

# Index

- ABC News, 79, 113
- ABI Research, 187
- Accelerometers, 180, 183, 226
- Accounting firm mobile marketing, 104
- AccuWeather, 22, 79
- Acquisition rates, xxiii, 38, 39, 140, 141, 144, 180–181, 188, 210–212
- Adidas' mobile tracker website, 17–18
- AdMob, xxiii, 10, 21–22, 30, 109, 123, 130, 162, 202
- Advertisements. *See* Location-based advertisements; Mobile display advertisements; Mobile paid search advertisements
- Advertising networks. *See* Mobile advertising network
- AIDA Consumer Response Model, 37
- Airline mobile marketing, 103–104. *See also specific companies*
- Airwise Solutions, 111
- Alerts, 38
- Amazon, 4, 82, 159, 179
- American Idol*, 119
- American Red Cross Haiti SMS campaign, 13–14, 111
- America's Got Talent*, 159
- Android, 75–76, 76–77, 88, 89, 122, 158, 163, 181, 189
- Angry Birds, 82
- Animal Planet, 130
- AntiDroidTheft, 85
- Apple
  - App Store, 88, 158, 164, 166, 189
  - device manufacturing by, 78
  - iAd, xxiii, 10, 123, 202
  - iMovie, 117
  - iOS, 75–76, 77, 88, 89, 122, 158, 163–164
  - iPad, 164, 179, 180, 181, 184
  - iPhone, xxi, 15, 77, 163–164
  - iStockManager, 84
  - iTouch, 164
- AppMakr, 164
- AppMuse.com, 183–184
- Apps. *See* Mobile applications (apps)
- ArmenTel, 114
- AT&T, 78
- AutoWeek*, 161–163
- B2B (business to business)
  - companies, 16, 19, 71–72, 144, 151, 162, 181–182, 197–204, 211
- Baines and Company, 192
- Bank/financial institution
  - mobile marketing, 105, 114, 172. *See also specific companies*
- Bank of America, 33
- Banner ads. *See* Mobile display advertisements
- Bar codes. *See* 2D codes
- Barcode scanner, 84
- Becker, Michael, 98
- BeeTag.com, 20
- BestBuy, 171
- BIA/Kelsey Group, 9
- Bigmouthmedia, 172
- Bing, 10, 16, 40, 48, 103, 129, 134, 135, 144
- BlackBerry, 75–76, 78, 122, 158, 164
- Blink messages, 39
- Blogs, 5, 81, 203
- Bloomberg Mobile, 84
- Blue Shield of California, 113
- Bluetooth, 39, 45–46, 149, 150–151, 153–154
- Borden, Neil, 65
- Borrell Associates, 121
- Bosch, 172
- Brand
  - brand differentiators, 68–70, 174
  - branded mobile apps, 83
  - branding budgets, 213, 215
  - brand loyalty, 17, 27, 44, 49, 65, 70, 119, 151–154, 155, 191, 192–193, 194
  - brand- *vs.* promotion-oriented campaign strategy, 92
- Brick-and-mortar retailers, 66, 92–93, 103, 125, 148, 150
- British Airways, 113
- Buick, 176
- Bump, 80
- Buying behavior, 35–37, 41–42, 67–69, 224–225
- Elizabeth City, 123
- Caffeine Finder, 79
- Call to action, 39, 115, 116, 142, 145
- Carriers, 39, 78–79
- Cascading style sheets (CSS), 39
- CBS Sports/News, 22
- CellTick, 123
- CellySpace, 117
- Chat bots, 39
- Chili's, 8–9, 148
- Citron, James, 117
- Click-through rates (CTR), 39, 140, 141, 143
- Click-to-call links, 39
- Cloud computing, 182
- CNN, 113, 123
- CNNMoney, 84
- Coca-Cola, xxi, 36, 67, 69–70, 160–161
- College/university mobile marketing, 105, 114, 182–183
- Compasses, 179, 183, 226
- Competitors, 10, 67, 68–70, 85, 174, 204, 220
- Computers, 5, 6–7, 30, 56, 180, 181–182, 198. *See also* Devices; Tablet computers
- Comscore.com, 109
- Conduit, 203

- Consumers  
 B2B, 16, 19, 71–72, 144, 151, 162, 181–182, 197–204, 211  
 buying behavior of, 35–37, 41–42, 67–69, 224–225  
