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160 CHARACTERS OR LESS: HOW TO INCREASE CUSTOMER LOYALTY, DRIVE SALES AND WIN WITH TEXT MESSAGE MARKETING



Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. What can you do with 160 characters? Plenty. Build loyalty Increase revenue Hold contests Communicate 1-on-1 with customers Send reminders Get alerted when your cow Bessie is pregnant Tell someone you love them Text message marketing is part of the exploding marketing channel otherwise known as mobile marketing. With over 100 penetration of mobile phones in the United...

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- Authored by Judd Wheeler
- Released at 2014



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