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Location Goes Too Far Getting Permission 3. Getting Going Chapter 8: How to Budget The Two Components of a Mobile Budget How Much Money Should I Plan to Spend on Mobile? Taking Inventory of Your Mobile Infrastructure Determining Your Budget: Rule of Thumb Complexity Equals Cost Budgeting for Staff Mobile Commerce and Budgeting for Immediate Returns Do Your Research Investing in involvement Hidden Costs The Complexity Scale Budget for Success The Power of Love / Love Don't Cost a Thing Chapter 9: Build Your Team The Research The Interviews The Selection Warning Signs So What Role Do I Play in This? Chapter 10: Interfacing With Design The Success Metric Start with What You Know: The Style Guide Getting the Ball Rolling: The Brief Fingers, Not Eyes: User Flow Diagrams and Wire Frames Do What You Gotta Do Chapter 11: Making the Stuff Know Your Scale Production Part 1: Optimize that Website! Part 2: The Appropriate Next Step What Makes a Good App? Don't Forget About Desktop! Text-Based Marketing An Ethical Law-Abiding Mobile Effort 4. Being and Staying Attractive Chapter 12: Lovemarks Mystery: What's the Story? Sensuality Intimacy Mobile Lovemarks: Lovemark-ception Chapter 13: Communication With Your Audience Keep it on the Straight and Narrow Don't Trick People! Don't Be Coy. Be Relevant. Own Up to Your Mistakes. Time to Shut it Down: Planned Obsolescence The Obsolescence Sine Curve Tell It Straight, Tell It Plain Chapter 14: Selling Everything Everywhere The Perpetual Path to Purchase Showrooming: Where Mobile and Real-World Butt Heads The Long and Winding Road Bring the Store to Them Mobile Magic 5. Ensuring Success Chapter 15: The Finish Line Legal Not Supporting Your Campaign How to Keep Interest in your Mobile App Trying to Do Too Much Chapter 16: Measuring Success Investment vs Involvement Defining the Success Metric Mobile Success as Part of the Larger Picture Finger on the Pulse Lovemarks Return on Involvement Chapter 17.1: Case Story Case Story: Chase for the Charms from Saatchi & Saatchi and Lucky Charms Chapter 17.2: Case Story Case Story: The Tori 500 from Team One and Lexus Chapter 17.3: Case Story Tag the Weather from Saatchi & Saatchi Stockholm & P&G Nordic Chapter 18: The Future The Language of Mobile The Internet of Things Augmented Everything Autonomous Autos Gaming the Gamer Data-Driven Everything Divergence Theory: The Wild World of Mobile Making Mobile Magic.

Sommario/riassunto

"A real-world guide to mobile marketing from the head of digital initiatives at Saatchi & Saatchi worldwide. The future of marketing is mobile, with seventy-five percent of the world's population having access to a mobile phone and the average American spending 82 minutes per day using her phone for activities other than talking. To traditional marketers unfamiliar with the special challenges of mobile marketing, this territory feels complicated and even frightening. Mobile magic provides a bird's-eye view of the process of creating great mobile marketing from one of the world's most experienced and successful practitioners"--
