

QR Codes & Mobile Marketing for the Small Business Owner: How to Quantify Your Existing Customer Base and Market to Them Directly Using Email and SMS Texting By Michael Weir

PDF QR Codes & Mobile Marketing for the Small Business owner



This is a very timely book that shows merchants the importance of building a data base of their current customers in order to take advantage of the explosive growth of mobile marketing and QR Codes. **QR Codes & Mobile Marketing for the Small Business Owner ebook reader** The author shows the business owner how to build their customer data base by providing the tools and training that allows business owners (many for the first time) collect their customers' personally identifiable information (email and SMS text numbers) so that they can later market to these existing customers with content rich emails and SMS texts that offer coupons and discounts for products and services. **QR Codes & Mobile Marketing for the Small Business ownered** Throughout the book.

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The author gently prods the reader to use their smart phone technology to scan QR Codes (Quick Response Codes) embedded within the book to read articles on various websites read portions of other books on Amazon. **QR Codes & Mobile Marketing for the Small Business Owner pdf converter** This book does an excellent job explaining the changes in marketing methods that will allow the merchants the opportunity to create additional profits by marketing to their existing customer base in a way that they have not been able to do so before. **QR Codes & Mobile Marketing for the Small Business Owner bookkeeping** The author explains how to build this marketing infrastructure for the do-it-yourself business owners and also shows the reader how to use his website () to create the entire infrastructure within an hour: **QR Codes & Mobile Marketing for the Small Business Owner kindle cloud** com watch movies on YouTube and read research reports on the explosive growth of mobile marketing. **QR Codes & Mobile Marketing for the Small Business Owner bookworm** This book is a must read for any small business owner who is looking for more ways to drive foot traffic through the front door and add to the bottom line. **QR Codes & Mobile Marketing for the Small Business owneriq** QR Codes & Mobile Marketing for the Small Business Owner: How to Quantify Your Existing Customer Base and Market to Them Directly Using Email and SMS Texting.

. The QR Code technology is easy to use and implement