



Mobile Marketing: Finding Your Customers No Matter Where They Are

Cindy Krum

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Mobile Marketing

Finding Your Customers No Matter Where They Are

Use Mobile Marketing to Supercharge Brands, Sales, and Profits!

Using brand-new mobile marketing techniques, you can craft campaigns that are more personal, targeted, immediate, measurable, actionable—and fun! Now, one of the field's leading pioneers shows exactly how to make mobile marketing work for your business. Cindy Krum cuts through the hype, revealing what's working—and what isn't. She guides you through identifying the right strategies and tactics for your products, services, brands, and customers...avoiding overly intrusive, counterproductive techniques...and how to successfully integrate mobile into your existing marketing mix. Above all, Krum shows you how to effectively execute on your mobile marketing opportunities—driving greater brand awareness, stronger customer loyalty, more sales, and higher profits.

Topics include

- Getting started fast with mobile marketing
- Understanding the international mobile marketing landscape
- Targeting and tracking the fast-changing mobile demographic
- Taking full advantage of the iPhone platform
- Leveraging mobile advertising, promotion, and location-based marketing
- Building micro-sites and mobile applications
- Performing search engine optimization for mobile sites and applications
- Building effective mobile affiliate marketing programs
- Integrating online and offline mobile marketing
- Avoiding mobile marketing spam, viruses, and privacy violations
- Previewing the future of mobile marketing

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