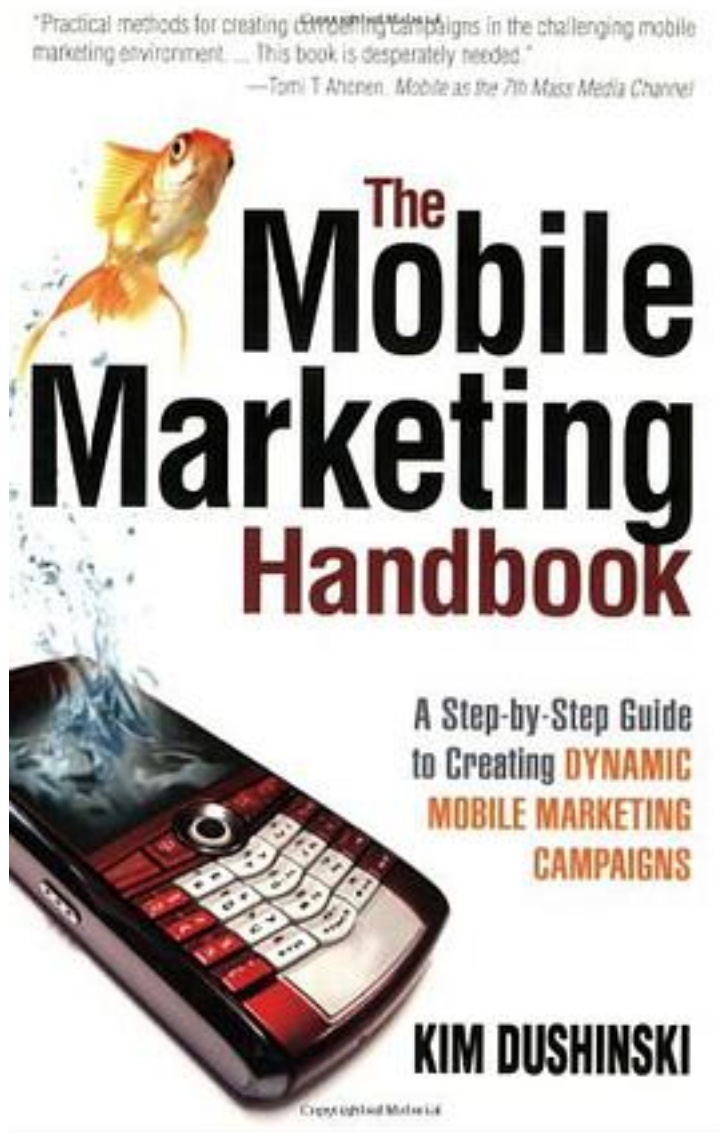


The Mobile Marketing Handbook



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Focusing on a concept that is rapidly integrating into the daily lives of consumers - locally, nationally, and globally - this handbook presents a detailed examination of mobile marketing. Based on 20 years of experience in the field, this reference proves that this cost-effective strategy can be used successfully by businesses of any size. Beginning with a simple test to determine a firm's readiness to go mobile, this guide also includes preliminary questions, an accessible program for creating a dynamic campaign, advice on how to avoid making common mistakes, and the most current online resources for mobile marketers. With easy-to-follow tips on building stronger consumer relationships and strategies such as text messaging and social networking, this resource will help any company put their message in the palms of customers' hands.

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