

## 7.12: The bigger picture

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Mobile communications should always be considered in context with your other marketing communications. Rather than being a separate channel, mobile is a way to access and integrate with many other forms of communication. It is inextricably intertwined with every aspect of digital and must be considered in that way.

One of mobile's powerful characteristics is its ability to stitch media together, especially as a way to bridge online and offline marketing activities, because it is located in the real-world space and can simultaneously access the digital world. Apps such as those that scan triggers to access media can play a major role in this stitching, as can other mobile-focused channels such as Bluetooth.

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