 contact information of, 97  
 conversion to customers, xxiii, 37–38, 39, 140, 141, 144, 180–181, 188, 210–212  
 customer lifetime value metrics on, 206–208, 212–213, 214  
 devices used by (see Devices)  
 identifying target, 90–91, 127–128, 190, 191–192, 201, 221  
 mobile marketing engagement by, 25–32, 102–107, 112–114, 151–154, 171–174, 191, 202–204  
 number of, xxi–xxii, xxiii, 112, 189  
 personal contact with, 203  
 referrals from, 219  
 responses and feedback from, xxiv, 37, 49, 59, 87–88, 193, 201, 202, 203–204, 218  
 responses to, 115, 202, 218  
 stated *vs.* derived importance for, 70–72  
 Content, 27, 41, 44, 95–96, 116–117, 200–201  
 Contests, 27, 114, 152. *See also* Incentives  
 Conversion rates, xxiii, 39, 140, 141, 144, 180–181, 188, 210–212  
 Costs. *See also* Price budgeting of, 93–95, 208–210, 213, 221  
 cost of customer acquisition/cost-per-acquisition, 129, 207, 212, 213  
 cost-per-click, 129  
 cost-per-thousand, 39, 128  
 of mobile display ads, 39, 128–129  
 of mobile marketing, generally, xxiii, 16, 44, 94–95  
 of SMS, 44  
 Coupons, xxiii, 89, 103, 125–126, 148, 175, 191. *See also* Incentives  
 Covario, 16  
 Craigsphone, 84  
 Cs, Five (company, collaborators, customers, competitors, climate), 66–67  
 Customers. *See* Consumers  
 Data Matrix codes, 20, 169–170  
 Deeter, Alan, 68  
 Delta Air Lines, xxi, 4, 119, 171, 176  
 Denso Wave, 169  
 Desktop/laptop computers. *See* Computers  
 DeviceAnywhere.com, 110  
 Devices. *See also* Computers; Smartphones; Tablet computers carriers and manufacturers of, 39, 78–79  
 consumer engagement via different, 29–32  
 mistakes related to differences in, 56–57  
 MMS campaign design for multiple, 118  
 mobile apps created for different, 158, 163–164  
 mobile display ads on multiple, 122, 123–125  
 mobile website design for multiple, 5, 6–7, 106  
 operating systems for, 75–78, 89, 164  
 unique features of, 88–89, 225–226  
 Diageo, 176  
 Discounts. *See also* Incentives 2D codes as vehicle for, 52, 175–176  
 consumer engagement via, 27, 28, 191  
 exclusivity of, 59  
 location-based marketing as vehicle for, 148, 150, 151–152, 153–154, 155  
 mobile display ads offering, 211–212  
 mobile e-commerce offering, 191, 192–193  
 mobile paid search ads offering, 211  
 SMS as vehicle for, 44, 211  
 Disney, 176  
 Display advertisements. *See* Mobile display advertisements  
 Ditto!, 148  
 Domain extensions, 108  
 Domain names, 108  
 Domino's Pizza delivery app, 21, 152–153  
 Double opt-ins, 40  
 Drupal, 5, 81  
 eBay, 83, 159, 187  
 E-commerce. *See* Mobile e-commerce  
 Education, mobile marketing in, 105, 114, 182–183  
 ELance.com, 183–184  
 E-mail, 14, 27, 30, 32, 41, 45, 46, 53, 58, 59, 60, 93, 126, 199, 203  
 eMarketer, xxiii  
 E-newsletters, 6–7, 11  
 Environmental Protection Agency, 172  
 ESPN Mobile, 79  
*Esquire Magazine*, 172  
 Evernote, 83–84  
 EZ Code, 169–170  
 Facebook, 49, 81, 159, 199, 224  
 Fandango, 20–21, 82, 159, 225  
 Fast Food Finder, 80  
 FedEx, 111  
 Final Cut Pro, 117  
 Five Cs (company, collaborators, customers, competitors, climate), 66–67  
 Flixster, 15  
 Forrester Research, 188  
