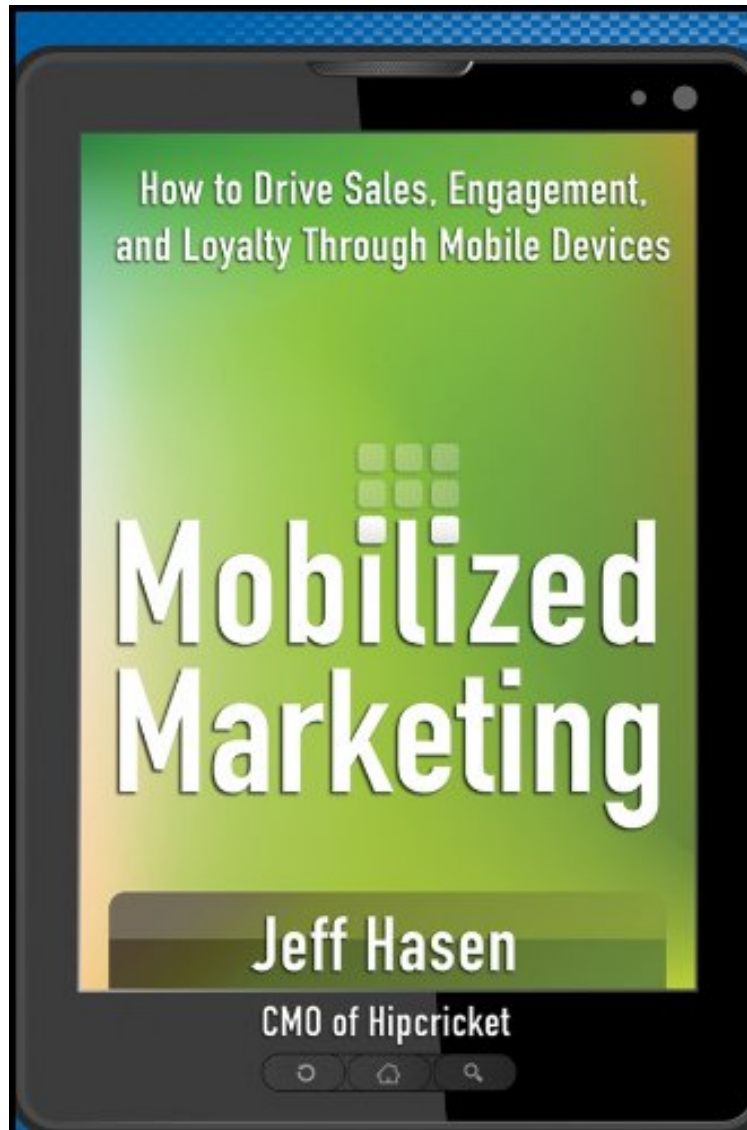


Mobilized Marketing: How to Drive Sales, Engagement, and Loyalty Through Mobile Devices

Jeff Hasen

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Jeff Hasen : Mobilized Marketing: How to Drive Sales, Engagement, and Loyalty Through Mobile Devices before purchasing it in order to gage whether or not it would be worth my time, and all praised Mobilized Marketing: How to Drive Sales, Engagement, and Loyalty Through Mobile Devices:

1 of 1 people found the following review helpful. Great Snapshot of Mobile Marketing SectorBy MarketManI really like the narrative style of the book, as well as its historical perspective of the roots of the mobile marketing industry. It starts out in very small and easily digestible parcels, drawing upon a plethora of examples of promotional efforts for

various organizations, and how mobile enhanced their sales and profitability. While the book draws a lot on SMS efforts, one must remember that 'true' smartphones have been around for only five years, and it was just yesterday that texting was basically the only real marketing channel for mobile phones. There are a number of current and highly relevant insights into the world of mobile, and how rapidly it is changing, and impacting the future of commerce. I also found great value in the perspective from a pioneer agency's point of view. Definitely a resource for those involved, or seeking future involvement in mobile marketing.

0 of 0 people found the following review helpful. Case studies from Hipcricket applied

By Mary Beth McCabe Hipcricket was one of the first companies to become successful in Mobile Marketing by engaging radio station audiences. Their story is told by author/CMO Jeff Hasen in this book, through case studies from American Idol, American Cancer Society, MillerCoors and Macy's. The Mobile Marketing Association (MMA) is credited with guidelines, rules and codes of conduct for mobile marketers. Definitions of key terms are included; Hasen teaches while telling the story. This is more about the strategy of mobile than the technical aspects, so anyone can read and understand the business value, without being overly complicated. I would recommend reading this book for those who are serious about mobile marketing in their business.

2 of 2 people found the following review helpful. It's okay.

By AE The first part of this book seems more like a trip down memory lane for the guy who wrote it. Even the case studies are more nostalgic than instructive. While there are some useful pieces of learning in the book, it's certainly not an instruction manual or how-to guide for marketers.

