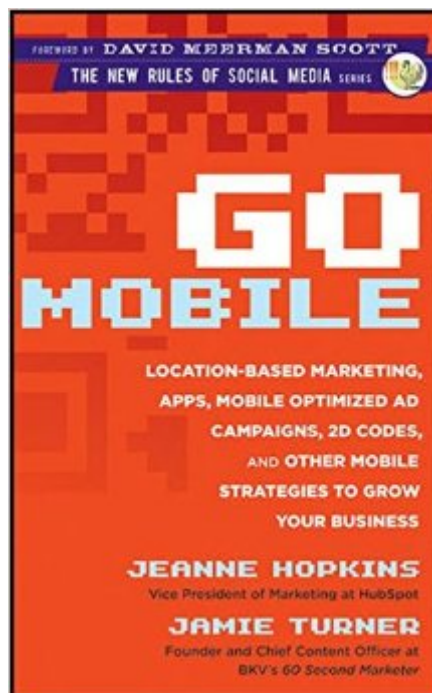


The book was found

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.

Book Information

Hardcover: 256 pages

Publisher: Wiley; 1 edition (January 11, 2012)

Language: English

ISBN-10: 1118167783

ISBN-13: 978-1118167786

Product Dimensions: 6.3 x 0.9 x 9.3 inches

Shipping Weight: 14.9 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars Â Â See all reviews Â (29 customer reviews)

Best Sellers Rank: #608,749 in Books (See Top 100 in Books) #82 in Â Books > Computers & Technology > Web Development & Design > User Generated Content #256 in Â Books > Computers & Technology > Business Technology > Social Media for Business #431 in Â Books > Computers & Technology > Internet & Social Media > Social Media

Customer Reviews

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

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

Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business 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) 26 Instant Marketing Ideas to Build Your Network Marketing Business: Powerful Marketing Tips & Campaigns to Build Your Business F-A-S-T! SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Mobile Web Development: Building mobile websites, SMS and MMS messaging, mobile payments, and automated voice call systems with XHTML MP, WCSS, and mobile AJAX Location, Localization, and Localizability: Location-awareness Technology for Wireless Networks FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) The Fredericksburg Campaign : October 1862-January 1863 (Great Campaigns Series) (Great Campaigns of the Civil War) 55 Smart Apps to Level Up Your Brain: Free Apps, Games, and Tools for iPhone, iPad, Google Play, Kindle Fire, Web Browsers, Windows Phone, & Apple Watch Mobile Marketing: How Mobile Technology is Revolutionizing Marketing,

Communications and Advertising 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) 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) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Facebook: Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business and Making Money Online: *FREE BONUS: 'SEO 2016' Included!* ... Marketing Strategies, Passive Income) Going Live: Launching Your Digital Business (Digital Entrepreneurship in the Age of Apps, the Web, and Mobile Devices) Secrets of Making and Breaking Codes: A Hands-on Guide to Both Simple and Sophisticated Codes to Easily Help You Become a Codemaster iOS Apps for Masterminds: How to take advantage of Swift to create insanely great apps for iPhones and iPads

[Dmca](#)