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Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes And Other Mobile Strategies To Grow Your Business



Synopsis

Set-up, run, and measure successful mobile media marketing campaigns. Go Mobile is packed with tools, tips, and techniques that will help readers set-up, launch, run, and measure mobile media campaigns. This book will help readers understand the different mobile media platforms, learn how to use SMS for business, incorporate 2D and QR Codes into their campaigns, develop mobile Websites and mobile apps, see case studies, and much more. Go Mobile offers practical, step-by-step guidance for implementing a mobile marketing campaign. Readers will learn how to: Use location-based marketing to get new customers and keep existing ones Integrate social media with your mobile media campaign Use mobile E-commerce to improve brand loyalty Measure the ROI of a mobile media campaign Develop mobile media business models you can use to grow revenues With these effective, efficient, and integrated mobile marketing campaigns, business owners and marketers will garner enviable response rates and watch their revenue grow more rapidly than ever before.

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Customer Reviews

From the Authors: 10 Mobile Facts Every Marketer Must Know Co-Author Jeanne Hopkins 1. There are 4.0 billion mobile phone owners on the planet. (from 60 Second Marketer) 2. Brands using SMS and MMS can reach nearly 95% of mobile phone subscribers on both smartphones and non-smartphones alike. (from Mobile Marketer) 3. 90% of text messages are read within 3 minutes of being delivered. (from Luxury Dialy) 4. 79% of smartphone users use their phone to help with shopping, with 74% ultimately making a purchase as a result. (from Search Engine Land) 5. Mobile

coupons receive 10 times higher redemption rates than print coupons. (from Mobile Commerce Daily) 6. Mobile ads perform 4 to 5 times better than online ads in key metrics such as brand favorability, awareness, and purchase intent. (from InsightExpress) Co-Author Jamie Turner 7. 70% of mobile searches lead to action within one hour. It takes one month for the same percentage of desktop users to take action. (from Mobile Marketer 8. 16.7 million mobile subscribers, including 76% of the smartphone owners, used location-based check-in. (from comScore) 9. Android accounted for the largest share of location-based services users, with about 37% checking-in, while 34% of users checked in from an iPhone. (from comScore) 10. Additional marketing-based activities are even more popular, including receiving special offers by text message (54%) or scanning a QR code (58%). (from marketingcharts.com) --This text refers to the Hardcover edition.

Get your business to Go Mobile According to the Mobile Marketing Association, more people in the world own a mobile device than own a toothbrush. Morgan Stanley reports that the adoption of the iPhone happened at a rate 11 times faster than the adoption of AOL. And after 2013, the number one way people will access the Internet is via their smartphones. Given all that, it's not surprising that corporations around the globe are embracing mobile marketing as a new and revolutionary tool that can help them connect with customers. Go Mobile will prepare you to set up, launch, and run a mobile marketing campaign that generates a positive ROI. Learn how to use QR codes, SMS, mobile apps, mobile websites, and other tools to help you get more customers, generate more referrals, and grow your revenues faster than ever before. "A thorough introduction to the next frontier for permission marketing: mobile." — Seth Godin, author of We Are All Weird and Permission Marketing "Mobile marketing is a huge challenge for companies to consider. Learn all you can through books like this, and through diving in yourself." — Chris Brogan, President of Human Business Works and coauthor of Trust Agents "Go Mobile is your must-read road map to the widely traveled road of mobile users. If you want to excel past a basic understanding of mobile marketing and truly connect with on-the-go consumers, study this book!" — Michael Stelzner, founder of Social Media Examiner and author of Launch --This text refers to the Hardcover edition.

Full of excellent marketing information. The information is somewhat dated but it has classic information regarding mobile marketing. Anyone taking marketing classes might be able to use this as a handy reference in their writings. Or a person that owns a business might want to get up to speed on marketing with mobile devices. It really is a must to have SEO for mobile these days. This book shows you step by step a great marketing plan and even has checklists for your convenience.

