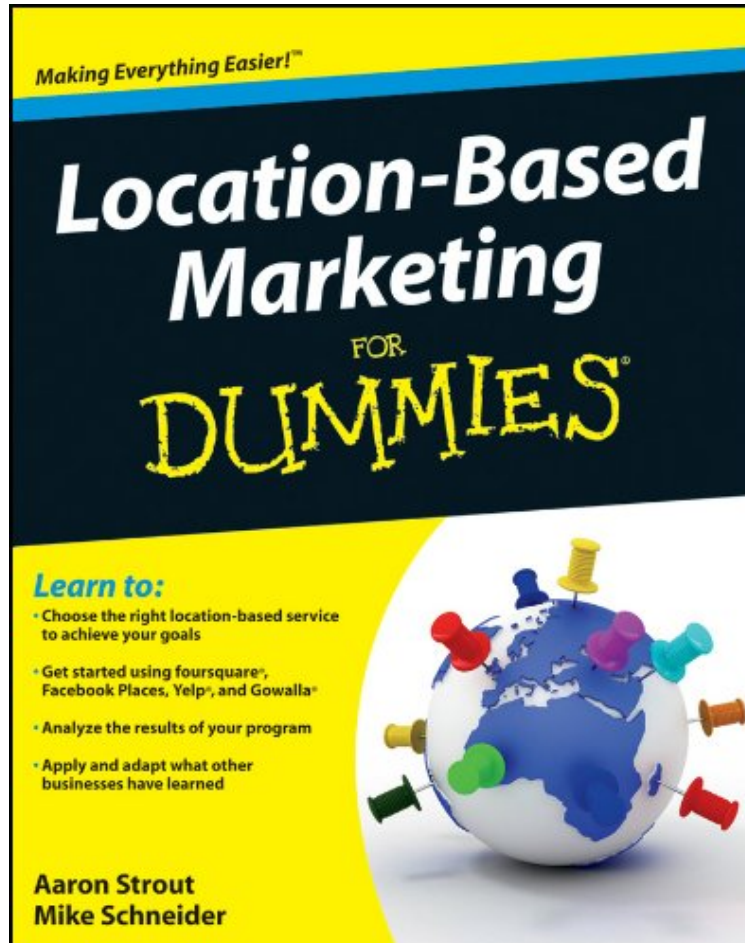


Location Based Marketing For Dummies

Aaron Strout, Mike Schneider

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Aaron Strout, Mike Schneider : Location Based Marketing For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Location Based Marketing For Dummies:

3 of 3 people found the following review helpful. Great Guide For Web MarketersBy Elmer BoutinThese days, there's a lot of talk about location-based services and marketing via those channels. Some of that information is good and some not so good. I was very happy to hear two people who are very knowledgeable in the web marketing arena, namely Aaron Strout and Mike Schneider, were going to tackle this very important topic in book form.Location-Based Marketing for Dummies is packed full of useful information broken up into five sections:Putting a Little "Location" in Your Marketing Campaign - which goes over the different location-based services and how they are used by consumersLocation-Based Marketing in Action - which covers the tactical parts of putting together a location-based campaign of your ownIntegrating Location into Other Channels - covering the more strategic aspects of incorporating location-based activities into a larger marketing planMeasuring Your Return on Investment - there's no point in implementing an online marketing plan of any kind if you don't attempt to measure its success; very important

information is in this section The Part of Tens - which is a collection of lists with a lot of interesting and useful information including some possibly up-and-coming location services All in all this book is easy to understand and breaks down the information in such a way that it's more of a step-by-step guide rather than just a "for Dummies" book. I very much liked how it was organized to take someone from "zero to sixty" in a short time, getting them going on using location-based services as part of their marketing strategy. It's full of useful ideas and tips to help anyone plan and run an excellent program, complete with coupons and loyalty rewards, if those are desired components. I especially appreciate the measurement section. All too often we're told that online marketing efforts really can't be measured. This is not true, and I'm happy to see this book includes an entire section devoted to this very important aspect of a successful online location-based program. I highly recommend this book to anyone looking to learn more about location-based technologies and how to use them for business purposes. I think it would be especially useful to the small- or medium-sized business owner or marketing person who is looking to get an edge over the competition. That being said, those with larger companies, especially those with multiple locations, can also learn a lot from this work. Disclaimer: I requested an advanced copy of the book and received one free of charge to me. This is, still, my honest opinion of the work.