 Fortune 500 companies  
 Adidas' mobile tracker website, 17–18  
 American Red Cross Haiti SMS campaign, 13–14, 111  
 Coca-Cola mobile app campaign, 160–161  
 Domino's Pizza delivery app, 21, 152–153  
 Fandango and MovieTickets.com mobile commerce apps, 20–21, 225

- Fortune 500 companies  
(*continued*)
- HBO's *True Blood* display ad campaign, 14–15
  - Hiscox's B2B location-based WiFi campaign, 19
  - History Channel's foursquare campaign, 18
  - Intel's B2B mobile paid search campaign, 16
  - Land Rover's display ad campaign, 21–22
  - mobile marketing by, 4, 7, 13–23, 111, 152–153, 160–161, 171–172, 225
  - New Jersey Nets' Gowalla campaign, 18–19
  - Nissan's Microsoft Tag campaign, 19–20
  - North Face location-based marketing campaign, 15–16
  - Paramount's Shrek display ad campaign, 17
  - Starbuck's E-Commerce Mobile Card, 4, 17
- Four Ps (product, price, place, promotion), 66
- Foursquare, 4, 7–8, 18, 81, 147, 148, 152, 156, 192
- FriendsAround, 147
- Gartner, Inc., 181, 198
- Gas Buddy, 85
- GENWI, 165
- Geo-fencing, 16, 149
- GetJar.com, 109
- Good Cook, The*, 172
- Google
- AdMob, xxiii, 10, 21–22, 30, 109, 123, 130, 162, 202
  - Android, 75–76, 76–77, 88, 89, 122, 158, 163, 181, 189
  - Books, 80
  - Goggles, 176–177
  - Keyword Tool, 138
  - Maps, 80
  - mobile display ads on, 129
  - NFC use by, 45–46
  - Search, 10, 40, 48, 103, 134, 135, 141, 144
  - statistics by, 30–31
  - Voice Search, 4
  - Wallet, 149
- Gowalla, 18–19, 81, 192
- GPS (global positioning system), 40, 57, 79, 83, 84, 85, 125, 149, 179, 183, 225
- Gyroscopes, 180, 183
- Hall, Ryan, 20
- Happy Hours, 82
- HBO's *True Blood* display ad campaign, 14–15
- Hewlett Packard (HP), 78
- HipCricket, 123
- Hiscox's B2B location-based WiFi campaign, 19
- History Channel's foursquare campaign, 18
- HootSuite, 81
- Hotel/hospitality organization mobile marketing, 105, 172
- HTC, 78
- HubSpot, 6, 7, 46, 59, 85
- Huffington Post, The, 80
- iAd, xxiii, 10, 123, 202
- IHS, 189
- iMovie, 117
- Impressions, 40
- Incentives
- 2D codes as vehicle for, 52, 175–176
  - consumer engagement via, 27, 28, 191
  - efficiency of mobile, 89
  - exclusivity of, 59
  - location-based marketing as vehicle for, 49, 148, 150, 151–152, 153–154, 155
  - mobile display ads offering, 125–126, 211–212
  - mobile e-commerce offering, 191, 192–193
  - mobile paid search ads offering, 211
  - mobile websites offering, 103
  - redemption rate of, xxiii
  - SMS as vehicle for, 44, 114, 211
- Inc.* magazine, 164
- Innovation, 225
- Instapaper, 84
- Intel's B2B mobile paid search campaign, 16
- iOS, 75–76, 77, 88, 89, 122, 158, 163–164
- iPad, 164, 179, 180, 181, 184
- iPhone, xxi, 15, 77, 163–164
- iStockManager, 84
- iTouch, 164
- Jimmy Choo, 152
- Jobs, Steve, 179
- JumpTap, 15, 123, 202
- Kayak, 83
- Key drivers, 69–70
- Keywords, 9–10, 114–115, 116, 134, 135, 137–140, 143, 145
- Kindle, 80, 179
- Landing pages, 40, 134–135, 142–143, 175–176
- Land Rover's display ad campaign, 21–22
- Latent motivators, 71–72
- Law firm mobile marketing, 104
- Length of campaign, 93
- LevelUp app, 153
- LinkedIn, 81, 159
- Lloyd's, 113
- Localmind, 148
- Location-based
- advertisements, 149–150, 151, 154
