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Mobile Marketing: How Mobile Technology Is Revolutionizing Marketing, Communications And Advertising



Synopsis

Daily time spent on mobile devices is now overtaking daily time spent in front of a TV, as revealed in a recent study by Millward Brown. To help determine what marketers can and should be doing with the exponential growth in mobile device usage, Daniel Rowles offers a practical and hands-on guide to designing, implementing and measuring an effective mobile strategy. *Mobile Marketing* starts with an in-depth review of the mobile environment, the technology itself – both hardware and software – and goes further to emphasize the importance of understanding the user journey rather than specific devices. Rowles offers an understanding of what the mobile consumer actually wants to achieve; of technology change and adoption, devices and platforms; of mobile usage statistics and, finally, presents his thoughts on the future of mobile marketing. He then provides a tactical toolkit that includes discussion of mobile sites and responsive design; how to build, market and maintain apps; uses of social media in a mobile context; mobile search and search engine optimization [SEO]; mobile advertising; augmented reality; QR codes; near field communication [NFC]; Short Messaging Services [SMS] and mobile analytics. Along with helpful graphs and tips for further reading, the book includes several international case studies that illustrate the potential pitfalls and rewards of mobile marketing initiatives. The book is a useful and compelling read, designed both for those new to mobile marketing and those looking for advice on how to better incorporate mobile into other marketing activities. Combining theoretical understanding of mobile's role in the marketing arena and practical exercises, Rowles shows how to build a top-down strategy, encompassing all consumer touch points, to future-proof businesses against customers' ever-changing mobile interaction with brands.

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Customer Reviews

If the term native app brings shivers to your spine and a tingling in the hairs on your arm, Mobile Marketing is for you. It's a very high level overview of the options and alternatives in the smorgasbord of mobile marketing options. It demystifies terms, shows how the concepts compare, and basically prepares you for a conversation you might not be able to have otherwise. I particularly liked the emphasis at the beginning, that mobile marketing is not going to work for you unless you have a strategy. Just doing it because - you should and everyone else is - is going to end in miserable failure. The boss says we need an app is not sufficient information to proceed. But then, it never has been. The book is a breeze to read, is organized by someone who says these things every day of his life in seminars, and covers the bases. It's not as detailed as a "Dummies" book, but it allows you to come away with the impression that you now get it. That's worth something. David Wineberg

I would never claim to be a "digital native", in fact, I'm not entirely sure I know what one is. However I have been running a popular website about mobile marketing and mobile Web for five years, so I've got a broad understanding of most aspects of mobile. I found this book very useful and a surprisingly compelling read. It articulates the theories and terminology of mobile marketing succinctly, with interesting graphs and case studies from around the world. All references and statistics are sourced, so you can find out more. I particularly liked the tools section covering mobile/responsive sites, apps (including questions to ask a potential mobile agency), social media (made loads of notes here), mobile search, both SEO and paid, mobile ads, messaging, analytics and so on. You know, I may actually read it twice. I highly recommend this book to anyone who wants to know more about mobile marketing, mobile Web etc. Buy it. You aren't going to agree with all of it, you may already know some of it, but you will learn a lot from it. It's not a blueprint for your mobile strategy, but should stop you wasting your money on a whimsical vanity project. It gives you the big picture. The most unusual thing about this, for a work-related book, is that it is really readable, which makes it the ideal present for the marketer, webby, techie in your life... or for that person in every office who reckons they are a mobile expert because they know how to work a smartphone. Andy Favell, Editor, mobiThinking.

This is a fantastic read. Daniel presents a clear picture of mobile marketing with up-to-date statistics and analytical tools that you can try for yourself as you read the book. He explains technical jargon with easy-to-understand explanations and creates structured arguments to illustrate his points. Daniel examines mobile marketing with a focus on helping the reader make the correct business decisions. This is highlighted by the first chapter discussing the modern day mobile consumer before introducing the various mobile technologies that can capitalise on these changing behaviours. I would highly recommend this book to business owners, marketers and students as I have put the knowledge to good use in both my job and my CIM marketing diploma.

He takes too long to get to the point & doesn't even get to the meat & potatoes of mobile marketing.

Just finished reading Daniel Rowles book, "Mobile marketing," and found just about every page with information and insights worth keeping. So, I have about two full pages of single-spaced, typed notes of his content to review from time-to-time. May even read it a second time! Highly recommended.

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