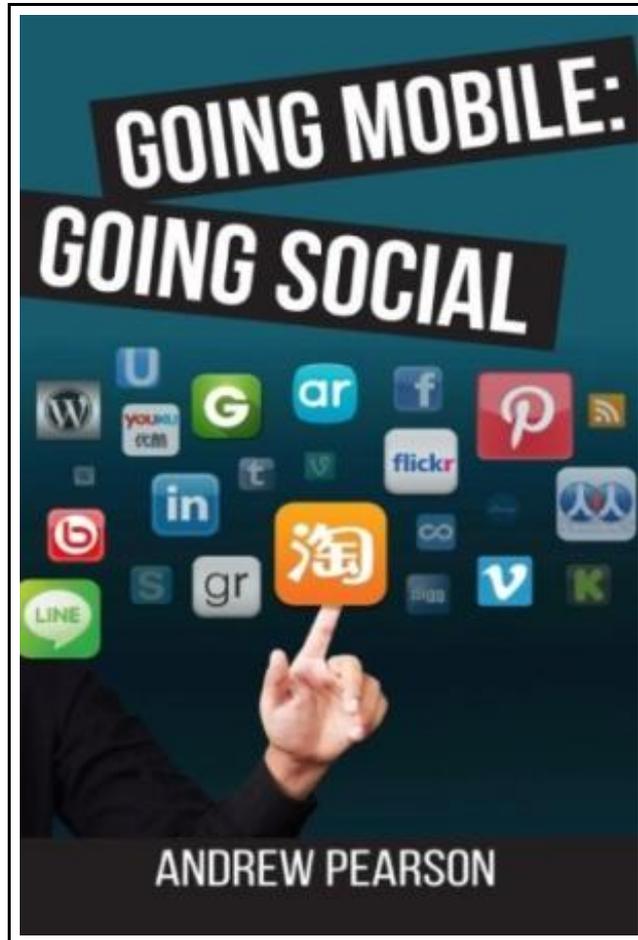


## Going Mobile: Going Social



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Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.A company is only as strong as its weakest customer relationship and mobile and social media are the perfect platforms to strengthen these relationships. By harnessing the power of the mobile platform, mobile users can make phone calls, send a tweet or fire off a text. Mobile users can IM a friend, like a business, surf the net, hail a cab, upload a blog, download a vlog, listen to a song, shoot a video, make a check deposit, play a game, shop online, shop offline (with a mobile coupon), check-in to a retail store, check out of a hotel, find a business s location or even track down a lost mobile phone. Mobile users can communicate with their friends via hold-to-talk voice messaging, they can stream their content feeds via one-to-many messages, share photos, videos, contacts, or broadcast their location. With today s mobile phone, making a voice call is almost the least important of its multitude of functions. Customer persona, Today, mobile apps, mobile banking, mobile commerce, mobile chat and mobile gaming have revolutionized the way people do business, seek entertainment and gamble. Mobile commerce has now evolved into what has become known as omni-commerce, a seamless approach to selling that puts the shoppers experience first and foremost, giving that shopper access through multiple channels. Mobile marketing via Bluetooth, OTT, SMS, MMS, CSC or QR codes has become some of the most effective marketing available, while social media has turned the normal channels of marketing on its head. By accessing the Web through a wireless connection, mobile users can now surf the Internet almost as easily as if they were using a PC. Photos and videos can...



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