



Going Mobile: The Future of Marketing Communications is Here

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Marketers and communicators alike have set their sights on mobile applications. By 2013, the Internet will be accessed more often by mobile devices than by desktop computers. From special apps to mobile-enhanced websites, the future appears to include mobile devices in the marketing mix. The Association for Accounting Marketing (AAM) has recognized this trend and is one of the first accounting associations to develop a mobile website, which will debut for the upcoming annual Summit, *Take Your Firm to New Heights*, to be held June 7-10 in Chicago.

"With Smartphone use expected to grow by 50 percent worldwide in 2011, having a mobile website or a native mobile application will become a staple for any accounting firm's marketing and client service plan. Consumers of information need both the high-level of usability and accessibility that mobile websites and applications provide," states Jessica Levin, president of Seven Degrees Communication and manager of communications and member services for Moore Stephens North America. Jessica co-present an AAM Summit session titled, "Marketer 3.0: How You Can Leverage Technology for Success."

The AAM Summit mobile site offers an interactive experience with up-to-date information on events, programs, and awards through the mobile interface. In addition, it provides access to several Twitter feeds, which will allow viewers to follow happenings across the Summit.

"It is our goal as an organization to showcase to our membership the latest in marketing and communications trends. It makes sense for us to develop a mobile-enhanced website to provide AAM members, and others in the accounting industry, immediate access to innovations in marketing," according to Jamie Trayner Thomas, AAM Summit co-chair and director of marketing and communications for LBA Certified Public Accountants.

AAM's mobile website was created by Flashpoint Marketing, a sponsor of the 2011 AAM Summit. For more information on the 2011 AAM Summit, to be held at the Fairmont Chicago Millennium Park, visit <http://aam.conference2011.org/>.