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Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising

Daniel Rowles

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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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