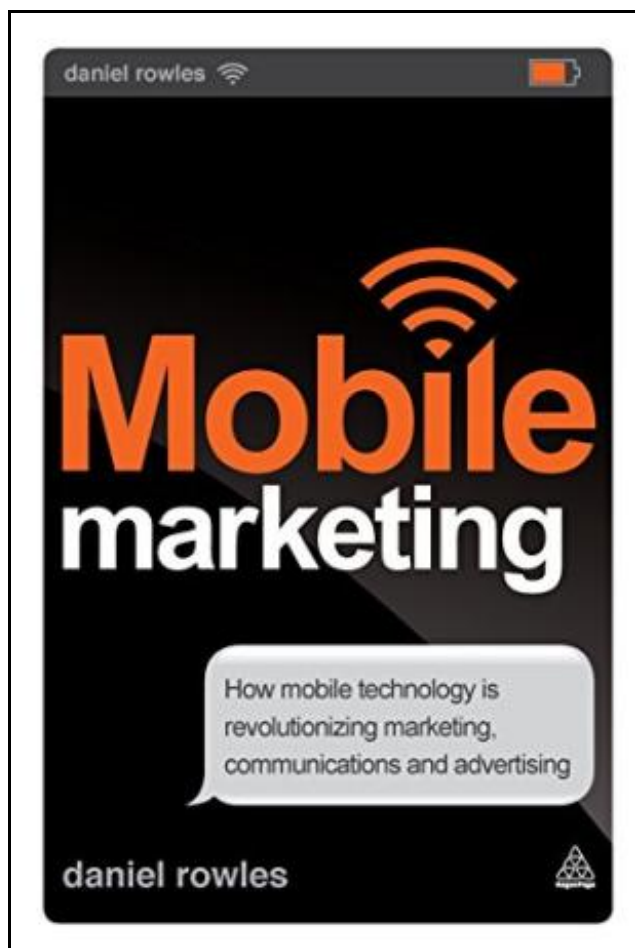


Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising



Filesize: 1.33 MB

Reviews

This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Ally Reichel)

MOBILE MARKETING: HOW MOBILE TECHNOLOGY IS REVOLUTIONIZING MARKETING, COMMUNICATIONS AND ADVERTISING



Kogan Page. Paperback. Book Condition: New. Paperback. 280 pages. Dimensions: 9.1in. x 6.1in. x 0.7in. Daily time spent on mobile devices is now overtaking daily time spent in front of a TV, as revealed in a recent study by Millward Brown. To help determine what marketers can and should be doing with the exponential growth in mobile device usage, Daniel Rowles offers a practical and hands-on guide to designing, implementing and measuring an effective mobile strategy. Mobile Marketing starts with an in-depth review of the mobile environment, the technology itself both hardware and software and goes further to emphasize the importance of understanding the user journey rather than specific devices. Rowles offers an understanding of what the mobile consumer actually wants to achieve; of technology change and adoption, devices and platforms; of mobile usage statistics and, finally, presents his thoughts on the future of mobile marketing. He then provides a tactical toolkit that includes discussion of mobile sites and responsive design; how to build, market and maintain apps; uses of social media in a mobile context; mobile search and search engine optimization SEO; mobile advertising; augmented reality; QR codes; near field communication NFC; Short Messaging Services SMS and mobile analytics. Along with helpful graphs and tips for further reading, the book includes several international case studies that illustrate the potential pitfalls and rewards of mobile marketing initiatives. The book is a useful and compelling read, designed both for those new to mobile marketing and those looking for advice on how to better incorporate mobile into other marketing activities. Combining theoretical understanding of mobile's role in the marketing arena and practical exercises, Rowles shows how to build a top-down strategy, encompassing all consumer touch points, to future-proof businesses against customers ever-changing mobile interaction with brands. This item ships from multiple locations. Your book...



[Read Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising Online](#)



[Download PDF Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising](#)

Other Kindle Books



Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who...

[Read Document »](#)



Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in.Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead....

[Read Document »](#)



The Whale Tells His Side of the Story Hey God, Ive Got Some Guy Named Jonah in My Stomach and I Think Im Gonna Throw Up

B&H Kids. Hardcover. Book Condition: New. Cory Jones (illustrator). Hardcover. 32 pages. Dimensions: 9.1in. x 7.2in. x 0.3in.Oh sure, well all heard the story of Jonah and the Whale a hundred times. But have we...

[Read Document »](#)



Too Old for Motor Racing: A Short Story in Case I Didnt Live Long Enough to Finish Writing a Longer One

Balboa Press. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.We all have dreams of what we want to do and who we want to become. Many of us eventually decide...

[Read Document »](#)



The Day I Forgot to Pray

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in.Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she...

[Read Document »](#)