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Mobile business applications are the perfect way of promoting your business in your location. As technology has increased rapidly, using it for promoting business has become effective and affordable. Previously, these types of mobile enterprise application platform were quite complicated and expensive and limited only to the bigger business establishments. However, with increasing affordability, the Mobile business applications are used even by the smaller business establishments for promoting their business to get quicker success and to survive in this highly competitive world.

Things to be included in the Mobile Business applications

The following features could be included in the mobile enterprise application platform.

â€¢ You can have share button for virally sharing the application with others.

â€¢ Link it with Twitter and FaceBook.

â€¢ You can have your homepage connected to the GPS routing and click-to-call to your area.

â€¢ Have services and products featured listings

â€¢ Calculators

â€¢ Contact forms

â€¢ Countdown Loyalty programs

â€¢ Set up gallery, fan walls, messages and other customization options.

â€¢ Set up unlimited notifications

Understanding push notifications

One of the important elements in a Mobile enterprise application platform is push notification. It allows the user to send various messages to people having your application on their tablets or phones and unlike the email which has a low read rate of only 4%, the push notifications are read by 97% of the device holders, which is sure to help your business to succeed.

Cost factor

With the advent of new technology, the mobile business applications have become quite affordable and even small entrepreneurs are able to get hold of it to get success in their business. You do not have to spend huge amount of money to get your own application and by using various techniques, you can download the mobile application and offer attractive incentives and freebies to your prospective clients.

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For more information on a Mobile business applications, check out the info available online; these will help you learn to find the a Mobile enterprise application platform!

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