0 of 0 people found the following review helpful. Get On The Location-Based Marketing Train By Kyle Flaherty Having read Location-Based Marketing for Dummies I must admit that the book surpassed my expectations. Initially I figured that I would know most of the material that was going to be featured in the book since I do (disclaimer time) know Aaron Strout very well and the two of us have talked on this topic many times in the past. Secondly, as a B2B marketer I also assumed that the book would not really be practical for my day job. Wrong on both accounts, I guess what they say about "assuming" is still good advice. Like other "Dummies" books this one is simple to read and provides pragmatic tips and case studies throughout that any marketer can use. Yes, even B2B marketers. The book makes it very clear, location-based marketing is here to stay and starting to figure it out now can give you a personal advantage, not to mention your company, in the marketing battles. But I think what I appreciated the most was the fact that the authors clearly take you through HOW to make this happen, not just pontificating on what some big brand did with a huge budget. There is something in this book for every marketer, much of which you can apply to your job as you are reading the book.

3 of 3 people found the following review helpful. Jumpstart Your Location-based Marketing Program By J. David Evans If you've been waiting to jump into location-based marketing--Foursquare, Gowalla and more--then this book is what you've been waiting for. I've known Aaron for a long time, and he and co-author Mike Schneider have successfully translated their down-to-earth knowledge of marketing fundamentals to the newest location-based services. The book is easy to read, and the material and tips contained are easy to apply. I recommend this book to anyone just starting into social media, and especially to those considering location-based marketing programs.

Learn to create a two-way dialog with customers with location-based services and smartphones Location-based services (LBS) have started to gain popularity in the marketplace with more and more businesses starting to incorporate LBS into their marketing mix. This book is a necessary resource for anyone eager to create a two-way dialog with their customers in order to establish customer loyalty programs, drive promotions, or encourage new visitors. You'll learn how to successfully build, launch, and measure a location-based marketing program and figure out which location-based services are right for your business. Packed with resources that share additional information, this helpful guide walks you through the tools and techniques needed to measure all the data that results from a successful location-based marketing program. Serves as an ideal introduction to location-based marketing and gets you started building a location-based marketing program Helps you figure out which location-based service (LBS) is right for your business and then integrate LBS with your social graph Details ways to create compelling offers, using location-based marketing as a customer loyalty program, and set performance goals and benchmarks Explains how to use tools to measure your campaign, analyze results, and determine your business's success Includes examples of companies that are successfully using location-based marketing to demonstrate techniques and concepts featured in the book No matter your location, location-based services can benefit your business and this For Dummies book shows you how!

From the Back Cover Reward your customers, build their loyalty, and let them help market your business Want your marketing efforts to reach the right customer at exactly the right time? How about as they walk into your store? Location-based marketing lets you provide highly targeted offers and build customer loyalty. This book explains location-based services, what your campaign should contain, how to launch it, and how to measure results. Check in -- learn what goes into a check-in, what will encourage customers to do it, and what data you can collect Get started -- find out how to set up a campaign on foursquare, Facebook Places, Yelp, and Gowalla Know what you want -- fine-tune your marketing goals to maximize what location-based marketing can do Know what your customer wants -- research what motivates your customers and choose appropriate rewards Identify your influencers -- discover and reward the thought leaders among your customers Behind the scenes -- assure that your LBS campaign is well supported within your organization Choose analytics tools -- evaluate options for

measuring your successDash after information mdash; use dashboards to collect information about your visitors, when they visit, and whether they shareOpen the book and find:Types of campaigns to considerTips for getting customers to check inCool reward ideasHow to use scavenger hunts and games to motivate responseHow location-based marketing works with other campaignsWhen to support your campaign with traditional marketingHow to identify key performance indicatorsAn overview of services and tools that you use with location-based servicesLearn to:Choose the right location-based service to achieve your goalsGet started using foursquare, Facebook Places, Yelp, and GowallaAnalyze the results of your programApply and adapt what other businesses have learnedAbout the AuthorAaron Strout heads location-based marketing efforts at WCG, digital agency of the year as ranked by The Holmes Report.Mike Schneider is Senior Vice President, Director Digital Incubator for allen gerritsen, ranked as a top independent advertising agency by AdAge.