

CHAPTER OVERVIEW

7: Create - Mobile channels and apps

Learning Objectives

In this chapter, you will learn:

- The important principles that govern mobile-specific channels.
- To recognise the importance of location in marketing via mobile.
- To identify the mobile channels available to marketers.
- What to consider when creating an app.
- To describe first steps for implementing marketing via certain mobile channels.

[7.1: Introduction](#)

[7.2: Key terms and concepts](#)

[7.3: Core principles](#)

[7.4: Defining mobile channels](#)

[7.5: Creating an app](#)

[7.6: Implementation](#)

[7.7: The Internet of Things/The Quantified Self](#)

[7.8: Advantages and challenges](#)

[7.9: Measuring success](#)

[7.10: Tools of the trade](#)

[7.11: Case study - ASB digital piggybank](#)

[7.12: The bigger picture](#)

[7.13: References](#)

[7.E: Mobile channels and apps\(Exercises\)](#)

[7.S: Mobile channels and apps\(Summary\)](#)

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