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

By Daniel Rowles

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...



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