

Get Started with Mobile Marketing

Course Type

In-Person Certification

Course Duration

2 days

In Partnership With



Course Overview

Mobile marketing is the most personal and engaging form of marketing, ever! Over two days, this training course shows you the key strategies and knowledge you need for mobile marketing both globally and regionally. Start employing mobile marketing immediately in your business and bridge the gap between traditional and digital media. You'll gain a well-rounded foundation of knowledge in order to deliver mobile-enabled solutions for yourself and your clients. Grab hold of this emerging medium, skip the jargon, and prepare for your success with mobile consumer engagement.

Topics

- The current state of mobile marketing
- Mobile marketing paths and tactics
- Adding mobile to the marketing mix
- Mobile marketing strategy
- Creating a mobile marketing plan
- Final case exercise, Q&A, and discussion

Course Outline

Day 1: 9:00 A.M. - 5:00 P.M.

Please arrive 30 minutes early to check in.

Getting Started with Mobile Marketing

- What Mobile Marketing is and is not
- How to add Mobile Marketing as part of your marketing strategy
- What is the landscape for Mobile Marketing?
- What is the Mobile Marketing eco-system?
- What are the key components?
- Understanding the different forms of Mobile Marketing

The Applications and Opportunities for Mobile Marketing

- Mobile content (ringtones, wallpapers, audio tracks, widgets)
- Personal life media (moblogs, UGC, social networking, avatars)
- Text and win
- Voting and mobile games
- eCRM
- SMS and MMS
- Barcodes and eCoupons

- Location-based services
- WAP portal/mobile search
- Short codes

Planning a Mobile Marketing Campaign

- Your mobile strategy: Defining your plan and objectives
- What are the costs involved with a Mobile Campaign?

Mobile Communication Campaigns

- What is your communication flow?
- Text promotions: SMS and MMS
- Call to actions
- Managing Opt-ins and Opt-outs
- Offering incentives

Developing Mobile Content

- What type of content are mobile users looking for?
- How to prepare content for use over a mobile device
- Sending content via SMS or MMS
- Providing mobile applications, Mobile Enhancements, games and applications
- Developing a Mobile Website
- Methods of Monetizing the Mobile Channel

Day 2: 9:00 A.M. - 4:00 P.M.

Tracking a Mobile Marketing Campaign and ROI

- Building your Mobile Marketing Database
- Creating profiles
- Campaign metrics
- Calculating ROI
- Managing feedback

Mobile Commerce

- Providing the 'click and buy' experience
- Payment systems and collection of payments by PSMS
- Credit card authorization and barcodes for couponing and ticketing
- Auction bidding
- Account top-ups and mobile banking
- Fraud alerts and new credit card registrations

Testing and Measurement: Mobile Analytics Integrating Mobile with Other Media

Outline is subject to change.

Registration Rates

DMA member \$1,399
 Non-member \$1,699

Location

Dates

New York	December 14-15, 2011
Atlanta	February 8-9, 2012
New York	April 18-19, 2012

Instructor

John Arnold

Mobile Marketing Association

Author, Mobile Marketing for Dummies

Mr. Arnold is the Director of Education at the Mobile Marketing Association and the author of three marketing books in the best-selling “For Dummies” series: *Mobile Marketing for Dummies*, *Web Marketing All-in-One Desk Reference for Dummies*, and *E-Mail Marketing for Dummies*. John is also a columnist, blogger, and ask-the-expert writer for Entrepreneur.com.