



Back To School Shoppers Save Big With These 9 Free Smart Phone Mobile Apps

Authority marketer Barbara Ling shows Back To School shoppers how they can now uncover the very best local deals on their smartphone.

It's that Most Wonderful Time of the Year once again and retailers are competing for a slice of the \$72.5 billion dollar Back to School shopping market. Emerging as the 2nd-highest business retail money maker according to the National Retail Federation, "Back To School" is a lucrative opportunity for stores to increase their profits by offering competitive prices for parents online.



One way smart businesses are taking advantage of this is to attract customers via mobile apps, coupons and social media. "Smart Phone Apps allow customers to instantly compare prices of popular back-to-school items in real time," Barbara Ling of Lingstar says. "Consumers are no longer tied to their desktop to research where the best deal can be found; they can instantly check prices while standing in a store's aisle. Once bought, they can easily share their savings on Facebook, Twitter and other social platforms."

Not everyone knows about the best ways to uncover deals for their children's back to school expenditures. To start them off in right direction, Barbara recommends investigating these mobile popular shopping and coupon smartphone apps:

[Amazon.com Price Check](#) : Free app by Amazon that lets you search for Amazon products quickly using barcode, picture, voice, and text search, and access product descriptions and customer reviews.

[eBay ReadLaser](#) : Barcode and QR code scanner, lets you find local deals easily, digitize your wallet and more. Free.

[ShopSavvy](#) : Barcode and QR code scanner, users can also add barcodes to the system. Includes Slide2Pay technology. Free.

[Zoomingo Local Shopping](#) : Local deals from over 50,000+ retail stores. Rewards earnings too. Geofenced 3000+ malls and alerts you to best offer when you visit the mall. Free.

[Shoptopia](#) : Find the best local deals, save them to the site for future usage and more. Personal shopping companion, allows you to find what's hot and trending as well. Free.

And don't forget about the mobile app “[Keyring](#)” - it lets you to scan and store your existing loyalty cards so you don't have to carry any plastic/paper when shopping. Free.

Other coupon/deal-related sites online which have complementary mobile apps include:

[Retail Me Not](#) : Very popular online site that offers over 500,000 coupons from a variety of sites updated daily. Free.

[Yowza](#) : Removes the need for coupon clipping (merchants can add coupons for free). Location based. Free.

[The Coupons App](#) : Real-time coupon display, ability to share coupons and more. Features a coupon widget, voice searching and gas pricing updates based upon your location, more. Free.

“Parents to spend money on their children during Back To School time,” Barbara said. “It just makes good business sense for a business to use these powerful free mobile apps and coupons to showcase their cost-saving deals in as many places as possible.”

About Barbara Ling:

Barbara Ling is a full-time authority marketing innovator who coaches businesses on building lasting long-term credibility and authority online. To learn more about Barbara Ling, visit BarbaraLing.com or [Fb.com/BarbaraLingShares](https://fb.com/BarbaraLingShares) .

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