily need to walk into the bank to make bill payments, transfers or withdrawals. All could be done through the mobile app for online banking solution. In terms of financial transaction, there are mobile apps where one can easily make payments for goods and services without heading to the bank. All these were not possible in the 80s but with the advent of mobile apps on our mobile phones, these have become possible.

## **Gaming:**

Today, the emergence and availability of such apps such as video apps, games apps, and music apps to phone users have proven that mobile apps are not just relevant for communication and business but also for human relaxation. There are many

video app which are convenient for users and they access such when necessary. Game apps are on the increase in mobile phones because of their uniqueness as they have revolutionized from the childish games to more sophisticated ones.

### **Entertainment:**

For music lovers, there is also music apps where users can listen to live music or play downloaded music. There are also reading apps that enable users to read their favourite, academic and other types of books on their mobile phone because it is deemed easier than going everywhere with heavy books.

### **Online shopping:**

Today, there are mobile apps specifically created for business. These apps are provided to help customers have easy access to such business anytime and possibly anywhere. For this business, the steady use of these apps by customers over time helps in the development of the business and the brand. These apps help customers to search, buy and pay for products and services they are in need of at any given point in time. More so, mobile applications for business are increasingly becoming marketing tools. Recently, there has been a surge in the use of social media. Mobile applications have transformed the use of social media as it is no longer just a means of keeping in touch with friends and family but also a platform for business. This is possible due to the emergence of social media apps and website. These apps and websites are considered to be amongst the cheapest and perhaps the most effective marketing tools for business. As such, they are being used by individuals in business to effectively, easily and efficiently manage business through the use of social media apps in their mobile phones. Talk about leisure activities, mobile apps offers them in numbers.

## **CONCLUSION**

Presently, there are mobile apps for every walks of life and with no doubt they have made and are making life tremendously easy for man on a daily basis. The challenge is to know the purpose of each app and use them properly so as to get the optimum satisfaction and necessary experience they have been designed to give its users. Therefore, it is without reasonable doubt that the industry of mobile app development is on the flourishing side especially with daily emergence of superior app developers and development companies that are willing and ready to provide the required satisfaction and needs of mobile apps users.

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