- Location-based marketing
- benefits of marketing via, 49–50, 88, 147
  - best practices with, 154–155
  - Bluetooth marketing as, 39, 45–46, 149, 150–151, 153–154
  - claiming business for, 7–8
  - consumer engagement via, 27–28, 151–154
  - Fortune 500 company use of, 7, 13, 15–16, 18, 19
  - geo-fencing in, 16, 149
  - incentives offered in, 49, 148, 150, 151–152, 153–154, 155
  - location-based advertising as, 149–150, 151, 154
  - location-based services for, 7–9, 40, 147–148, 150, 152–153, 156
  - mobile apps used in, 152–154
  - near field communications as, 40, 45–46, 149, 150, 152, 176

- opt-in messages in, 151, 154
  - revenue from, 8
  - testing, 155
  - tools for, 147–151
  - Location-based services, 7–9,
    - 40, 147–148, 150,
    - 152–153, 156
  - Lodestone, 4
  - Loopt, 81
  - Lynx, 153–154
  
  - Marketing mix, 65–67
  - Marriott Hotels, 114
  - Mashable, 113
  - McDonald's, 172
  - McGlaughlin, Flint, 102
  - Media mix, 93, 94, 97,
    - 115, 203
  - Media neutral marketing
    - programs, 210
  - Medio, 123
  - Merkle, 112
  - Metrics, 97, 120, 143–144, 170,
    - 175, 199, 201, 204,
    - 205–215, 221, 223–224
  - Microsoft
    - ad network of, 123
    - Microsoft (MS) Tag codes,
      - 13, 19–20, 51, 169–170
    - Mobile Office, 78
    - Windows Phone, 75–76, 78,
      - 122, 158, 164
  - Millennial Media, xxiii, 10, 109,
    - 122, 123
  - Mippin Mobilizer, 6, 165
  - MobBase, 165
  - Mobclix, 10, 123
  - MobiCart, 165
  - Mobify, 6
  - Mobile advertising network,
    - 15, 38, 122–123, 155, 202
  - Mobile applications (apps)
    - app development tools for,
      - 164–166, 183–184
    - B2B mobile marketing
      - via, 203
    - benefits of marketing via,
      - 50–51, 88, 157, 161–162
    - branded, 83
    - building and developing,
      - 163–167, 183–184
    - consumer engagement
      - via, 31
    - culture/fun, 82
    - financial tools, 84
  - Fortune 500 company use
    - of, 13, 20–21, 152–153,
    - 160–161, 225
  - games, 82
  - location-based marketing
    - including, 152–154
  - mobile e-commerce via, 4,
    - 17, 20–21, 165, 189–190
  - mobile websites *vs.*, 157–158
  - news and information,
    - 79–80
  - operating systems using,
    - 76–77
  - organizers/time savers, 84
  - power users of, 4
  - productivity, 83–84
  - revenue generation via,
    - 161–163, 189
  - selecting appropriate,
    - 158–159
  - shopping, 82–83
  - social, 80–82
  - tablet-specific, 183–184
  - types of, 79–85, 158–159
  - utilities, 85
- Mobile Commerce Daily, 7
- Mobile display advertisements
  - ad specifications for,
    - 123–127
  - banner size of, 38–39
  - benefits of marketing via,
    - 47–48, 88, 121–122,
    - 130–131
  - consumer engagement
    - via, 26
  - cost of, 39, 128–129
  - Fortune 500 company use
    - of, 13, 14–15, 17, 19,
    - 21–22
  - incentives and promotions
    - via, 125–126, 211–212
  - metrics measuring success
    - of, 211–212
  - mobile advertising network
    - providers for, 122–123
  - mobile video in, 123, 124,
    - 129–130
  - purchasing, 128–129
  - rich media in, 123, 124–125
  - running campaign, 10–11
  - smartphone-specific,
    - 123–124
  - tablet-specific, 124–125
