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The Mobile Marketing Revolution?How Your Brand Can Have a One-to-One Conversation with Everyone?

Danny Duan

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What would your organization do with a technology that lets you crowdsource instantly and effortlessly and reach people who WANT to hear from you wherever they happen to be? Such a tool already exists and it’s in billions of mobile devices worldwide: SMS, or text messaging.

However, there’s more to messaging than simply broadcasting texts. To succeed with mobile messaging in the long term—without disrupting your business or distracting your customers—you need to understand the bigger movement that’s underway.

The Mobile Marketing Revolution gives you the framework to listen to, empower, inform, engage, and enlist the very people on which your success depends. From fundraising to polling to selling products and services, this book shows how to use mobile messaging to turn even the briefest initial interaction into a permanent engaged relationship. Better still, you can achieve all this without expanding overhead or building campaigns from scratch, but instead by integrating mobile into your organization’s existing processes and practices.

Are you wondering why your competition is getting the customers you should be getting? Read on, this information may be more important to the future of your business than any other information you've ever heard.

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