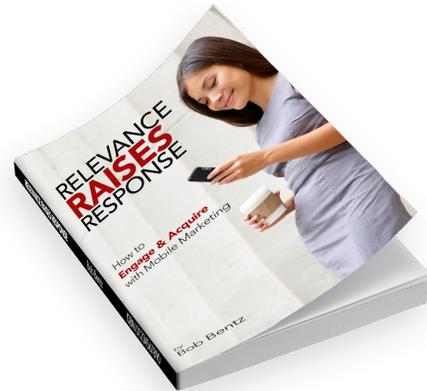


HOW MUCH WOULD YOUR BUSINESS HAVE MADE LAST YEAR IF ALL OF YOUR MARKETING REACHED YOUR BEST CUSTOMERS?

The mobile phone is our lifeline. It is our gateway to the world. It is our digital DNA.

King of Prussia, PA – Marketing is an ongoing contest for people’s attention, and mobile provides the mechanism that, in the history of promotion, is the closest a brand has ever been able to get to its customer.

In *Relevance Raises Response: How to Engage and Acquire with Mobile Marketing*, mobile marketing industry veteran Bob Bentz takes an extremely broad subject called “mobile” and makes it understandable for marketers. He delivers it in snack sized portions over nine chapters covering everything from SMS text message marketing to apps development and how to effectively target a brand’s best customers via mobile advertising.



It is the laser-focused targeting advantages of mobile marketing, however, where the book especially shines. Bentz gives insights into the unprecedented targeting advantages that mobile offers over traditional media. Through effective use of geo-targeting, demographic targeting, and interest targeting, mobile is able to deliver your brand’s message to the right person, at the right time, and when the customer is most likely to buy. When done right, with mobile marketing, there is absolutely NO WASTE in your promotional efforts.

“How to implement your own mobile strategy is what I hope you will glean from the pages.” -- Bob Bentz

Relevance Raises Response is published by Skill Bites.

ISBN-13: 9781942489115

ISBN-10: 1942489110

FOR IMMEDIATE RELEASE:

Interested marketers can purchase the new mobile marketing book at <http://RelevanceRaisesResponse.com>. The ebook is available at Amazon.com. To schedule an interview with the author, Bob Bentz, call 610-254-7191 or email him at bob@purplegator.com.

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