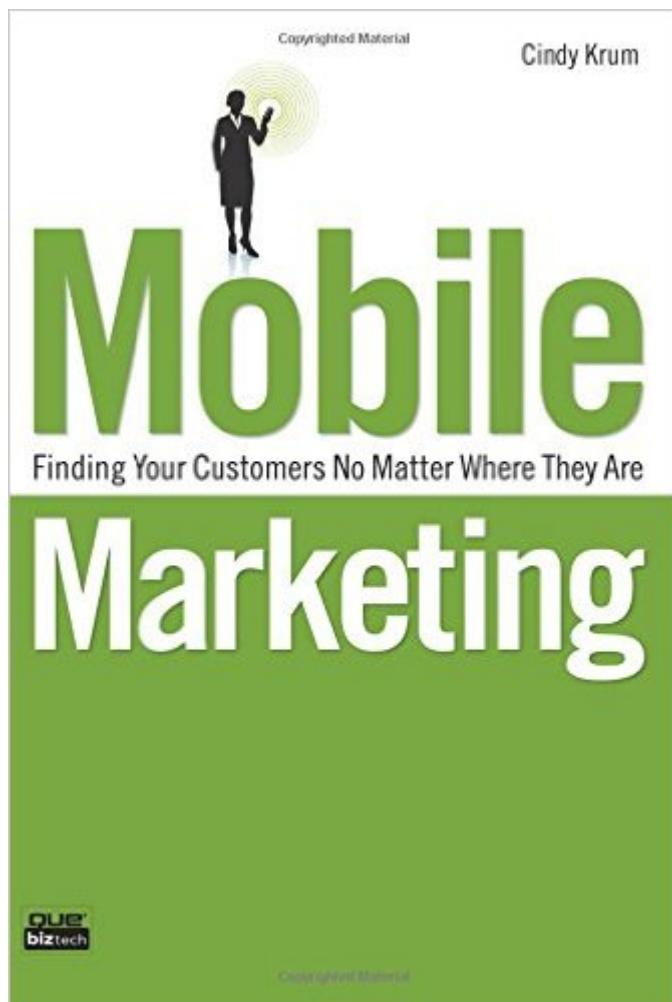


The book was found

Mobile Marketing: Finding Your Customers No Matter Where They Are



Synopsis

Mobile Marketing Finding Your Customers No Matter Where They Are Â Use Mobile Marketing to Supercharge Brands, Sales, and Profits! Â Using brand-new mobile marketing techniques, you can craft campaigns that are more personal, targeted, immediate, measurable, actionableâ “and fun! Now, one of the fieldâ ™s leading pioneers shows exactly how to make mobile marketing work for your business. Cindy Krum cuts through the hype, revealing whatâ ™s workingâ “and what isnâ ™t. She guides you through identifying the right strategies and tactics for your products, services, brands, and customersâ |avoiding overly intrusive, counterproductive techniquesâ |and how to successfully integrate mobile into your existing marketing mix. Above all, Krum shows you how to effectively execute on your mobile marketing opportunitiesâ “driving greater brand awareness, stronger customer loyalty, more sales, and higher profits. Â Topics include â ¢ Getting started fast with mobile marketing â ¢ Understanding the international mobile marketing landscape â ¢ Targeting and tracking the fast-changing mobile demographic â ¢ Taking full advantage of the iPhone platform â ¢ Leveraging mobile advertising, promotion, and location-based marketing â ¢ Building micro-sites and mobile applications â ¢ Performing search engine optimization for mobile sites and applications â ¢ Building effective mobile affiliate marketing programs â ¢ Integrating online and offline mobile marketing â ¢ Avoiding mobile marketing spam, viruses, and privacy violations â ¢ Previewing the future of mobile marketing

Book Information

Paperback: 360 pages

Publisher: Que Publishing; 1 edition (March 7, 2010)

Language: English

ISBN-10: 0789739763

ISBN-13: 978-0789739766

Product Dimensions: 5.9 x 1.1 x 8.9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ See all reviewsÂ (42 customer reviews)

