

Subject: [Mobile] #5: Why We Don't Do Apps

Body:

Lesson #5: Why We Don't Do Apps

Hi [Name],

“I need more high paying clients on a regular basis.”

“Oh, there's an app for that.”

Is there really an app for *everything*?

Over 300,000 apps have been developed over the last 3 years. The app industry is hot, no doubt about it. But is it right for your business?

Let's run this through our guiding principle – will it allow you to better connect and serve your clients?

If the answer is yes then by all means, pay a developer to make you an app.

But if it's just another thing that sounds cool then bag it.

At myonlinemobilemarketing.com we don't do apps. We specialize in high quality mobile websites. And I'll tell you why.

It's really quite simple really. We start with the end user in mind and ask, “What is it they want the most?”

The most accurate way to answer that is to look at hard data. And [recent data from Nielsen](#) reveals that top retailers achieved better results from their mobile websites during the holidays than with their mobile apps.

Based on metering of 5,000 smartphone phones, five of the top retailers – Amazon, Best Buy, eBay, Target and Wal-Mart — found 51% of their smartphone users preferred their mobile sites while only 28% chose to use their apps.

Close to twice as many people preferred to do business on a mobile site, not an app.

This is one of the main reasons why we don't do mobile apps. I know we would probably be much cooler if we did but being cool and being helpful are not always the same thing.



Another reason we prefer mobile websites over apps is because they offer a better ROI for small business owners. Apps are typically more expensive to build and maintain.

First, there's the need to port for multiple operating systems and devices, often by different teams or agencies. And without actually enhancing the app itself, these efforts drain resources that could have otherwise gone toward polishing the user experience provided through a browser, or offering more interesting products.

Updates are also more costly and time-consuming, requiring development and testing across multiple platforms as well as approval through multiple app stores.

So who wins in a fight, mobile sites or apps? Well, you tell me.

And if you're interested in getting a mobile version of your website made then [click here](#). Because if you act now you'll get a free 30-day trial of website that looks good and functions well.

To your success,

Steve

Steven Hudson

P.S. Here are several more good article about this from 3rd parties:

[Mobile commerce: ten reasons to choose the web over apps](#)

[Why Mobile Websites Are Better than Mobile Applications, Part 1](#)

[Why Mobile Websites Are Better Than Mobile Apps, Part 2](#)

[A Store in Your Pocket: Retailer Mobile Websites Beat Apps among US Smartphone Owners](#)

[Smartphone Owners Turn To Retail Mobile Websites Over Mobile Apps](#)

[Mobile Sites vs. Mobile Apps: How HTML5 Changes the Math](#)

