

Eight mobile marketing resources you should be using

For any mobile marketer in South Africa who wants to step up their advertising opportunities, online resources are a must. Get up to speed with some of these helpful mobile marketing tools and enjoy the new ideas they present for your campaigns.



Covering the four corners of the web

It's difficult to cover the full spectrum of mobile marketing innovations, yet [Mobile Marketer](#) seems to do it with ease. Helpful information is littered across the site and best of all it's free. Its eCommerce section is particularly comprehensive.

The [Google Mobile Ads Blog](#) is an insightful, constantly expanding resource from the masters of mobile advertising. Every mobile marketer worth their salt should bookmark this site and visit it on a regular basis.

Another site worth visiting due to its expertise in content marketing is [Mobile Marketing Watch](#). It covers not only events in the mobile marketing sphere, but tech innovations which benefit advertising solutions as well.

The [MMA](#) (not the guild of no-holds barred fighters) offers global appeal for the mobile marketer. It covers the most fiscally vibrant countries in the world and offers an exceptional amount of content for the South African marketer.

Read up!

Hardcover books not only look great lined up on your shelf, but also deliver readily available information in a heartbeat. Kind of like the internet, but retro. Our serious hat is on again. Mobile marketing books are a resource which constantly deliver and if you manage to snag the correct book, you can add boundless value to your South African campaign.

For mobile marketers just starting out, we recommend [Mobile Marketing For Dummies](#). After you have trawled through the basics, the advanced tips such as customer retention will keep you coming back for more.

[The Third Screen: Marketing to Your Customers in a World Gone Mobile](#) is phenomenal. Mobile phone statistics are torn apart, dissected and placed into various scenarios which educate the marketer, helping them to make correct decisions.

[Mobile Marketing: Finding Your Customers No Matter Where They Are](#) digs into the mind of the customer and explains exactly how and what you need to do in order to target your chosen demographic. It's well-organised, in-depth and highlights various strengths of many mobile marketing campaigns. It's a winner.

Finally, this collection of [PowerPoint slides](#) nicely summarises the innovations and trends which mobile marketing will follow in the coming years.