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# ALL THUMBS

MOBILE MARKETING  
THAT WORKS

Michael Dru Kelley



# All Thumbs Mobile Marketing That Works

**Sebastian Brünink**



## **All Thumbs Mobile Marketing That Works:**

All Thumbs M. Kelley, 2016-09-30 Mobile devices are now in the hands of nearly half of the world's population. However, 80% of mobile marketing either doesn't work and has a high abandon rate or doesn't fit into a brand's overall strategy. Aimed at businesses of all sizes, this practical guide shows owners and marketers how to develop a campaign that gets results.

All Thumbs Michael Dru Kelley, 2014-08-05 With mobile devices being in our hands virtually 24/7 and now reaching a penetration rate covering the vast majority of adult Americans and nearly half of the world's population, businesses of all sizes must be prepared for the world of mobile marketing. Marketers need to create a mobile experience that is easily activated with the press of a thumb and that allows consumers to take action directly. Right now, 80% of mobile marketing is just plain bad: either doesn't work and has a high abandon rate or doesn't fit into a brand's overall strategy. Michael Kelley is going to change all that. With his experience running top brand mobile campaigns, this book will show business owners, marketers, and advertising managers how to develop a campaign that gets results. All Thumbs provides a very simple yet practical guide to help companies ranging from small Mom and Pop shops to multinational corporations to build multi-level, campaign-driven mobile brand experiences designed for maximum effectiveness while at the same time providing a strategic overview of how mobile marketing fits into an overall brand and media campaign. USadreview, 2002 Marketing Communications, 1987 **Text Book of Digital Marketing** Avijit Kumar Roy, Aritra Kumar Roy, 2024-04-10 Learn the basic fundamentals of digital marketing and help grow your business or career. About this course: Master the basics of digital marketing. There are 7 Focus areas having 26 modules to explore, packed full of practical exercises and real-world examples to help you turn knowledge into action. Print, 1992-11 **Adweek**, 1991 Volumes for 1981-1998 include four special directory issues. *The Working Press of the Nation*, 1980 **73 Amateur Radio**, 1977 Moore's Rural New-Yorker, 1891 **Archery**, 1963 Small Farm Today, 1999 Building Supply News, 1930 Vols for 1979 include annual buyers guide. *No Uncertain Terms* William Safire, 2003 A collection of writings from the New York Times column On Language which provide observations on grammar usage and etymology. *Brandweek*, 2011 **Programmable Calculators** Charles J. Sippl, Roger J. Sippl, 1978 **Motion Picture Herald**, 1947 **Farm Chemicals**, 1966 *Northeast Oil World*, 1989 **Quirk's Marketing Research Review**, 2007

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