Integrate your mobile marketing program and take your brand to the next level

Mobile marketing is finally entering the forefront of the marketing realm as megabrands roll out million-dollar budgets and small businesses have turned to the channel for its affordability, measurability, and repeatable successes in producing sales and driving engagement and loyalty. Through insights from bold industry visionaries and fellow mobile pioneers, Mobilized Marketing takes readers through campaigns worth repeating and others that are not. Learn the many roads that marketers can take and the proven strategies and tactics that move products and build loyalty through the consumer's most personal device. With examples from the more than 130,000 campaigns developed by mobile marketing leader Hipcricket, Mobilized Marketing breaks down how brands of all sizes have performed in their mobile efforts—why some have failed and how others bravely turned to mobile. Demonstrates how to integrate mobile into marketing programs and how to effectively measure it Explains how to make your existing marketing spends work harder Delivers step-by-step instructions on how to optimize campaigns in real-time Shows how to determine which mobile tactics are keepers and which are not It's time to mobilize your marketing programs and drive your profits to new heights.

From the Inside Flap

Mobile marketing is finally entering the forefront of the marketing realm. Megabrands are rolling out million-dollar budgets, and small businesses have turned to the channel for its affordability, measurability, and repeatable successes in producing sales and driving engagement and loyalty. Through insights from bold industry visionaries and fellow mobile pioneers, Mobilized Marketing takes readers through campaigns worth repeating and others that are not. Learn the many roads that marketers can take and the proven strategies and tactics that move products and build loyalty through the consumer's most personal device. With examples from the more than 150,000 campaigns developed by mobile marketing and mobile advertising leader Hipcricket, Mobilized Marketing breaks down how brands of all sizes have performed in their mobile efforts—why some have failed and how others bravely turned to mobile. From the convergence of the mobile and social worlds to the emergence of multiscreen marketing, this book offers field-tested guidance from the experiences of brands such as CNN, MillerCoors, Macy's, Ford, and ESPN. It delivers expert advice from the smartest marketers across industries on future trends, mobile vs. online marketing, and when to consider mobile as an extension of traditional media. Mobilized Marketing delivers a 360 view of the mobile universe that will prepare you to: Integrate mobile into marketing programs and effectively measure it Make your existing marketing spends work harder Optimize campaigns in real-time Determine which mobile tactics are keepers and which are not And much more! Mobilized Marketing will equip you to identify the opportunities, ask the right questions, sell mobile into your organizations, and drive your profits to new heights. It's time to mobilize your marketing programs and take your brand to the next level.

From the Back Cover

Praise for Mobilized Marketing "I was thrilled when I found out Jeff was writing this book since I knew full well the story hadn't yet been told. I also believed there was no one better suited and positioned to tell it than Jeff, looking back and forward from his prime seat at the head of the table at Hipcricket. Jeff's unique role in our industry's origin stories affords him superb and actionable insights about where we're heading. He gets the big picture—that what's really going on is a new era of brand marketing and human behaviors that is best summed up by what some of us call 'mobility.' Jeff gets that mobility matters, and this book is about the how and the why. It is a tale both instructive and inspirational." —Thom Kennon, SVP, Director of Strategy, YR "Jeff is a superb storyteller and in this book he takes you through the story of mobile and its place within the marketing mix. At every step along the way, he shares key lessons and insights that will help you ask the right questions and know how to get the right answer. Jeff will prepare you to embrace mobile in a way that will help you deliver value to your customers, your employer, and your career." —Michael Becker, Managing Director, North America, Mobile Marketing Association "Jeff knows what

works. And the stories from mobile marketing leaders he features in this book add detail and dimension to his compelling strategic insights. It's a fast, informative, entertaining read, and it will set you up with a clear point of view on the latest mobile thinking." —Miles Orkin, Former National Director, Web and Mobile, American Cancer Society "Jeff puts the power and potential of mobile marketing into a whole new light. His knowledge and expertise jumps off every page. Mobilized Marketing is a road map of lessons, ideas, and applications. Perhaps even more important is Jeff's passion for the promise of where the mobile platform is leading marketing. It's infectious." —Hank Wasiak, Owner, The Concept Form, and Former Vice Chairman, McCann Worldgroup

About the Author
JEFF HASEN is Chief Marketing Officer at Hipcricket, a leading mobile marketing and mobile advertising company. Named a Top CMO on Twitter, Jeff is also the cocreator of the certification program for the Mobile Marketing Association and one of two individuals certified by the MMA to train on mobile marketing definitions, techniques, and benefits. He is a frequent speaker at industry events and writes for Mobile Marketer, www.imediaconnection.com, www.Technorati.com, and www.mobilegroove.com. He actively tweets @jeffhasen and blogs at jeffhasen.com.