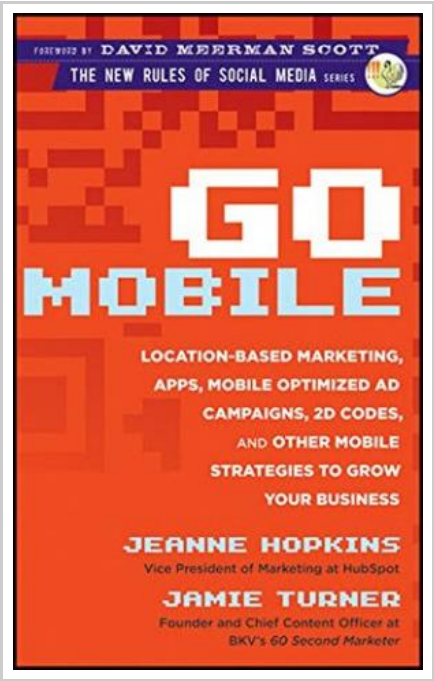


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Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business

By Jeanne Hopkins, Jamie Turner

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business, Jeanne Hopkins, Jamie Turner, 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 us 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.

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