  - targeting options for,
    - 127–128
- Mobile e-commerce
  - brand loyalty and, 191,
    - 192–193, 194
  - consumer feedback on, 193
  - driving consumer adoption
    - of, 194
  - driving revenue via,
    - 187–195
  - Fortune 500 company use
    - of, 4, 17, 20–21, 225
  - incentives for, 191, 192–193
  - marketing strategy for,
    - 190–192
  - mobile apps as tool for, 4,
    - 17, 20–21, 165, 189–190
  - mobile website as tool for,
    - 103–188–189
  - NFC technology impacting,
    - 45–46, 149, 150
  - Starbuck's E-Commerce
    - Mobile Card, 4, 17
- MobileMarketer.com, 9
- Mobile Marketer Daily*, 7
- Mobile marketing
  - 17 Rs of, 217–219
  - apps as tool for (*see* Mobile
    - applications)
  - audience for (*see*
    - Consumers)
  - B2B company initiatives, 16,
    - 19, 71–72, 144, 151, 162,
    - 181–182, 197–204, 211
  - benefits of, 44–52, 87–89,
    - 111–112, 116, 121–122,
    - 130–131, 133, 147, 150,
    - 157, 161–162, 169–170,
    - 197–198
  - budgeting and scheduling
    - of, 93–95, 208–210,
    - 213, 221
  - campaign development for,
    - xxiii, 3–11, 90–97,
    - 197–200, 213–214,
    - 220–222
  - characteristics of successful,
    - 223–226
  - checklist for, 220–222
  - competitor considerations
    - with, 10, 67, 68–70, 85,
    - 174, 204, 220
  - content of, 27, 41, 44, 95–96,
    - 116–117, 200–201
  - costs related to (*see* Costs)
  - devices receiving
    - (*see* Devices)

- Mobile marketing (*continued*)
- disadvantages and limitations of, 28, 89–90
  - display ads as tool for (*see* Mobile display advertisements)
  - e-commerce as result of (*see* Mobile e-commerce)
  - e-newsletters on, 6–7, 11
  - Fortune 500 use of, 4, 7, 13–23, 111, 152–153, 160–161, 171–172, 225
  - foundation for successful, 65–73, 220
  - goals and objectives of, 11, 29, 31, 72, 90, 119, 199, 200, 204, 221
  - impact of, xxi–xxii
  - incentives as tool for (*see* Incentives)
  - innovation in, 225
  - length of campaign, 93
  - location-based marketing and (*see* Location-based marketing)
  - media mix with, 93, 94, 97, 115, 203
  - methods of using, 43–54, 200
  - metrics measuring success of, 97, 120, 143–144, 170, 175, 199, 201, 204, 205–215, 221, 223–224
  - mistakes to avoid with, 55–61
  - MMS as tool for (*see* Multimedia Message Service)
  - paid search ads as tool for (*see* Mobile paid search advertisements)
  - power users of, 4, 11
  - production of, 95–96
  - reasons to use, xxii–xxiv, 197–200
  - revenue from (*see* Return on investment; Revenue)
  - SMS as tool for (*see* Short Message Service)
  - strategic thinking about, 87–98, 190–192, 197–200, 215, 221
  - terminology and concepts related to, 35–42, 87–88, 108–109
  - testing campaign
    - performance in, 61, 89, 96, 98, 109–110, 115, 140–142, 155, 175–176, 221
    - tips on, 6–7, 11, 23, 29, 32, 41–42, 53–54, 60–61, 72–73, 86, 98, 110, 119–120, 131, 141, 144–145, 155–156, 167, 177, 184, 194–195, 204, 214–215, 222
  - 2D codes as tool for (*see* 2D codes)
  - website as tool for (*see* Mobile websites)
- Mobile Marketing Association, 40, 98
- Mobile Marketing Watch*, 7
- Mobile Moxie, 107, 110
- Mobile Office, 78
