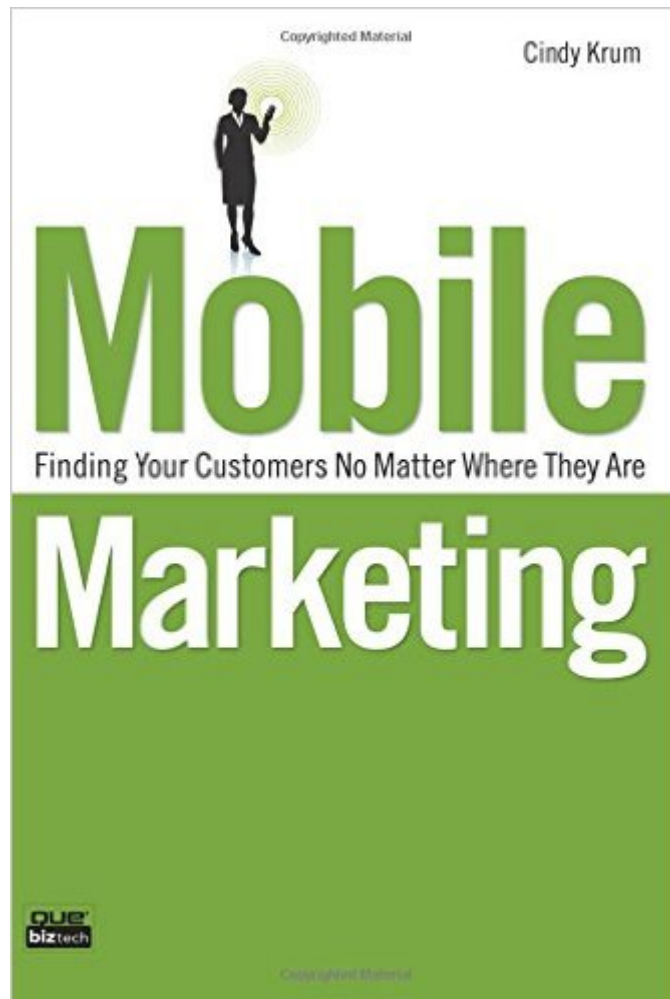


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# Mobile Marketing: Finding Your Customers No Matter Where They Are



## Synopsis

**Mobile Marketing Finding Your Customers No Matter Where They Are** — Use Mobile Marketing to Supercharge Brands, Sales, and Profits! — Using brand-new mobile marketing techniques, you can craft campaigns that are more personal, targeted, immediate, measurable, actionable—and fun! Now, one of the field’s leading pioneers shows exactly how to make mobile marketing work for your business. Cindy Krum cuts through the hype, revealing what’s working—and what isn’t. She guides you through identifying the right strategies and tactics for your products, services, brands, and customers—avoiding overly intrusive, counterproductive techniques—and how to successfully integrate mobile into your existing marketing mix. Above all, Krum shows you how to effectively execute on your mobile marketing opportunities—driving greater brand awareness, stronger customer loyalty, more sales, and higher profits. — Topics include — [Getting started fast with mobile marketing](#) — [Understanding the international mobile marketing landscape](#) — [Targeting and tracking the fast-changing mobile demographic](#) — [Taking full advantage of the iPhone platform](#) — [Leveraging mobile advertising, promotion, and location-based marketing](#) — [Building micro-sites and mobile applications](#) — [Performing search engine optimization for mobile sites and applications](#) — [Building effective mobile affiliate marketing programs](#) — [Integrating online and offline mobile marketing](#) — [Avoiding mobile marketing spam, viruses, and privacy violations](#) — [Previewing the future of mobile marketing](#)

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## 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 cubs 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.

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