

Marketing Mobile

Description

Mobile marketing is marketing on or with a mobile device, such as a smartphone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas. What will it cost to get involved? Are you confused by terms such as App or SMS? it's important that you can make the right decision for your business.

Course Content

Module 1: Mobile Marketing strategy based on open data and app store statistics Module 2: Location-based advertising Module 3: QR code Module 4: SMS marketing Module 5: Mobile websites Module 6: Top mobile apps for business purposes (e.g. visiting card reader, LinkedIn, mailbox, free calling services) Module 7: Mobile social media Module 8: Mobile ads Module 9: Key insights for mobile users

Documentation

- Digital courseware included

Participant profiles

- Marketing, IT and Project managers

Prerequisites

- No prerequisites

Objectives

- Understand mobile marketing methods to acquire new customers and increase their loyalty
- Understand how work mobile sites and applications

Niveau

Fondamental

Classroom Registration Price (CHF)

700

Virtual Classroom Registration Price (CHF)

650

Duration (in Days)

1

Reference

DM-MM