



# Become Mobile Marketing Expert

*Sarah Taylor*

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## **Become Mobile Marketing Expert** Sarah Taylor

Jump into the world of mobile marketing and reach customers on the go. Understand basic mobile marketing concepts and trends, develop a strategy that works for your business, and then implement and optimize the strategy following industry best practices. This book shows how to prepare your website and emails for mobile visitors, launch SMS campaigns, find development partners, advertise on mobile, and measure results. In this book we're going to explore the world of mobile marketing, and the incredible impact it can have on your ability to communicate, engage and interact with your customers throughout their journey with you, your business, and the marketplace in general. In this book I'll explain mobile marketing and the mobile marketing industry. I'll walk you through how to create mobile marketing strategies, execute mobile marketing campaigns, and find strategic partners that you can use to add mobile to the heart of your marketing efforts. Topics include: 1-Understanding the mobile marketing purchase funnel 2-Auditing your mobile readiness 3-Testing your email and web performance 4-Creating a strategy 5-Establishing a basic mobile web presence 6-Building your mobile phone number database for an SMS campaign 7-Planning a mobile app 8-Understanding government regulations on mobile marketing

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