What is Next Generation Custom Application Development - Web or Mobile?

by Kim Smith

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Today's world has seen a lot of changes in technology. Many devices are being developed. These include Smartphones, which are able to access various Internet resources, which could only be accessed through a computer in the past. As such, there is a need to develop applications, which allow users of these devices full access to various sites and services. With this advancement in technology, it is no doubt that there is a need to create more innovative custom applications. However, the question that many people might be asking themselves is whether the next generation of custom application development will be web or mobile based.

Diverse consumer ruled market

Well with the current diversity in service and product provision, it is more likely that the next generation of custom application will be mobile based. This is because today, many brands are having a stiff competition in the market. This has made it necessary for these brands to keep upgrading and updating their technologies to embrace the latest ones. This is all aimed at ensuring that providers of these services realize maximum profit from their online marketing.

However, one fact is clear. All these manufacturers and marketers are targeting one group. The consumers. As such, almost all companies are using almost similar marketing strategies. Almost all companies are using similar sales strategy in trying to catch the attention of the market. Even companies that feel like it is not safe to follow what their competitors are doing, they find themselves analyzing their competitors strategies. At the end of it, consumers get confused. They do not know how different products differ from each other.

Consumer Based Applications

Since consumer is king in the market and marketers are using the Internet to market their products, it is more likely that the next generation of custom application development will target mobile devices. This will see companies outsource custom application development services. Marketers and manufacturers to survive in a market, which consumers own, will have to come up with products which will direct consumers towards their products.

Just as in the past when no one had a clue of the important marketing role search engines could play, so is it likely to be with mobile devices. People rushed to custom web application development and some have reaped big from it. In the next generation of custom application, mobile devices can be used to revolutionize the marketing field. Marketers and manufacturers who have used web based applications in their marketing strategies have gained from the market persistently.

Considering that today's mobile devices are not just for talking and texting, it is more likely that marketers are looking for more advanced means of using them to up their gains from the market. As such, many marketers and manufacturers are looking for custom applications, which will improve their media marketing. Development of custom mobile applications will help the consumers browse for emails and websites designed for specific consumer groups. This might even be better that the current use of html5 mobile application development. This will make it possible for manufacturers and marketers to come up with custom mobile applications, which will be more cost effective in communicating with the target consumers.

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Kim Smith - About Author:
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