



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

Jeanne Hopkins, Jamie Turner

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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.

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Patricia Ramirez:

A lot of people always spent their own free time to vacation or perhaps go to the outside with them loved ones or their friend. Do you know? Many a lot of people spent that they free time just watching TV, or even

playing video games all day long. If you wish to try to find a new activity that is look different you can read a book. It is really fun in your case. If you enjoy the book that you just read you can spent 24 hours a day to reading a guide. The book Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business it is extremely good to read. There are a lot of individuals who recommended this book. These people were enjoying reading this book. Should you did not have enough space bringing this book you can buy typically the e-book. You can m0ore easily to read this book through your smart phone. The price is not very costly but this book provides high quality.

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