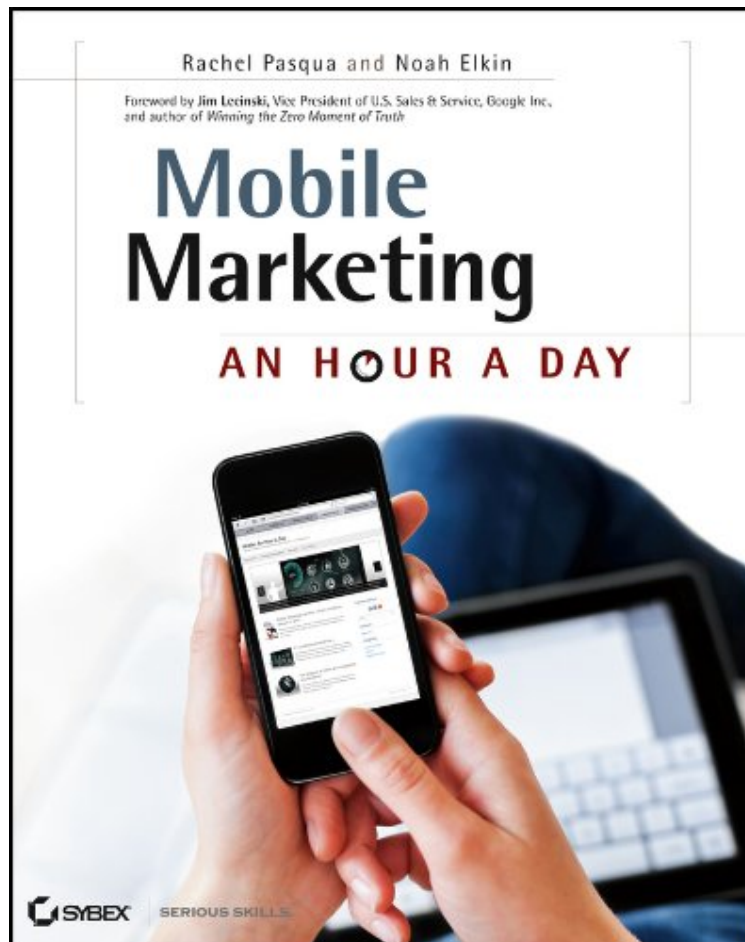


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## Mobile Marketing: An Hour a Day

*Rachel Pasqua, Noah Elkin*

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**Rachel Pasqua, Noah Elkin : Mobile Marketing: An Hour a Day** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mobile Marketing: An Hour a Day:

1 of 1 people found the following review helpful. Mobile marketing an hour a day by two recognized experts in the field. By Customer. There are a lot of mobile marketing books out there, and I've read many of them, but this one is interesting in two ways: 1) it's one of the most recent and up to date books in a genre that quickly becomes outdated as tactics evolve, containing advice that is generally time-tested rather than time-sensitive, and 2) it is written by two of whom I consider the top experts in mobile marketing: Noah Elkin and Rachel Pasqua. Both are veterans in the field with a clear understanding of mobile marketing, who present a digestible mobile marketing plan for small and large businesses alike. Like other books in this series, this one allows you to devote just an hour a day to creating and executing a solid plan for your business. If you're a time-starved entrepreneur or in-house marketer wearing too many hats and the mobile opportunity has been eluding you year after year, pick up this book for a solid primer in how to market to the ever-increasing mobile audience. One caveat: though the chapter on mobile SEO contains a number of solid best practices, as a mobile SEO expert I have to say I disagree with their guest author who said that SEO benefits

of responsive web design are undeniable. In fact, responsive web design can have problems when it comes to keyword usage, information architecture and page speed for many sites. But overall, this is a small quibble with an otherwise excellent read. Pick it up! 0 of 0 people found the following review helpful. Perfect Mobile Marketing Go-To Manual By Regina Scolaro Anyone who works in marketing and digital marketing specifically, knows how challenging it can be to learn all there is to know about the latest and greatest technologies. Every now and then you stumble across a book that takes a complex subject and methodically deconstructs its parts into simple, easily understood steps, that can immediately be applied to your business. Mobile Marketing: An Hour a Day is one of those books. A time saver and life saver of a read, which now sits front and center in my office, along with similarly brilliant books which I use as manuals/quick references every day! 4 of 4 people found the following review helpful. Very well written By J. B. Ruskin Really very well written. Helpful for learning the how-to's of mobile marketing. A very accessible book. Will be giving copies to co-workers. I think it can help you jump start your sales. An excellent explanation of how it all works and how to get it working for you. This book really stands out from the crowd. Bravo to the authors.

