



Review

***The Mobile Marketing Handbook:
A Step-by-Step Guide to Creating Dynamic
Mobile Marketing Campaigns***

*Kim Dushinski. Medford, NJ: CyberAge Books, 2009. 218pp. ISBN: 978-0-9109-6582-8.
\$29.95*

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Kim Dushinski is a successful president of a mobile marketing firm. Her illustrative and anecdotal book offers a direct and to-the-point primer for conducting this type of promotion. According to Dushinski, "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). An example of mobile marketing you may already be familiar with is retailers allowing customers to receive coupons on their cell phones.

While the intended audience for this book is marketers, business people, and entrepreneurs, many of the tips and strategies apply to the library community. This book provides a framework for anyone interested in starting a mobile marketing campaign for their library. By covering the basics using succinct language, concise charts, and resource lists at the end of each chapter, a busy librarian could read and implement some of the strategies with little time investment. The resource lists contribute additional information that enrich the content of the book.

The book is divided into two parts: “Mobile Marketing Strategy and Implementation” and “Mobile Marketing Toolbox: Tactics, Campaign Ideas, and Resources.” Part One details how to focus and strategize a campaign. The most useful materials in these chapters are the planning charts that help focus any marketing proposal. Pay particular attention to “Five Steps to Creating a Dynamic Mobile Marketing Campaign” and “Smart Mobile Marketing Matrix” to correctly position the library for a mobile marketing campaign. The section “Educating Your Customers on Using Mobile” should inspire any library instructor. Using mobile technology to spread the word and to educate the community is a natural fit for any library. The chapter “Tracking Your Results” offers pointers on assessing the effectiveness of the campaign. Let’s not forget about legalities; “Legal Issues and Implications of Mobile Marketing” is another important chapter.

Dushinski also proposes simple and novel ideas. Mixing media is an important element of a campaign. The section “College Marketing,” especially the idea of putting a mobile marketing message on T-shirts, will be of particular interest to any academic librarian. College students love to wear T-shirts, and promoting a campaign using students as they walk through campus is interactive and fun. While this section is directed to the college market, public and school libraries could retool the information to fit their needs. Why not create T-shirts for the whole family? Family members wearing the same T-shirt about a public library service would be a great community building tool for a public library. School librarians could market their services to students via catchy T-shirts. Students who wear the T-shirt home could provide a conversational point for the whole family about the school library. Law libraries, archives and other special libraries need only repurpose the ideas discussed to fit their marketing needs.

Part Two provides details for different types of mixed media campaigns. Whole chapters are devoted to voice, text messaging, and the use of social networking technologies. The chapter “Creating a Mobile Web Presence” is a must-read. The web site is a large part of a library’s branding, and changes in scale and scope are necessary for the mobile screen.

Implementing a mobile campaign is still unusual and not for the faint of heart. However, any thorough and adventurous librarian, after reading this book and obtaining IT staff support, could mobilize a successful campaign that speaks directly to the growing community of mobile technology users.

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