I would have to say this will be a classic. There are only some minor things that might need updating to a newer version. This version is great anyhow.

Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business

Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business [Hardcover] by Jeanne Hopkins (Author) and Jamie Turner (Author).

Reading the following comment in Jeanne Hopkins' (VP Marketing, HubSpot) and Jamie Turner's (Founder, CCO, 60-Second Marketer) new book, "Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business" may inspire you to grab a copy and begin reading: "Gartner predicts that by 2013, the primary way people will access the Internet will be via their mobile browsers." As 2013 is at hand, if you'd like this enormous audience to access your business, too, then this book is for you. If you are looking beyond just getting a better grasp of the mobile landscape, and are ready to take action by implementing at least a few of this book's mobile marketing strategies (outlined in a step-by-step manner), then grab a copy of this book and start reading. "Go Mobile" is organized in the following four segments: (1) Part 1 covers the mobile landscape and discusses some of the best practices used in various mobile marketing case studies ("The Mobile Marketing Landscape" - 6 Chapters) (2) Part 2 outlines how to set up your business for success in mobile media ("Setting Yourself Up for Success" - 3 Chapters). (3) Part 3 describes practical tactics used in mobile marketing ("Taking A Deeper Dive Into Mobile Marketing Tools Pool" - 8 Chapters). (4) Part 4 discusses business-to-business (B2B) mobile marketing, mobile ROI, and the core characteristics of successful mobile marketing campaigns ("Expanding Your Horizons" - 5 Chapters). Each of these four segments offers practical guidance for implementing effective, efficient, and integrated mobile marketing tools (such as location-based marketing; mobile apps development; mobile optimized ad campaigns; keyword and QR code usage; mobile display ads and search; and more). Clearly written and easy to understand, you'll be pleasantly surprised at how much you can do with a mobile strategy for your own business right now. Highly recommended.

I am in the mobile marketing industry myself, and while I was already familiar with many of the concepts discussed in the book, there were many other things that the book helped me to appreciate even more. I especially appreciated the way that Jeanne and Jamie put everything into a clear, down to earth, easy to understand language. Even the most non-technical person can read

this book and grasp the concepts discussed within it. And I shouldn't forget to mention that every business can implement at least a few strategies that were explained in the book and know exactly how to do it. Mobile Marketing truly is the "next big thing" for every business, and this book will help every business owner and marketer get in on the action.

I would recommend this book to marketers and entrepreneurs, particularly those who work for businesses that advertise online. (And, that should be almost every business.) As the authors of the book point out, "Your web-based marketing channel could very quickly transform into just mobile marketing." This book explains some of the differences between PC-based online marketing and mobile marketing. In the process, it provides insights that can help give a business the edge over its competition.

Go Mobile really does a great job at covering ALL of mobile and offers many insightful tips on how to get started or expand in the channel. Extremely well organized and takes you from how the mobile landscape has evolved and best practices up through how to set up your business to succeed with mobile media.

I have read many books focused on the topic of emerging mobile marketing and M Commerce, and "Go Mobile," by far is the best of the lot. It not only supplies both interesting and impactful validation of the geometric growth of consumer facing mobile technology, but most importantly to my way of thinking, is filled with both "down to earth" strategies and tactics that any business could implement (with the information and instruction of this book). In a succinct and easy to read manner, "Go Mobile" comprehensively goes through each major mobile marketing tool (mobile web sites, keyword and QR code usage, mobile display ads and search, mobile apps, location based marketing, etc.), thoroughly explaining the tool and real world examples on how they are used today by some of the most astute marketers, combined with savvy advice on how anyone can put them into practice. In short, if you read one book on this topic, in my opinion, "Go Mobile" is the one to buy, worth many multiples the price of the publication.

Very complete with lots of useful information to share and use, highly recommended for all those who are starting in the mobile world and want to expand their knowledge base.

I found this book very informative..1 The second chapter was a jumpstart that gives you enough

information for any one to launch a mobile campaign.

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