



**For Immediate Release**

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***Small businesses can launch their own mobile marketing campaign in just 15 minutes, for less than a \$1 a day by using a new APP called Bizhappy***

"The price of developing a mobile APP is way out of range for most local small businesses like barbers, dry cleaners, doctors and restaurants," said Vinny Baratta, Founder of Bizhappy.com (<http://www.bizhappy.com>). "We have created a simple, dynamic and full-featured mobile APP that meets the core needs of small businesses and their customers."

The Bizhappy APP lets businesses set up an APP answering the most frequently asked questions:

- Business details: address, phone, website and hours of operation
- Promotions: specials, deals, tips, events and announcements
- Social media: connect to Facebook, Twitter and email with one click
- Photo gallery
- GPS locator
- Analytics and tracking

"The Bizhappy mobile marketing APP is less expensive than almost every other form of advertising done by local businesses," Baratta said. "We made this APP simple so it can be used by all types of businesses, from Doctors to pet groomers."

Many small businesses are asking, "What is mobile marketing and why should I get an APP?" Over 50 percent of searches are now done via mobile phones.

"Most people today carry their smart phones with them wherever they go – overloaded with daily deals that don't relate to them," said Terri Ross, VP of Marketing for Bizhappy "If you are not using the power of a mobile marketing campaign with your APP, you will be left behind."

Bizhappy levels the playing field for mobile marketing strategies.

"With the Bizhappy APP, small businesses can now compete with big box retailers," Ross said.

For customers the APP is free. Bizhappy is designed to provide customers with relevant information about their favorite local businesses. Customers will set up their own personal favorites, with what Bizhappy refers to as "My Main Street."

"There are at least a dozen businesses that are staples of your life. With weekly runs to the barber, the pizza parlor, your doctors and dentist, the supermarket and dry cleaner, the last thing any of us want is to show up to a closed business," Baratta said.



"With the Bizhappy APP, small businesses can notify their customers about any updates and special deals. In the Bizhappy there are no outside pop-up ads, so the relationship between retailer and customer is very clean," he said. Bizhappy is the brainchild of Baratta, who ran a medical supply business for 33 years. Baratta, looking to get his company to the mobile marketing trend, was shocked to learn that an APP would cost in excess of \$20,000 and would take several months to build. "Not a chance!"

A few developers, storyboards and dedicated employees later, the Bizhappy APP was created to help small businesses develop their own mobile marketing APP.

"We want customers to support their local businesses, and we found the Bizhappy APP is the best way to do it," Ross said.

Businesses can easily set up an account for only \$299/year with zero additional charges. The APP does not display pop-up ads, and there are no split fees as is common with many daily deal sites.

In addition to the Bizhappy APP, businesses will receive a visual display package to spread the word of the APP to their customers. This package includes: POS displays, door decals, posters and other marketing material – all included in the annual fee.

Baratta says, "APPS are hot and you need to capitalize on that now. Momentum has been building and you will either lead your competition or follow them down the mobile marketing highway."