

# New Article Provides Tips for Mobile Marketers

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As more companies engaged in mobile marketing last year, many struggled to figure out how laws written before mobile phones existed apply in the wireless world. Consequently, 2009 saw some significant legal challenges against mobile campaigns. The biggest problems had to do with failure to disclose offer terms or get consent, and two cases, in particular, will have a significant effect on campaigns in 2010.

An article written by Gonzalo Mon on page 37 of [Mobile Marketer's Mobile Outlook 2010](#) discusses some of the top legal issues in 2009 and provides tips to help marketers avoid those problems in 2010.