

(Read free ebook) All Thumbs: Mobile Marketing that Works

## All Thumbs: Mobile Marketing that Works

*M. Kelley*

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**M. Kelley : All Thumbs: Mobile Marketing that Works** before purchasing it in order to gage whether or not it would be worth my time, and all praised All Thumbs: Mobile Marketing that Works:

0 of 0 people found the following review helpful. A Must Read For Business Owners Looking To Market on Mobile DevicesBy DerronA very good book for an introduction into the mobile world. Probably too general for someone experienced in mobile marketing but the book gives a good lay of the land when it comes to mobile from a business prospective. For example, the author emphasizes the need to use video in marketing, and that video will be key in the future. He also explains QR codes (squiggle square shape item you see in magazine ads) and how they can be used in

conjunction with print ads. Video, QR codes, and mobile sites v. mobile apps, may be beginners information, but I was happy to see it set forth in an understandable way. The book is not a "how to book," but more of a here's some things you can do, here's what I've done on some work projects, etc. Finally, I enjoyed the basic statistics and general research numbers sprinkled throughout regarding the growth of mobile use, the number of hours people look at their phones on average per day, how people watch TV with a mobile device in one hand, etc. I will recommend this book. 1 of 1 people found the following review helpful. I think this was a good starting point. I like the idea of the terminology shift to "action screen" (mobile) and "alert screen". Also, some of the ideas were interesting on how to incorporate events into the mobile/web marketing strategy. Overall, this is more of a book on theory than actual practice (unless you have deep corporate pockets). I'd like to find another book, now, with specific ideas of how to use QR codes and other types of action screen engagement when working with more limited budgets. Creative, gorilla-type things. Some of what he talked about gave me ideas like connecting QR codes on menus to either recipes, or how-we-prepare-it videos, or grown-locally-so-here's-your-farmer videos. This was a great book to start with, now I need a how-to manual! 0 of 0 people found the following review helpful. Would like for author to have been harder core in assessing ...By LL Author must work have pockets lined by Coca Cola, YR, and Shazam. The book is littered with references to these 3. Insistence on using author's own tweaks on terms is frustrating and feels 'precious': key performance learnings instead of KPIs and 'action screen'/'alert screen' versus second screen (mobile) and primary screen (TV, PC). Appreciate that he is trying to drive a mind/paradigm shift by advocating different vocabulary but feels contrived. Excessive focus on temporary tentpole events/campaigns involving video versus day-to-day mobile marketing. Would like for author to have been harder core in assessing efficacy of campaigns his company was behind - seems happy with 'engagements' and '# of times returned to mobile experience during campaign'.

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.

"Finally a marketing manual that puts theory into practice! Whether you manage or market a national brand or run a local business, Kelley offers a wealth of actionable ideas and best practices to stimulate your plan of attack in today's mobile-centric marketplace." - Kevin Reilly, Former Entertainment Chairman of the Fox Broadcasting Company "I loved the book! Going from the 2nd screen to the action screen will change your business while using mobile marketing." - Michael Bowling, Fortune 20 Telecommunications Executive "Michael Kelley's thoughtful, fast paced hands (I mean thumbs) on guide to getting mobile right is a must read for anyone with a need to connect with real people in 2014 and beyond!" - Stanley Hubbard, CEO, The REELZChannel About the Author Michael Dru Kelley is the co-founder of Unconventional Partners, a firm that specializes in three areas: producing multi-platform video properties; creating branded content; and designing the mobile experiences for the world's leading brands. Most recently, Michael has worked with OK! Magazine to launch OK! TV. Since 2010, his firm has designed and built mobile experiences for PG's sponsorships of the 2012 Olympics, MTV VMAs, and the Grammy Awards. He lives in New York, NY.