- Mobile paid search advertisements
  - account level, 136
  - ad group level, 137
  - appropriateness of, 134
  - average position of, 143
  - benefits of marketing via, 47–48, 88, 133
  - call to action in, 142, 145
  - campaign design using, 9–10, 135–137
  - campaign level, 137
  - click-through rates of, 140, 141, 143
  - consumer engagement via, 26–27
  - conversion rates of, 140, 141, 144
  - definition of, 40
  - Fortune 500 company use of, 13, 16
  - incentives and promotions via, 211
  - keywords for, 9–10, 134, 135, 137–140, 143, 145
  - landing pages of, 40, 134–135, 142–143
  - metrics measuring success of, 143–144, 211
  - quality scores of, 135–136, 143–144
  - testing, 140–142
  - writing, 140–143
- Mobile video, 31, 117, 123, 124, 129–130, 203
- Mobile websites
  - for airlines, railways, and transportation services, 103–104
  - automated systems/plug-ins for, 5, 107
  - for banks, credit unions and financial institutions, 105
  - benefits of marketing via, 46–47
  - for brick-and-mortar retailers, 103
  - browser redirect/sniffer codes for, 6–7, 107, 108, 189
  - cascading style sheets for, 39
  - for colleges, universities, and educational institutions, 105
  - consumer engagement via, 26, 31, 102–107, 112–114
  - design elements of, 106
  - design firms/third party agencies creating, 6, 107–108
  - domain names and extensions for, 108
  - Fortune 500 company use of, 13, 17–18
  - for hotels, spas, and hospitality organizations, 105
  - for law, accounting, and professional service firms, 104
  - loading speed of, 106
  - mobile apps *vs.*, 157–158
  - mobile e-commerce via, 103, 188–189
  - for nonprofit organizations, 104
  - optimization determination for, 46, 61, 85
  - plug-and-play systems for, 6, 107
  - resources for developing, 109–110
  - for restaurants, bars and coffee shops, 103
  - set up and launch of, 4–7, 101–110
  - subdirectories of, 108, 109
  - subdomains of, 108, 109
  - terminology related to, 108–109

- MobiReady.com, 110  
 MoFuse, 6  
 Mogreet, 117  
 Mojiva, 202  
 Monopoly, 159  
 Morgan Stanley, xxi, 198  
 Motorola, 45, 78  
 MovieTickets.com, 20–21, 225  
 Multimedia Message Service (MMS)  
   benefits of marketing via, 45, 87, 116  
   best practices with, 119–120  
   campaign running, 117–118  
   consumer engagement via, 28, 31  
   content of, 116–117  
   definition of, 40  
   Fortune 500 company use of, 13  
   metrics measuring success of, 120, 210–211  
   opt-in messages via, 118, 119  
   service providers for, 117–118  
   short codes for, 118  
 MyAppBuilder, 165  
 MyHelpa, 48
- Near field communications (NFC), 40, 45–46, 149, 150, 152, 176  
 Netbiscuits.com, 109  
 Netflix, 83  
 New Jersey Nets' GoViala campaign, 18–19  
*Newsweek*, 164  
*New York Times*, 123  
*New York Times Magazine*, 172  
 Nielsen, xxi, 30, 109  
 Nissan's Microsoft Tag campaign, 19–20  
 Nokia, 75–76, 78  
 Nonprofit organization mobile marketing, 104  
 North Face location-based marketing campaign, 15–16
- Onbile, 6  
 Onion News Network, The, 159  
 Operating systems, 75–78, 89, 164
- Opt-in/op-out, xxiv, 15, 40, 97, 118, 119, 151, 154, 156, 210–211
- Paid placements, 40  
 Paid search advertisements.  
