



# Marketing on the Go: Using Mobile Phones to Promote and Market Your Product or Service

*Ben Deleon*

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Just the thought that marketers and business owners would really consider sending advertising messages to people's cell phones is enough to make some people cringe in fear, maybe anger. But the truth is - it's already happening. Whether or not American consumers are ready for it, mobile marketing - in all its possible mutations - is here.

The mobile phone is a delicious low hanging tree marketers will find difficult to resist. As mobile devices achieve optimum market penetration, advertising on cell phones will become the hotspot of tomorrow's marketing contests.

And the first step to winning is knowing how to play.

MARKETING ON THE GO introduces the reader to the fundamental concepts of mobile marketing. The author examines a wide arsenal of advertising and marketing strategies that are now and will soon be available in mobile communications. The book covers topics such as screen coupons, advertising ringtones, wireless web, permission-SMS, and other new marketing and advertising tools designed specially for use with mobile phones.

- How to design ads for mobile phone micro-browsers
- Design your own Screen Coupons using Wireless Bitmap
- How salespeople use cameraphones in their marketing
- How to get mobile phone users to accept your ads
- Why you need a Permission Telemarketing program
- Turn your commercial jingle into Advertising Ringtones
- How to optimize your website and make it mobile-friendly
- The new battle for domain names and how to spin it
- Using viral strategies to enhance your mobile marketing

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