

BOOK REVIEW / CRITIQUE DE LIVRE

The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns. By Kim Dushinski. Medford, N.J.: CyberAge Books, 2009. 218 pages (soft cover). ISBN 978-0-910965-82-8. CAN\$32.95.

According to the Mobile Marketing Association, mobile marketing is defined as the “use of wireless media (primarily cellular phones and PDAs) as an integrated content delivery and direct response vehicle within a cross media marketing program” (p. 3). A recent Canadian example of mobile marketing is the marketing campaign of a candy manufacturer in fall 2010. The campaign asked customers to collect codes from their print advertising posters and submit them to enter a contest to win a large cash prize; customers were also given the option of scanning images from the posters with their cell phones and texting them in using 2D barcode technology. The option of scanning the image with a mobile device is what makes this a mobile marketing campaign, as Kim Dushinski, author of the book writes,

Mobile marketing connects businesses and each of their customers (through their mobile devices) at the right time and at the right place with the right message and requires the customer’s explicit permission and (or) active interaction (p. 3–4).

Kim Dushinski is the president and founder of Mobile Marketing Profits, a firm that provides training and tools for mobile marketing to professionals. She has over 20 years experience in sales and marketing, has a column at MobileMarketingWatch.com, and has published articles in *Search Marketing Standard*, an online marketing resource.

The front cover of this 218 page handbook depicts a fish jumping out of a cell phone. It is an interesting image and is certain to pique the interest of readers. The author asks: “What’s with the fish?” and invites readers to send their impressions of its meaning (p. vii).

The book is organized into two sections. The first section introduces mobile marketing concepts, including strategies for businesses and organizations. For readers new to mobile marketing, it provides a good introduction to its background and uses. Dushinski compares the state of mobile marketing now to the introduction of the Internet. Like the Internet in the late 1990s, mobile marketing is an area ready to takeoff and companies should be aware of its possibilities.

The author provides a practical look at how and why companies should look at mobile marketing; in 2007, approximately 60% of Canadians had cell phones (p. 6). Dushinski discusses how to create a dynamic campaign, the legal issues involved, and how to launch and market a campaign. Each chapter includes an online resource guide that includes updates and other useful tools.

In the second section of the book, the author reviews marketing strategies and tools that can be used with mobile devices. Dushinski provides concrete and practical examples

of mobile marketing, from text messaging campaigns and the use of Bluetooth technology in proximity marketing, to mobile web promotions. As I was reading this book, I became aware of mobile marketing in action, such as radio stations asking listeners to “text-to-win” prizes and the use of scannable 2D barcodes in free daily newspapers.

One of the book’s strengths is the wealth of marketing information shared by Dushinski from her years of experience in the marketing field. For librarians with no marketing experience, the information in *Chapter 2: Five Steps to Creating a Dynamic Mobile Marketing Campaign* is invaluable. It is a quick introduction to the principles of marketing. The author also provides sample worksheets (e.g., Smart Mobile Marketing Matrix) to help readers understand what their clients want and what clients could get out of mobile marketing.

Chapter 9: Creating a Mobile Web Presence is perhaps the most useful to readers working in a library. With the number of people who own cell phones rising, more and more websites are being accessed via mobile devices. The author provides some helpful tips on how to create a good mobile website, what information to include, and the different ways to build a site.

Overall, I found this to be an organized, well executed book. The content was interesting and informative, and unfamiliar terminology is defined in a glossary. Throughout my reading I kept thinking about how health libraries could use the concepts in the book to market their resources. On the whole, I found most of the ideas presented impractical for use in a health library. The intended audience of the book is marketing professionals and (or) business owners who are considering using mobile technology to market their services. There are, however, ways for libraries to use this technology. For instance, some libraries have integrated a “text this call number to a phone” application into their catalogues so that patrons do not need to write it down. In general, the book is a good introduction to the field of mobile marketing, and readers would benefit from it if they are involved in marketing campaigns; also, the online resource guide would be helpful in keeping the content up-to-date. In general, I am reluctant to recommend this book for librarians. The concept of mobile marketing is here, and libraries should take notice if it; however, its practical uses for libraries are still to come.

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