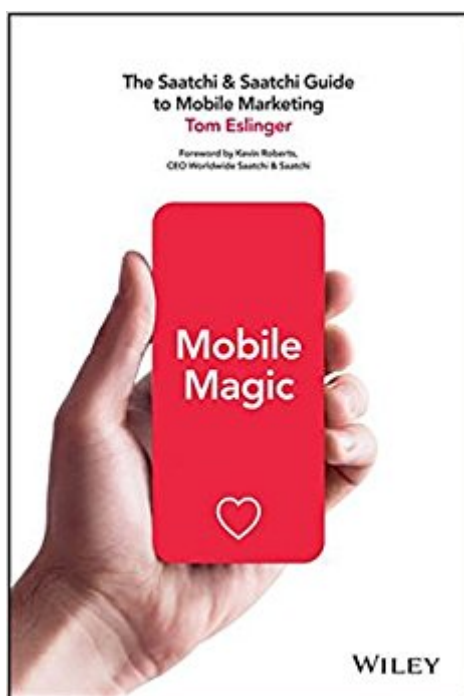


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# Mobile Magic: The Saatchi And Saatchi Guide To Mobile Marketing And Design



## Synopsis

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.

## Book Information

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## Customer Reviews

All in all a wonderfully considered book and an excellent port of call for those wanting to build and effective and comprehensive mobile strategy. (Elite Business, May 2014) worth its weight in gold. This book is useful and practical. It is not text-heavy and full of jargon, it is easy to read and navigate. Above all, this book leaves you educated instead of adrift. The mobile market is no longer a strange place, this book demystifies everything and leaves you with the knowledge to make the most out of your business. Essential reading. (Frost Magazine, June 2014) Tom's book is a reliable how to manual to getting a successful mobile strategy off the ground (B2B Marketing, July 2014).

Mobile phones and tablets aren't like computers or TV or any other media channel or hardware technology that came before them. They're personal; your mobile device is yours alone, the

place where you go from work to play to socializing with the swipe of a finger. They're portable; your mobile device goes wherever you go, and can connect you to almost anything, anywhere. Put together, these features come together to make mobile the most potent communication and marketing channel available to marketers today. How do you get onto your audience's mobile, deeply engage them and have the privilege of staying there? Mobile Magic, by mobile marketing expert and Saatchi & Saatchi's Worldwide Director of Digital & Social Tom Eslinger, takes you from the practical points of development and through to production, content strategy, content management and how to market your digital and social campaigns. You'll learn how to understand your audience and how to maintain your mobile initiatives. This book will guide you in executing winning mobile strategies for your business. Written especially with marketers new to mobile in mind, Mobile Magic is your key to the wide world of apps, mobile websites, integrated campaigns, social media and cross-platform thinking and strategies that every marketer needs to know.

Like most small business owners today, I know that I need to get my business onto mobile devices. Mobile Magic was recommended to me by a friend, who is also business owner. The book presents a very practical, down-to-earth approach to the design and technical aspects. It got my juices flowing and inspired a total rethink of my web and social strategy. Not only am I saving time and money, I'm certain that the time and money I'm putting into my new strategy are well placed. Mobile Magic is worth your time and money.. Highly Recommend

I'm dissatisfied. Content very general, very few concrete ideas. Easy to read and easy to forget. 2 stars because of cases in the last chapters.

A meeting this week about the re-conceptualization of a company website came to a screaming halt when someone on the team dropped Tom's book onto the table with the accompanying exclamation "Mobile first!". The meeting recommenced along this line as we acknowledged that 40% of the site traffic was coming from mobile devices and was trending to be over half by mid-year. The table of contents of Mobile Magic served as the agenda for the rest of the meeting. The book is useful, practical, easy to navigate, and above all enlightened about the possibilities of going mobile as the staging point for communications. This is not a book for the nightstand but rather one to carry with you into every meeting about communications and marketing.

Tom gave a talk at the Mobile Marketing Association's recent forum in NYC and shared some cases where he and his team created campaigns utilize Social and Mobile media. I found Tom's message to be spot on where any campaign should first focus on the idea, not the technology. Although we all agree that Mobile and Social media are great technologies, they are not the driving force for campaign creation, but ideas are. In his shared case on Nike SB campaign where end users were so engaged the campaign essentially ran on UGC but received tremendous engagement and built brand and connection that brand yearns to create with consumers. I got Tom's book and will read it through as the cases he shared prompt me to believe the book will give me a lot more ideas.

I love magic mobile

You don't need to know anything about mobile marketing to appreciate this book, Eslinger starts with the basics and delves deep into the mobile heart of darkness, demystifying as he goes. A must read for anyone with a cell phone or tablet.

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