

[PDF] Mobile Marketing: Finding Your Customers No Matter Where They Are

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Description:

About the Author

Cindy Krum is the CEO and Founder of Rank-Mobile, LLC, based in Denver, CO. She brings fresh and creative ideas to her clients, speaking at national and international trade events about mobile web marketing, social network marketing and international SEO. Cindy is the author of Mobile Marketing: Finding Your Customers No Matter Where They Are, published by Que Publishing, and

hosts a weekly radio show about mobile marketing called Mobile Presence. She writes for industry publications, and has been published in Website Magazine, Advertising & Marketing Review, Search Engine Land, ODG Intelligence, and quoted by many respected publications including PC World, Internet Retailer, TechWorld, Direct Magazine and Search Marketing Standard.

Cindy also served as the co-chair of the SEMPO Emerging Technologies Mobile Web Task Force, and is an active member of the search community. She is passionate about bringing creative online marketing solutions to clients, and working with clients to develop high level, integrated mobile marketing strategies.

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