

Mobile Marketing



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著者:Haig, Matt

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Although marketers are attracted to mobile channels, they struggle to understand those channels. This book demonstrates what mobile marketing is, shows readers how it fits into the marketing mix, and explains how they can use it to acquire and retain key customers, as well as build brands.

Mobile Marketing explores how this exciting channel is being used in different ways by marketers throughout the world, and shows the lessons that have been learned from these experiences. Case studies demonstrate how readers can take advantage of the mobile channel and how to build a mobile marketing strategy. Subjects covered include: customer acquisition through mobile, engaging with customer through mobile, brand building through mobile, mobile internet, mobile applications, mobile services, mobile advertising, consumer experiences, preferences, privacy and permission.

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