

Mobile Marketing: Successful Strategies for Today's Mobile Economy: Put the Power of Mobile Apps, Mobile Websites, SMS and QR Codes to Work for Your Business



Mobile marketing is transforming the way businesses of all sizes interact with their clients. Internet Marketing Consultant Jeff Klein provides small businesses analysis and insight into the dominant role mobile devices play in the lives of consumers. He provides specific strategies business owners can employ to make sure they too are making the mobile transition. These mobile advertising strategies do more than keep your business from falling behind; they can give you a competitive advantage when you apply them creatively. This strategy guide will give you everything you need to get started with mobile websites, mobile apps, text message marketing (SMS), and QR codes. Not only does Klein define the necessary terms to know, but he shows you how they're actually working in real businesses. You can use it as a standalone guide to work along with a consultant or you can develop a plan of your own. What's most useful about this guide are the insights on integrating mobile into what businesses are already doing. Instead of giving the reader a laundry list of dos, don'ts and bullet points, Klein provides practical hints on how marketing through mobile devices fits the big picture. It's clear that he understands small business marketing and what it takes to sustain a successful marketing campaign. Mobile Marketing: Successful Strategies for Today's Mobile Economy is designed to help small businesses harness the power and potential mobile devices offer.

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Mobile marketing and advertising strategies in tourism and How does Mobile Marketing and Social Media work

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