   *See* Mobile paid search advertisements  
 Pandora, 80, 129  
 Paramount's Shrek display ad campaign, 17  
 PayPal, 149, 165  
 PBS NewsHour, 164  
 PCs. *See* Computers  
*People* magazine, 159  
 Pepsi, 36, 67  
 Pew Internet & American Life Project, 112  
 Photoshop.com, 85  
 Placecast ShopAlerts, 15  
 Predictive text, 40  
 Preroll, 41  
 Price, 66, 71. *See also* Costs  
 Production methods, 95–96  
 Professional service firm  
   mobile marketing, 104  
 Promotions. *See also* Incentives  
   2D codes as vehicle for, 52, 175–176  
   brand- vs. promotion-oriented campaign strategy, 92  
   consumer engagement via, 27, 28, 191  
   efficiency of mobile, 89  
   exclusivity of, 59  
   Four Ps of marketing including, 66  
   location-based marketing as vehicle for, 49, 148, 150, 151–152, 153–154, 155  
   mobile display ads offering, 125–126, 211–212  
   mobile e-commerce offering, 191, 192–193  
   mobile paid search ads offering, 211  
   mobile websites offering, 103  
   SMS as vehicle for, 44, 114, 211
- Ps, Four (product, price, place, promotion), 66  
 Pull messaging, 41, 91–92  
 Push messaging, 41, 91, 126
- PUSH! + Play app, 160–161  
 Pyramid Research, 8
- Qik, 80  
 Question Mania, 48  
 Quick Response (QR) codes.  
   *See also* 2D codes  
   benefits of marketing via, 51–52, 169–170  
   consumer engagement via, 27–28, 171–172  
   consumer use of, 50, 171, 203  
   definition of, 20  
   Fortune 500 company use of, 13  
   future of, 176–177  
   power use of, 4  
 QuickTime, 117  
 OVC, 188
- Real estate agency mobile marketing, 113, 171  
 REI, 154  
 Restaurant mobile marketing, 103. *See also* specific companies  
 Return on investment (ROI), 205–215  
 Revenue, 8, 161–163, 187–195.  