Best Sellers Rank: #1,471,388 in Books (See Top 100 in Books) #106 inÂ Books > Business & Money > Marketing & Sales > Marketing > Telemarketing #2120 inÂ Books > Business & Money > Marketing & Sales > Marketing > Web Marketing #3620 inÂ Books > Business & Money > Processes & Infrastructure > E-Commerce

Customer Reviews

As a marketer for over twenty years, keeping up with all of the technological marketing medium opportunities that have emerged and continue to evolve isn't as easy as it once was. Well-focused, detailed and informative books on a specific growing opportunity, written by an expert, definitely help. This one delivers well on this front. Here's the more specific upsides and potential downsides I see, depending on your expertise and needs.

KEY UPSIDES:- It's a thorough and well-organized in-depth look across the spectrum of mobile marketing. There isn't anything I can think of this book should have included that it didn't. It starts with a history and overview of the strengths and complexities of Mobile Marketing and a detailed look at how to target and track your MM audience. Throughout the book there are great case studies. After looking into each of the different approaches that one might take with their mobile marketing efforts. It goes on to explore the international MM landscape and privacy/spam issues. There's also an appendix of supplier resources, text symbols and a glossary of frequently used terms.

- It's a practical, tactical "how to guide" too. For each type of potential mobile marketing campaign - including advertising, promotions, application creation, e-commerce, search engine optimization and integrating it with mass media - you'll get a break down of the various mobile marketing tactics available, considerations to help you decide if that kind of effort is right for your business needs, and the best practices, instructions and resources to help you make it happen.

- You receive free access to the on-line version of the book, w/ purchase of the hard copy. It's a good reference that's only a click away.

Typical of someone who yaps on their phone and really says nothing, this book is mostly small talk. I left the book feeling like I read much but learned little. Although the book was published recently, the information is simply too old to be considered relevant. I couldn't get past the fact that the author hints at an upcoming iPhone to replace the 3G, so obviously the 3GS was only on the horizon and therefore dating the information in this book to over a year ago. Little mention of Android based phones. Ideally a book written about technology should talk in generalities enough that it survives any major shift in the field. This book does not and it taints any advice given. Too many specifics focused on technology that seems outdated today. The author spends an inordinate amount of time on how QR codes (those bar-code like cubes you've probably never seen) are used and simply assumes they'll start picking up more in the US. They haven't. Same for use of bluetooth to broadcast ads--they simply haven't picked up in the US. If for some reason a reader wanted to start advertising via QR codes or bluetooth, she offers no practical advice on how to do it. A few examples are given on how some businesses put QR codes in ads, but not on how to create QR codes and what those codes should like to. Small and medium sized businesses simply won't know

how to implement these campaigns. SMS (text) codes are included in the book, but she certainly failed to explain how a business sets up an SMS campaign. I had hoped to learn how to do this for my business. I want customers to be able to text me and have an auto-response. No links or suggestions. Heavy emphasis was placed on metrics software--tracking progress of your campaign.

[Download to continue reading...](#)

Mobile Marketing: Finding Your Customers No Matter Where They Are Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Mobile Web Development: Building mobile websites, SMS and MMS messaging, mobile payments, and automated voice call systems with XHTML MP, WCSS, and mobile AJAX Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising From Zero to Sixty on Hedge Funds and Private Equity 3.0: What They Do, How They Do It, and Why They Do The Mysterious Things They Do Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Mobile Magic: The Saatchi and Saatchi Guide to Mobile Marketing and Design Marketing: A Love Story: How to Matter to Your Customers Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First The Tree: A Natural History of What Trees Are, How They Live, and Why They Matter The Lightroom Mobile Book: How to extend the power of what you do in Lightroom to your mobile devices Angel Customers and Demon Customers: Discover Which is Which and Turbo-Charge Your Stock Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online

Marketing For Beginners, Affiliates) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing)

[Dmca](#)