

The book was found

Mobile Magic: The Saatchi And Saatchi Guide To Mobile Marketing And Design



Synopsis

A real-world guide to mobile marketing from the head of digital initiatives at Saatchi & Saatchi worldwide The future of marketing is mobile, with seventy-five percent of the world's population having access to a mobile phone and the average American spending 82 minutes per day using her phone for activities other than talking. To traditional marketers unfamiliar with the special challenges of mobile marketing, this territory feels complicated and even frightening. Mobile Magic provides a bird's-eye view of the process of creating great mobile marketing from one of the world's most experienced and successful practitioners.

Book Information

Hardcover: 256 pages

Publisher: Wiley; 1 edition (February 17, 2014)

Language: English

ISBN-10: 1118828429

ISBN-13: 978-1118828427

Product Dimensions: 6.7 x 0.9 x 9.3 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ See all reviewsÂ (6 customer reviews)

Best Sellers Rank: #598,736 in Books (See Top 100 in Books) #60 inÂ Books > Business & Money > Marketing & Sales > Marketing > Telemarketing #379 inÂ Books > Computers & Technology > Mobile Phones, Tablets & E-Readers > Handheld & Mobile Devices #1154 inÂ Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

A meeting this week about the re-conceptualization of a company website came to a screaming halt when someone on the team dropped Tom's book onto the table with the accompanying exclamation "Mobile first!". The meeting recommenced along this line as we acknowledged that 40% of the site traffic was coming from mobile devices and was trending to be over half by mid-year. The table of contents of Mobile Magic served as the agenda for the rest of the meeting. The book is useful, practical, easy to navigate, and above all enlightened about the possibilities of going mobile as the staging point for communications. This is not a book for the nightstand but rather one to carry with you into every meeting about communications and marketing.

Like most small business owners today, I know that I need to get my business onto mobile devices.

Mobile Magic was recommended to me by a friend, who is also business owner. The book presents a very practical, down-to-earth approach to the design and technical aspects. It got my juices flowing and inspired a total rethink of my web and social strategy. Not only am I saving time and money, I'm certain that the time and money I'm putting into my new strategy are well placed. Mobile Magic is worth your time and money.. Highly Recommend

Tom gave a talk at the Mobile Marketing Association's recent forum in NYC and shared some cases where he and his team created campaigns utilize Social and Mobile media. I found Tom's message to be spot on where any campaign should first focus on the idea, not the technology. Although we all agree that Mobile and Social media are great technologies, they are not the driving force for campaign creation, but ideas are. In his shared case on Nike SB campaign where end users were so engaged the campaign essentially ran on UGC but received tremendous engagement and built brand and connection that brand yearns to create with consumers. I got Tom's book and will read it through as the cases he shared prompt me to believe the book will give me a lot more ideas.

[Download to continue reading...](#)

Mobile Magic: The Saatchi and Saatchi Guide to Mobile Marketing and Design Magic Cards: Magic the Gathering - 33 Killer Tips from a Magic Master! (Magic Cards, Magic the Gathering, Magic Decks, Magic the Gathering Tips, Magic Card Tips, How to Play Magic, Magic) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Mobile Web Development: Building mobile websites, SMS and MMS messaging, mobile payments, and automated voice call systems with XHTML MP, WCSS, and mobile AJAX Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing &

Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales)

[Dmca](#)