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# GO MOBILE: LOCATION-BASED MARKETING, APPS, MOBILE OPTIMIZED AD CAMPAIGNS, 2D CODES AND OTHER MOBILE STRATEGIES TO GROW YOUR BUSINESS



Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Set-up, run, and measure successful mobile media marketing campaigns. Go Mobile is packed with tools, tips, and techniques that will help readers set-up, launch, run, and measure mobile media campaigns. This book will help readers understand the different mobile media platforms, learn how to use SMS for business, incorporate 2D and QR Codes into their campaigns, develop mobile Web sites and mobile apps, see case studies,...

**Read PDF Go Mobile: Location-Based Marketing, Apps, Mobile Optimized Ad Campaigns, 2D Codes and Other Mobile Strategies to Grow Your Business**

- Authored by Jamie Turner
- Released at 2016



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