WILEY



Social Media & Mobile Marketing: Includes Online Worksheets

Paperback 9788126578078 **₹850.00**

Description

Social media and Mobile marketing exemplify two extreme pivots of any human behaviour. While the first marketing form (social media) establishes the desire of an individual to connect to the largest (like-minded) human audience possible, the second form (mobile marketing) reflects that person’s inner-most need to view the world through a most personalized and private lens.

Social Media and Mobile Marketing (SMMM) is a 2-in-1 volume that aims to establish key concepts and underlying frameworks for the two most important and emerging digital marketing application areas: social media and mobile marketing. The first part of the textbook develops the basics of social media marketing outlining key social media actors and actions. SMMM establishes an easy to follow SOCIAL Media Marketing Framework to showcase the six key stages of social media platform implementations. The second part of the book outlines the evolution of mobile marketing and how marketers can establish and extend influence from web to mobile platform through a structured MOBILE Media Marketing Framework.

Click to download Worksheets