



Mobile Marketing: 101 Inexpensive & Profitable Ideas for Small Business

Mitchell Cogert

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"What's truly needed--actionable ideas in mobile marketing that anyone can use to grow their business." -Bridget McCrea, Award-winning business journalist and author of *Second Homes for Dummies*.

Mobile Marketing: 101 Inexpensive & Profitable Ideas for Small Business is the answer to any business that is looking for ideas that are affordable, easy to use, and proven to work.

In Mobile Marketing: 101 Inexpensive & Profitable Ideas for Small Business you will learn about the mobile marketing tools you can use in your business, how much they cost, and how you can use them to spur company growth, create brand awareness, build a client database and achieve many other goals.

The book gives you an in-depth look at the top mobile marketing tools and specific ideas you can use in your business today, including:

- * Mobile websites
- * SMS or text messaging
- * Mobile advertising
- * Location-based mobile social media
- * Proximity marketing
- * Mobile apps
- * QR codes

There are over 275 million mobile phone subscribers in the U.S., and over 100 million of them are using the mobile web from their devices. That spells opportunity. Put simply, mobile marketing is the answer to one simple question: Do your customers have a mobile phone?

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