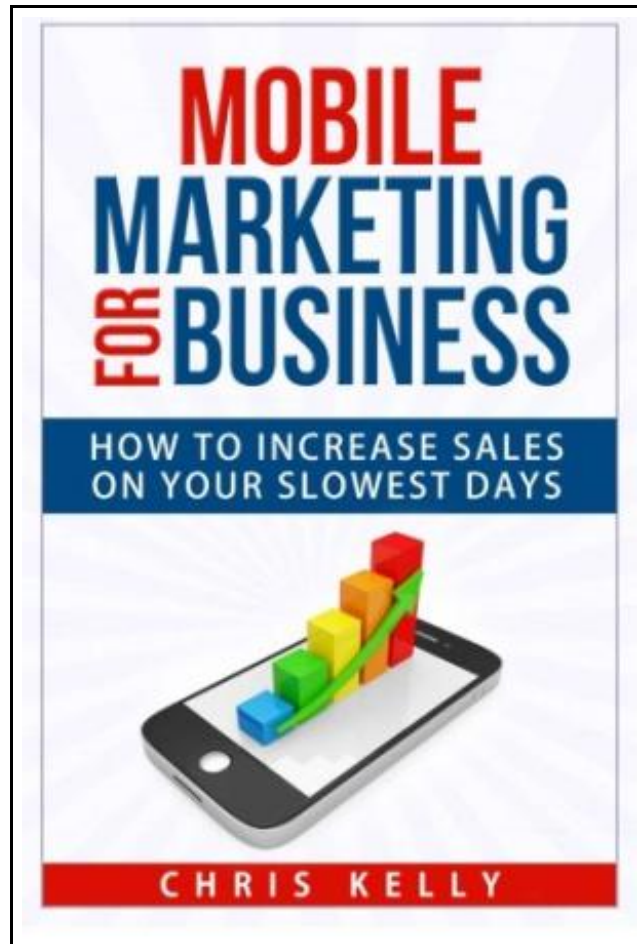


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(Dr. Porter Mitchell)

MOBILE MARKETING FOR BUSINESS: HOW TO INCREASE SALES ON YOUR SLOWEST DAYS (PAPERBACK)



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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This book is not theory; it is focused on actual, practical ways to find customers on your slowest days - those predictable times when business lulls. It will show you how to implement a comprehensive mobile marketing and advertising strategy that will: use two cutting-edge software solutions to: 1) market your business 2) get more leads 3) convert them into loyal customers. The two cutting-edge software solutions featured in this book have all the features businesses like yours need to implement a comprehensive marketing and advertising strategy for smartphone and tablet pcs. I ve always been driven to help businesses and communities to grow and prosper. This is why I decided to focus on mobile marketing and using mobile technology because it is disruptive (having the potential to level the playing field and offer even small businesses a competitive edge). And, it can be used by Fortune 500 corporations or a solo-entrepreneur to have a transformative impact on their bottom-line. I completely agree with Eric Schmidt, Executive Chairman, Google when he said: If you don t have a mobile strategy, you don t have a future strategy. So for me, using mobile technology is an excellent way to combine my passion for technology with cutting-edge solutions to grow local businesses and our community at large. So, please join me and discover how to find new customers and increase sales - even on your slowest days using mobile marketing strategies including: bulk text messaging (SMS), MMS, mobile/responsive websites, mobile APP, autoresponders, mobile coupons, mobile loyalty programs and more.



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