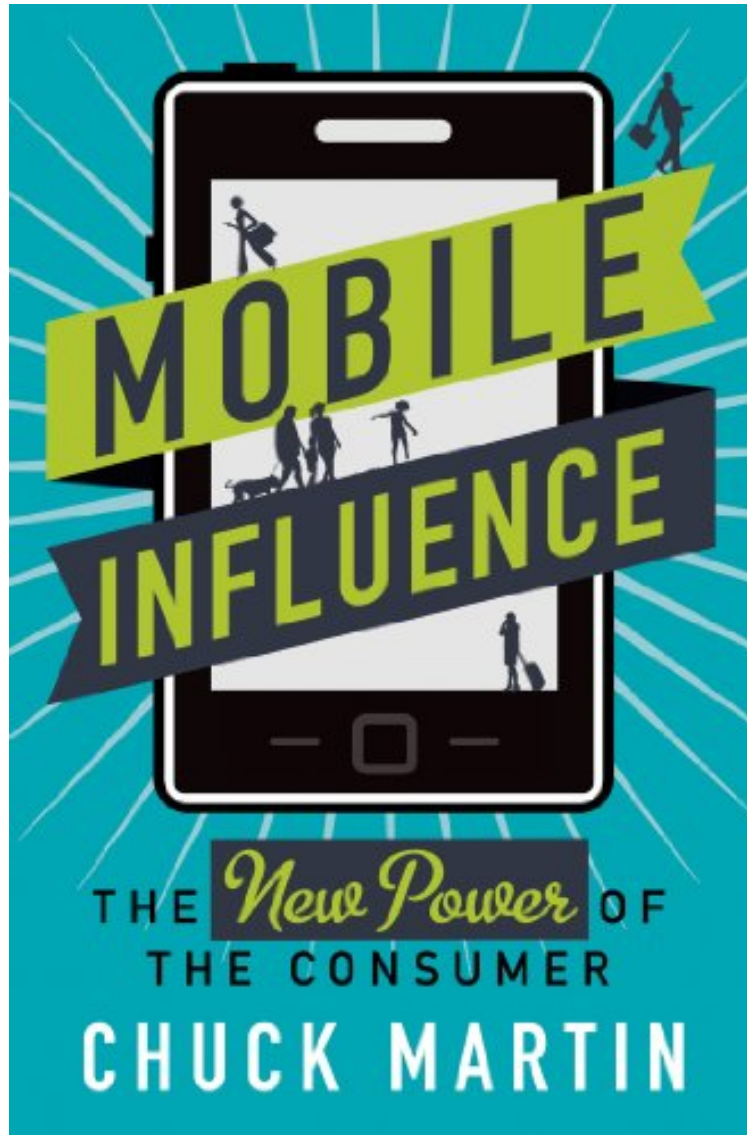


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## Mobile Influence: The New Power of the Consumer

*Chuck Martin*

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**Chuck Martin : Mobile Influence: The New Power of the Consumer** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mobile Influence: The New Power of the Consumer:

2 of 2 people found the following review helpful. Social Media MarketingBy Rtgarn01Our class was assigned to read this book at the University of Louisville for our Social Media Marketing course. Chuck Martin did a fantastic job explaining the relevance of how companies can and need to interact with consumers throughout the buying process. Mobile devices have revolutionized the way that companies can market and be involved with buyers and Chuck outlines a great way to break this process down with how it relates to the use of mobile devices. A few specific mobile