   *See also* Return on investment  
 Rich media, 22, 123, 124–125, 201  
 RIM BlackBerry, 75–76, 78, 122, 158, 164  
 Rivilla, Raphael, 127–128  
 Roto-Rooter, 212  
 Rs of Mobile Marketing, 217–219  
 RunKeeper, 82  
 RunRev, 166
- Safaricom, 114  
 Samsung, 78  
 ScanLife, 169–170  
 Scoutmob, 83, 159  
 SCVNGR, 4, 7–8, 147, 152, 153, 156  
 Searches. *See* Mobile paid search advertisements;  
   Voice searches  
 Shazam, 82  
 ShopAlerts, 15, 154  
 ShopSavvy, 83

- Short codes, 41, 115, 118
- Short Message Service (SMS)
- benefits of marketing via, 44–45, 87, 111–112
  - best practices with, 119–120
  - call to action in, 115, 116
  - campaign set up, launch and running, 114–116
  - consumer engagement via, 28, 31
  - costs of, 44
  - definition of, 41
  - Fortune 500 company use of, 13–14, 111
  - incentives and promotions via, 44, 114, 211
  - keywords for, 114–115, 116
  - metrics measuring success of, 120, 210–211
  - number of users, 112
  - opt-in messages via, 118, 119
  - responses via, 115
  - short codes for, 115
  - supporting media for, 115
- ShoutEm, 166
- Six Star Pro Nutrition, 174
- 60 Second Marketer, xxi, 7, 79, 171, 173
- Skype, 4, 81
- Smartphones. *See also* Devices
- 2D code scanned via, 20, 50, 171, 203
  - consumer engagement via, 30
  - definition of, 41
  - mistakes related to
    - differences in, 56–57
  - mobile display ads for, 123–124
  - mobile website design for, 5, 6–7, 106
  - operating systems of, 75–78, 89, 164
  - target market owning
    - specific, 22
    - unique features of, 88–89
- Smithsonian Institution, 172–173
- Social media, 53, 88, 159, 199, 224. *See also* Facebook; LinkedIn; Twitter
- Southwest Day Spa, 153
- SPARQCodes, 20, 51, 169–170
- SPARQ.it, 20, 50, 171
- Spin the Coke, 159
- Sprint, 78
- Starbuck's E-Commerce Mobile Card, 4, 17
- Stated *vs.* derived importance, 70–72
- Stitcher, 80
- Strategic planning, 87–98, 190–192, 197–200, 215, 221
- Subdirectories, 108, 109
- Subdomains, 108, 109
- Subway, 151
- SwepApps, 166
- Symantec, 113
- Tablet computers, 30, 52–53, 124–125, 179–184, 188. *See also* Devices
- Tap Tap Revenge, 82
- Target audience. *See* Consumers
- Terminology, 38–42, 103–109
- Testing performance, 61, 89, 96, 98, 109–110, 115, 140–142, 155, 175–176, 221
- Texting. *See* Short Message Service (SMS)
- T-Mobile, 78, 176
- Trade shows/conference
  - mobile marketing, 81, 113, 171
- Transportation service mobile marketing, 103–104. *See also specific companies*
- Travelocity, 83
- Twitter, 27, 49, 81, 159, 199, 203
- 2D codes
  - benefits of marketing via, 51–52, 169–170
  - best practices with, 174–176
  - case studies on, 172–174
  - consumer engagement via, 27–28, 171–174
  - consumer use of, 50, 171, 203
  - definition of, 20
  - error correction functions in, 170
  - Fortune 500 company use of, 13, 19–20, 171–172
  - future of, 176–177
  - generating, 173
  - incentives included in, 52, 175–176
  - landing pages for, 175–176
  - metrics from, 170, 175
  - power use of, 4
  - testing, 175–176
- TypePad, 81
- Uniform Resource Locator (URL), 108
- UPS, 111
- U.S. Department of Transportation, 172
- Vanity short code, 41
- Variety, 15
- Verizon, 78
- Video. *See* Mobile video
- Virtual Zippo Lighter, 83
- Voice searches, 4, 102, 134
- Walgreen's, 113
- Wall Street Journal, 123
- Weather Channel, The, 80
- WebsiteGrader.com, 46, 61, 85
- Websites. *See* Mobile websites
- WHERE, 4, 7–8
- Wi-Fi Analyzer, 85
- Wi-Fi Finder, 85
- Windows Phone, 75–76, 78, 122, 158, 164
- Wirenode, 6
- WordPress, 5, 81
- Words with Friends, 82
- Yahoo!, 10, 17, 40, 48, 103, 129, 134, 135, 144
- Yammer, 84
- Yelp, 4, 81–82, 179–180, 226
- YouTube, 21, 82, 130, 203, 224
- Zuma Fashions, 152