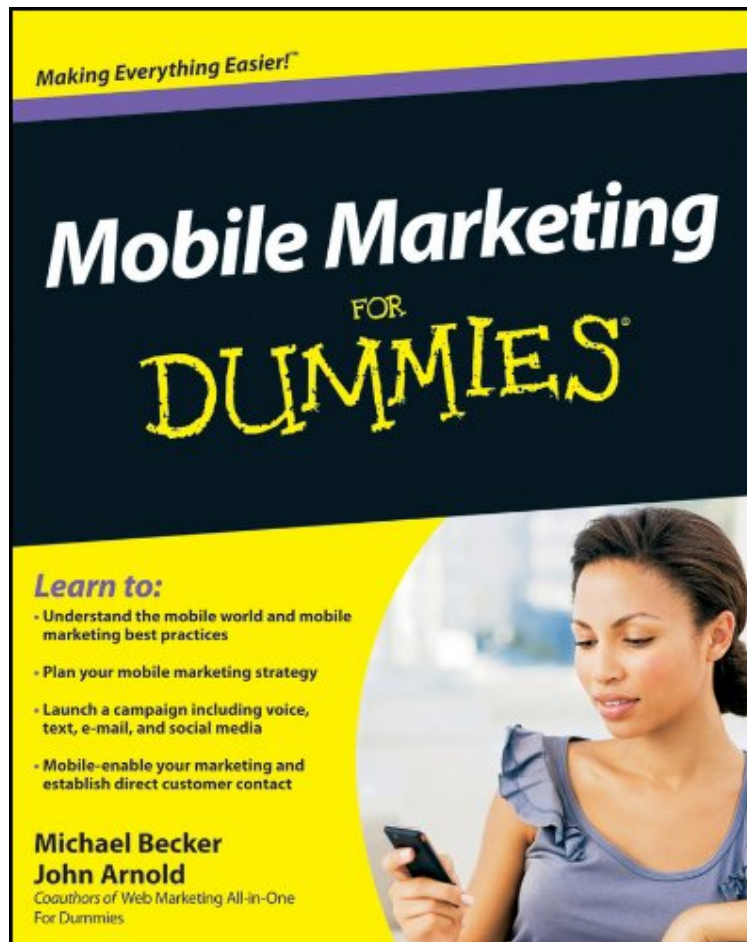


Mobile Marketing For Dummies

Michael Becker

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Michael Becker : Mobile Marketing For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Mobile Marketing For Dummies:

11 of 11 people found the following review helpful. Mobile Marketing "full circle"By Kevin P. Buccinnal have read two other books on this subject, "Mobile Marketing, Finding Your Customers No Matter Where They Are" by Cindy Krum and "The Mobile Marketing Handbook" by Kim Dushinski.Both are excellent reads and both compliment each other. But I do suggest that if you are really serious about MM as a business owner or as an entrepreneur wanting to start a MM business for others you need to read "MM for Dummies". "MM for Dummies" is the newer of the three and, for me, it was the book that brought me "full circle" regarding MM. Don't get me wrong, I'm glad I read the first two but everything about MM started to make sense and I began to "connect the dots" so to speak after reading "MM for Dummies". I highly recommend this book and good luck in your MM endeavors!2 of 2 people found the following review helpful. Mobile Marketing 101 MUST READ!!By KenCThis is a must read for everyone already in, looking to get in, or simply interested in the Mobile Marketing Industry. This book provides a bird's eye overview of the industry's ins and outs but also enough details with step by step blueprints of how to start a MM business.Unlike many

business books, you're not reading a few hundred pages only to have found less than a page of useful information. This book has become my owners manual/reference guide to all things mobile. This is a must read/have for anyone serious about getting involved with the "3rd screen" (mobile). 6 of 6 people found the following review helpful. Don't Let the Title Fool You! By Mary Beth McCabe Mobile Marketing is a high level book on Mobile Marketing and in this point in time (2011) not written for a dumb audience. You need to read carefully to get the most out of the material, not just skim the summaries. I spoke to the author, Michael Becker, on the phone about his Mobile Marketing Association, and found him to be very helpful and stimulating. I would recommend this book, not the title of it.

Straightforward advice on building and launching a mobile marketing plan Mobile communication is hot, and so is marketing on mobile devices. Mobile Marketing For Dummies provides a clear and easy path for creating, launching, and making the most of a mobile marketing program. Designed for marketing professionals and other business people who may have little experience with the medium, it explains mobile marketing and how to convert a traditional marketing plan to mobile. Topics include assembling resources and budget, creating a plan, following best practices, building mobile sites, and much more. Explains what mobile marketing is, how you can adapt a traditional marketing plan for mobile, and how to create and launch a mobile marketing plan from scratch Covers activating a plan using voice, text, e-mail, and social media campaigns Explores the nuts and bolts of building mobile sites, apps, monetizing mobile, and advertising on other mobile properties Mobile Marketing For Dummies gives you the tools to succeed in this exciting environment.

From the Back Cover With mobile, you can put your marketing message right into your prospect's hands Marvelous mobile mdash; perhaps the most personal and targeted marketing channel ever! You want to be sure your business is promoted on mobile devices, and this book gets you going in more ways than one. Discover the opportunities, learn the strategies, and find out how to deliver your message to your prospects, wherever they may be! This thing called mobile mdash; find out where mobile fits into your marketing plan and how to comply with the laws and regulations Strategically speaking mdash; develop a strategy and select partners to help you carry it out In a word mdash; build a solid foundation for sending text and multimedia messages and learn to design e-mails for mobile screens What a site mdash; get the scoop on building effective Web sites for mobile devices Mobile moneymaker mdash; generate income with mobile apps and advertising Talk to them mdash; enable marketing campaigns that take advantage of the mobile phone's most used yet most overlooked feature: voice Buy and buy mdash; learn to enable monetary transactions via mobile devices Track your success mdash; use mobile marketing analytics to see if your strategy is working Open the book and find: Five elements of mobile marketing Valuable tips on how to engage your customers How to map out your mobile marketing strategy What a short code is and when you need one Marketing advantages of mobile apps How to take advantage of mobile social media What you need to know to evaluate ROI Ten mobile marketing resource centers Learn to: Understand the mobile world and mobile marketing best practices Plan your mobile marketing strategy Launch a campaign including voice, text, e-mail, and social media Mobile-enable your marketing and establish direct customer contact