What Local Advertisers REALLY Think about Mobile Media: a video presentation

Description: Borrell Associates' Local Mobile Advertising Conference 2011 took place in October and was hosted in Chicago. Videos of fifteen expert speakers at this dynamic and cutting edge conference have been made available to purchase.

What do local advertisers want from mobile media? This session featured regional and local marketers who've used mobile advertising to drive significant results. Some have even found ways to bypass media and do SMS campaigns or buy coupons on check-in sites on their own. Get an indication of what's working - and what's not - for these local pioneers, as well as a wealth of ideas on how to craft a mobile marketing campaign to meet advertisers' needs.

Moderator: Dick Larkin, Executive Vice President, American Marketing & Publishing LLC
Panelists: William McMahon, Owner/Operator, Lincoln Inn Family Restaurant; and Mary Jo Edwards, Owner, European Tan Steve Lesniak, Manager, European Tan

All video files are in MP4 format. These are high-resolution videos and will take approximately 15 minutes each to download on an average high-speed connection. These recordings do not include the PowerPoint presentations.

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