

Free Mobile Apps to Be Developed for 100 US Restaurants

*"It's on the House" Independence Day
Mobile Application Special*

CHICAGO, IL, UNITED STATES, July 2, 2015 /EINPresswire.com/ -- In honor of Independence Day, [Mappdom International](#), a mobile application development company, is extending an invitation to develop and publish a [restaurant mobile application](#) for 100 American restaurants at no cost.



Mappdom Founder and CEO, Giselle Medford says, "Having been a small business owner for the last 15 years, I understand the importance of marketing, customer engagement and having a leg up on the competition. A mobile app can do that. I want to give small businesses the opportunity to thrive and increase their revenue base by offering one of today's most widely used technologies."

To qualify to have a mobile application developed, restaurant owners and managers should send an email to info@mappdom.com stating their interest in the Free Mobile Application Development Program for Restaurants (when sending the email, make sure to write "FMADPR - Independence Day Special" in the subject line).

Interested applicants will receive an intake form requesting basic information such as restaurant owner/manager name, contact number, restaurant address and website URL (if they have one). On the form, restaurant owners can choose the types of functions they would like to offer on their mobile app including mobile reservations and food ordering capabilities, in app coupons, reward programs, push notifications, social media integration, photo gallery and so much more.

The Pew Research Center states that nearly 64% of American adults now own smart phones. Since that constitutes approximately two-thirds of the American adult population, there has truly never been a better time or easier way for restaurateurs to get in front of customers, engage with them in real time and keep them spending money at their establishments, time and time again.

The many benefits should be obvious, but in case they're not, simply put - having a customer focused mobile app has the potential to generate a significant amount of incremental revenue for restaurant owners.

According to Forbes.com, "Every business should be thinking about building mobile applications today. It's not a fad or a passing trend. It's customer service." More importantly, "[having] a mobile app is going to be a standard component of any business in the future."

Considering that a mobile application can cost anywhere from \$5,000-\$15,000 in external fees to

develop, getting one built for free is a steal.

Mappdom International will randomly select 100 restaurants for whom to build and publish a free mobile app, as long as owners/managers apply and send an email before July 10th, 2015.

While there are no upfront costs for the development and publication of mobile apps to Apple, Android, Windows or HTML 5 platforms, restaurants will be responsible for a nominal monthly platform maintenance and update fee.

To apply to have a free mobile app developed, restaurant owner/managers should send an email to info@mappdom.com writing "FMADPR - Independence Day Special" in the subject line; and they should do so before July 10, 2015.

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This press release can be viewed online at: <http://www.einpresswire.com>

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