

Bluebook Advertising Introduces Array of Internet Marketing Tools and Mobile Marketing Opportunity

At Bluebook Advertising we bring you the most effective and most affordable interactive marketing strategies in the World that will grow your business. The newest channel for marketing is Mobile.

Mobile Marketing seems to be driven by the downturn in the economy as it is proving to be both effective and affordable.

We recently came across an article about about how a major supermarket chain is expanding their mobile coupon campaign to serve 2,200 of its grocery stores around the country after a successful test of 200 stores.
<http://www.mobilemarketer.com/cms/news/commerce/2417.html>

Remember that Cell phone are personal devices, so offer some form of special offer or incentive for an effective Mobile Marketing campaign notes "Mike Thompson Owner of Bluebook Advertising.

As business owners, we must stand out from the crowd as people are flooded with adverts today. For this reason we recommend using not only the latest in Internet Marketing Tools but also consider adding mobile marketing to your mix.

<http://www.bluebookadvertising.com>