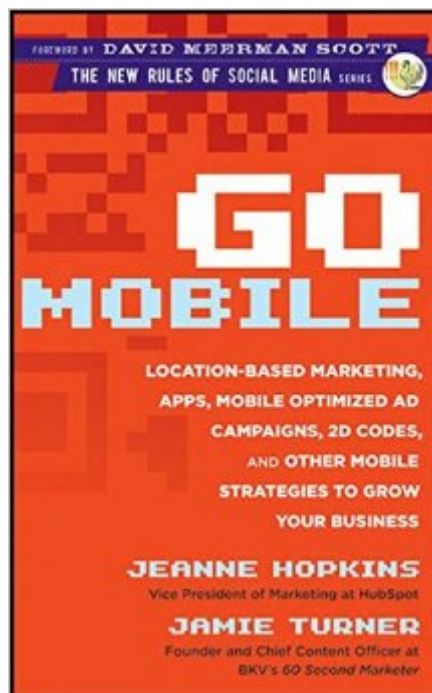


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# Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes And Other Mobile Strategies To Grow Your Business



## 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.

## Book Information

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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).

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