apps were detailed in the book, such as Foursquare, that explain how companies are constantly connected to consumers and constantly have influence on their purchasing decisions by being able to send notifications to them no matter where they are at. Chuck also goes in depth to explain mobile payment options and shows how it will affect companies in the future. Overall this is a great read and we would recommend it to anyone wishing to know more about how mobile devices are influencing consumers and how you can capitalize on the mobile buying process. 0 of 0 people found the following review helpful. Terrific case studies! By Peter I purchased the hard-cover version of this book after "renting" a digital copy for a marketing class. The information is very insightful and continues to be relevant not only for digital marketers but also for all communications professionals who want to know how mobile tech is changing the way consumers interact and consume on a wireless medium. 0 of 0 people found the following review helpful. Tactical perspective of mobile marketing in easily digestible doses By Jim Barry Few books provide such a comprehensive view of examples illustrating the power of mobile marketing. And by examining the mobile shopping life cycle across six stages, readers get a tactical perspective of mobile marketing in easily digestible doses. The book, in my opinion, qualifies academically as a supplementary reading for an MBA level program. Its appeal is limited to mobile marketing topics in social media for which it has the following advantages: 1) The author clearly has an exceptional and very current grasp of mobile marketing concepts. 2) Numerous examples of mobile influence are provided from brands that detail their own programs and success stories often in a personal way. 3) Examples cover a broad spectrum or retail, service, B2B and high ticket item industries. 4) The Mobile Shopping Life Cycle approach provides a structural format for education consistent with consumer behavior decision making models. 5) The balance of brand testimonies, global perspectives and technology feasibility assessments bolsters the credibility of the book's insights into future mobile marketing possibilities. 6) The organization of the book around the six stages of mobile influence provides a certain degree of intrigue and even engagement as readers feel a sense of accomplishment completing each stage.

The explosion of mobile access across the globe has shaken the foundations of the traditional sales funnel, and businesses are scrambling to adapt and find new ways to tap into the market. For all their effort, many have failed to realize that the issue is not how to reach the customer where they are, but where they are going and their mindset at the moment. With the staggering growth in the use of mobile technology as both product research and purchase point, businesses have yet to fully understand the important role mobile devices play in the basic structure of the traditional shopping model and the new importance on linking behavior with location. With the death of the traditional sales funnel comes author Chuck Martin's new model, the Mobile Shopping Life Cycle. Based on the author's in-depth research, Martin has identified the six specific moments in the timeline of the sale which marketers must target effectively in order to reach the mobile buyer. From location-based marketing to mobile payment systems, Martin's model gives marketers access to the tools necessary to build a new sales framework that properly addresses the future of the market.

"With research and real-world cases, Chuck paints a vivid picture of the current and future state of mobile marketing, and in so doing, conveys the tremendous urgency marketers should feel about getting up to speed fast to unleash the tremendous power of mobility." Tim Reis, Head of Mobile Social Solutions, Google

"Chuck's perspective on the influence of mobile is spot-on. Mobile begins with the consumer, and it is changing the future of retail and commerce. He provides a great outline for companies looking to build a mobile strategy that capitalizes on the most important aspect of the path to purchase: the shopper." John Caron, Vice President, Marketing, Catalina

"As a retailer, it is critical to have a reliable authority on mobile technologies. For me, that person is Chuck Martin." BJ Emerson, Vice President, Tasti D-Lite

"Whether you're a Fortune 500 marketer, a small business owner, or an entrepreneur, you must buy and read this book to understand the mobile consumer and how it affects your business. Two likeable thumbs up!" Dave Kerpen, NY Times Bestselling Author, Likeable Social Media Likeable Business

"Mobile shopping is the new black and mobile expert Chuck Martin guides us through how to capitalize now in Mobile Influence." Erik Qualman, Bestselling Author, Digital Leader

"Once you read Mobile Influence, you will never view shopping the same way again. Chuck Martin has truly created an amazing testimonial to the changing marketplace and the new behavior of today's consumer. All businesses must evolve their sales approach to survive! Mobile Influence shows you how." Lon Safko, Author of The Social Media Bible The Fusion Marketing Bible

"Martin's m-powered marketing blueprint guides businesses toward the future of their markets." The Dallas Morning News

About the Author Chuck Martin has been a digital pioneer for more than a decade. He is the CEO of The Mobile Future Institute, which focuses on business strategies and tactics for the mobile market. He is editor of MediaPost's mCommerce Daily, which covers the world of mobile commerce, and in which he writes the daily Mobile ShopTalk column. Martin, a highly sought-after international speaker, is the author of numerous books, including the New York Times business bestseller The Digital Estate, The Third Screen, and The Smartphone Handbook.