



Mobile Marketing For Dummies

By Michael Becker, John Arnold

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Straightforward advice on building and launching a mobile marketing plan

Mobile communication is hot, and so is marketing on mobile devices. *Mobile Marketing For Dummies* provides a clear and easy path for creating, launching, and making the most of a mobile marketing program. Designed for marketing professionals and other business people who may have little experience with the medium, it explains mobile marketing and how to convert a traditional marketing plan to mobile. Topics include assembling resources and budget, creating a plan, following best practices, building mobile sites, and much more.

- Explains what mobile marketing is, how you can adapt a traditional marketing plan for mobile, and how to create and launch a mobile marketing plan from scratch
- Covers activating a plan using voice, text, e-mail, and social media campaigns
- Explores the nuts and bolts of building mobile sites, apps, monetizing mobile, and advertising on other mobile properties

Mobile Marketing For Dummies gives you the tools to succeed in this exciting environment.

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Editorial Review

From the Back Cover

With mobile, you can put your marketing message right into your prospect's hands

Marvelous mobile — perhaps the most personal and targeted marketing channel ever! You want to be sure your business is promoted on mobile devices, and this book gets you going in more ways than one. Discover the opportunities, learn the strategies, and find out how to deliver your message to your prospects, wherever they may be!

- This thing called mobile — find out where mobile fits into your marketing plan and how to comply with the laws and regulations
- Strategically speaking — develop a strategy and select partners to help you carry it out
- In a word — build a solid foundation for sending text and multimedia messages and learn to design e-mails for mobile screens
- What a site — get the scoop on building effective Web sites for mobile devices
- Mobile moneymaker — generate income with mobile apps and advertising
- Talk to them — enable marketing campaigns that take advantage of the mobile phone's most used yet most overlooked feature: voice
- Buy and buy — learn to enable monetary transactions via mobile devices
- Track your success — use mobile marketing analytics to see if your strategy is working

Open the book and find:

- Five elements of mobile marketing
- Valuable tips on how to engage your customers
- How to map out your mobile marketing strategy
- What a short code is and when you need one
- Marketing advantages of mobile apps
- How to take advantage of mobile social media
- What you need to know to evaluate ROI
- Ten mobile marketing resource centers

Learn to:

- Understand the mobile world and mobile marketing best practices
- Plan your mobile marketing strategy
- Launch a campaign including voice, text, e-mail, and social media
- Mobile-enable your marketing and establish direct customer contact

Users Review

From reader reviews:

Mario Berry:

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Jewell Garza:

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Linda White:

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Dennis Winters:

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