Секция 1
СОВРЕМЕННЫЕ ТЕНДЕНЦИИ РАЗВИТИЯ МИРОВОЙ ЭКОНОМИКИ

АНГЛИЙСКИЙ ЯЗЫК

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MOBILE APP AS A TOOL OF DIGITAL MARKETING

МОБИЛЬНОЕ ПРИЛОЖЕНИЕ КАК ИНСТРУМЕНТ ЦИФРОВОГО МАРКЕТИНГА

In this paper there will be discussed the relationship between business and digital marketing. Nowadays the importance of digital marketing in the sphere of promoting products can be hardly overestimated. That's why every business owner should know what tools to use in digital marketing. The aim is to present them and show how they work.

This work is a part of a big research in the sphere of digital marketing. Previously authors have learned and used CMS Wordpress for creating a website for Azule Shop which sells crystallized flowers. Trying to make a good advertising company, such products as Google AdWords and Google Analytics were used. This time authors decided to improve their work and created a special mobile application, the aim of which is to improve the user experience of clients.

Some benefits of having a mobile application: costs effective, convenient, sales, accessible around the clock, credibility, marketing.

One of the most important decisions a business owner should make before developing his own application is to decide whether he will be able to support it or not. Many things like usability, reliability and etc. of the service depend on the quality of the mobile application.

The development of a mobile application is not an easy process. For example, in order to code something for Android OS, a person needs some knowledge in Java programming language and XML.

There is also a need in server application that receives the requests from the smartphones of users. There are lots of programming languages and frameworks for that kind of tasks, but Ruby on Rails can be considered as the most usable one.

As for us, students, there are many opportunities to study application development. Such companies as Google provide people with lots of information about creating a mobile app.

A practical part of the project was to find a real business and develop a mobile application for it. Authors got in touch with Azule Shop and its owners agreed to give all important information about the business itself and products it sells. After summing everything up the development process started.

In conclusion it should be mentioned that there are many ways to make business grow using IT. During the research authors found out that the development of the mobile application isn't an easy process, but there are many resources to get all information. Having a mobile application can affect on the user experience in good way so all businessman should think about it.

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