

(Pdf free) A Beginner's Guide to Mobile Marketing (Digital and Social Media Marketing and Advertising Collection)

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Karen Mishra, Molly Garris

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Karen Mishra, Molly Garris : A Beginner's Guide to Mobile Marketing (Digital and Social Media Marketing and Advertising Collection) before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Beginner's Guide to Mobile Marketing (Digital and Social Media Marketing and Advertising Collection):

1 of 2 people found the following review helpful. Great book By nancy This was a great book for anyone who is in the mobile marketing industry or is thinking about getting into that space.

This book is for marketers (from newbies to CMO level) who want to learn why and how to use mobile marketing to engage and convert consumers. A Beginner's Guide to Mobile Marketing will teach you about the exploding opportunities that mobile marketing offers and why it is so important to embrace it in your integrated marketing strategy. Cell phones are no longer just for calling people. Based on the latest trends in consumer behavior on mobiles, the authors introduce ways that marketers can use smartphone popularity to reach people with tactics like mobile apps, mobile web, social media, mobile advertising and more. Exercises are included to ensure that the reader understands the material as well as how to apply it in the real world.

About the AuthorMs. Molly Garris is senior manager, digital marketing strategy at Neutrogena, where she works to evangelize consumer-centric digital best practices in digital creative development, consumer insights, integrated communications planning and other key digital marketing initiatives. Molly holds a BA degree in marketing from Michigan State University. Dr. Karen Mishra is a business school professor in Raleigh-Durham, North Carolina where she was selected MBA professor of the year in 2014. She teaches digital marketing in the MBA program at Meredith College.