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Earn Profits with Mobile Application Development by [Alan Smith](#)

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The things which are now possible with mobile application development earlier used to seem like a dream, now it's the gift of modern technology to the world. It is not long ago when this concept was invented by a young IT professional who made millions of money by mobile application development. This idea was very fast to catch the attention and fancy of the market and companies all over the world. Through mobile application development people can connect to different parts of the world simply by clicking on their mobile handsets' buttons.

The growth rate of this industry is very higher in comparison to other industries. It is growing by 30% annually. The number of downloads and applications usages have crossed 50 billion by the start of 2012. So what does this figure indicates? It simply says that mobile application development is the new future of World Wide Web.

The use of this technology goes in various industries right from gaming, fun gadgets to serious business dealings. The number of people who own mobile devices all over the globe is on constant rise. Right from teenagers to old people, from rich to poor all have mobile handsets according to their budget and requirements.

Businesses whether small, medium or big all want to make more and more money and profits. They spend on marketing and advertising according to their budget plan. Different mediums used for this purpose are newspapers, magazines, billboards, internet ads, banners, television, radio, etc. Every company out there tries to do something different in order to get the catch of the market and uses innovative and effective marketing strategies.

The ads of different kinds can be seen on various places and mediums, the companies try to explore every possible place to advertise and market their products. But all these activities and mediums can be compelled into one single medium of direct advertising that communicates directly with the audiences through mobile application development. It's not important that all those exceptional mediums would be viewed by your target customers at given point of time. But in mobile application development there is more amount of personalized marketing.

In mobile application development also you need to understand the mobile features for which you are developing the applications. You need to understand about the target audiences' likes & dislikes, age, interests, geographical location, etc. A feature that is designed for one type of mobile handset will not be applicable to other types of mobiles.

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[Alan Smith](#) - About Author:

Spinx Inc. Mobile application Development Company providing iPhone website, iPhone application and games app development services with expert team of a [iPhone App Developer](#).

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