

Marketing BOOK

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](#)

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[Brandweek](#),2011

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