A step-by-step guide to successful mobile marketing strategies Go from zero to sixty with this practical book that helps you craft and deploy mobile marketing strategies for everything from brand building to lead generation and sales. As part of the popular do-it-yourself, Hour A Day series, this new book is full of advice, practical tips, and step-by-step tactics you can put to use right away. Start leveraging location-based marketing via Foursquare and Yelp, see how to set up and manage mobile commerce, and try such technologies as QR codes, ambient communication (RFID and Bluetooth), mobile broadcasting, and more. Take action now and mobile-loving customers will soon find you, thanks to these successful ideas and strategies from expert mobile marketers, Rachel Pasqua and Noah Elkin. Shows you step by step how to develop, implement, and measure a successful mobile marketing strategy Pares down a complex process into approachable, bite-sized tasks you can tackle in an hour a day Covers vital mobile marketing weapons like messaging, mobile websites, apps, and mobile advertising to help you achieve your goals Gets you up to speed on location-based marketing via Foursquare and Yelp, using mobile commerce, and leveraging technologies such as QR codes, ambient communication (RFID and Bluetooth), and mobile broadcasting Mobile Marketing: An Hour A Day is a must-have resource for marketers and advertisers who want a compelling mobile presence.

'If there is one book you read on mobile marketing, then I would recommend this one, Mobile Marketing: An Hour a Day. The book covers everything you need to know about mobile marketing. It starts off explaining the opportunity mobile presents and the current market. The following chapters then provide you with an in depth, yet accessible guide to creating a mobile strategy for your business.' (Sandeep Vadgama, Fourth Source, March 18, 2013) From the Back Cover Successfully Build Your Business and Brand with Mobile A Step-by-Step Guide Develop a smart mobile marketing strategy, and real-time customers will find you in a flash. This step-by-step guide is packed with proven techniques and strategies to help you design and optimize mobile websites, produce spot-on advertising, create cool smartphone apps, decipher the analytics, and leverage a rich mix of social, local, and mobile (SoLoMo) to increase profits. You'll also get a glimpse at what's just around the corner—things like mobile payments, augmented reality, and near-field communications. This practical guide demystifies a complex subject and breaks it down into achievable, day-by-day tasks to help you thrive in the mobile space. Successfully navigate the constantly evolving mobile landscape Build a solid mobile strategy for your brand or company Learn where, when, how, and why to use SMS/MMS Establish solid KPIs and set up reporting and analytics Design mobile websites with UIs that work on smartphones and tablets Keep customers coming back with engaging mobile apps Plan for all the major platforms, including iOS and Android Advertise with mobile and local ads that work Leverage the SoLoMo nexus Get into m-commerce and explore payment options Jump into ambient media—QR codes, augmented reality, and more You'll also find: Real-world case studies that illustrate successes to learn from Tactical advice to help you get to market fast and avoid pitfalls Top tools, technologies, and vendors Fascinating interviews with industry thought-leaders Praise for Mobile Marketing: An Hour a Day "Nothing gets you closer to your consumer than mobile. And nothing gets closer to mobile marketing perfection than Mobile Marketing: An Hour a Day." —Greg Stuart, CEO, Mobile Marketing Association and Co-Author of What Sticks "Elkin and Pasqua expertly detail the mobile landscape, tactics, and tools available to today's mobile marketer. This is a must-read." —Sara Holoubek, CEO, Luminary Labs "This book is filled with clear, well thought-out strategic guidance on all things mobile, with expert perspectives to help customize the strategy on an individual business (and budget) level." —Joy Liuzzo, President, Wave Collapse "This is now my go-to book for mobile. Not only does it have the brain trust going for it, but it also has the data to back it up." —Rob Garner, VP Strategy, iCrossing and author of Search and Social: The Definitive Guide to Real-Time Content Marketing About the Author Rachel Pasqua is VP of Mobile at global digital marketing agency iCrossing, where she helps Fortune 500 clients connect successfully with their audiences in a multiplatform, always-on world. She is an oft-quoted speaker at industry conferences such as OMMA, Digiday, and the L2 Think Tank series, and she has judged numerous media events including the Communication Arts 2010 Interactive Design Annual. She writes regularly about digital innovation on iCrossing's Great Finds blog; her personal

website, Mobile Social Ambient; and on Twitter at @rachelpasqua. Noah Elkin, PhD, is Principal Analyst at eMarketer, where he helps clients understand the latest developments in mobile marketing, devices, and commerce. A respected authority on digital trends, he is quoted frequently in leading publications, including the New York Times, the Wall Street Journal, Bloomberg Businessweek, Forbes, Ad Age, and NPR. He speaks regularly at industry conferences such as ad:tech, iMedia Summits, Mobile World Congress, and MMA Forum. Noah shares his insights on Twitter at @noahelkin.