

FOREWORD BY **DAVID MEERMAN SCOTT**

**THE NEW RULES OF SOCIAL MEDIA** SERIES



# **GO MOBILE**

**LOCATION-BASED MARKETING,  
APPS, MOBILE OPTIMIZED AD  
CAMPAIGNS, 2D CODES,  
AND OTHER MOBILE  
STRATEGIES TO GROW  
YOUR BUSINESS**

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Vice President of Marketing at HubSpot

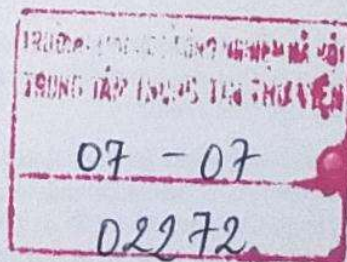
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Founder and Chief Content Officer at  
BKV's 60 Second Marketer



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JEANNE HOPKINS  
JAMIE TURNER



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