

# Mobile Marketing

## Course Type

Online

## Duration

90 Minutes

## Module Overview

The mobile channel for direct marketing is unique and continues to expand. In this course, you'll explore examples of successful mobile marketing campaigns and determine how mobile can become a key element in a fully integrated campaign. Participants walk away with the understanding of what mobile marketing is and how businesses can develop strategies to engage customers effectively. You'll learn to develop a mobile marketing plan within the rules and regulations appropriate for the industry.

## Module Objectives

- Articulate the unique nature of the mobile channel and its numerous paths
- Identify the criteria for selecting a mobile partner
- Name the industry best practices, rules, and regulations appropriate for mobile marketing and how the mobile marketing approval process works
- Illustrate how mobile marketing is integrated into marketing programs and how it is used as a direct response vehicle
- Describe the mass-market applicability criteria for each of the mobile channel pathways
- Explain the strategic approaches for engaging mobile marketing

## Module Outline

### Mobile Marketing Basics

- Definitions in mobile
  - Mobile marketing
  - Mobile advertising
  - Mobile commerce
  - Indirect mobile marketing
  - Direct mobile marketing
  - Mobile as a product or service
- Mobile as a channel/path and the technology
  - The paths used in mobile marketing
  - SMS: Short message service
  - MMS: Multimedia message service
  - Email
  - Voice/IVR
  - Content
  - Mobile web (aka mobile internet)
  - Bluetooth
  - Apps: Applications
- The handset
- Mobile marketing numbers

## Entering the Mobile Marketing World

- The mobile ecosystem
- Building blocks of mobile marketing
- Checklist for picking a mobile provider partner
- Industry self-regulatory practices

## Mobile Marketing Programs

- Mobile across customer lifecycle
- Mobile's relationship to other media
- Consumer engagement campaigns
  - Coupons
  - Mobile internet sites
  - Mobile integration with marketing
  - Monitoring tools
  - IVR
  - Employing multiple channels
  - Mobile giving/non-profit fundraising
  - Mobile ad serving
  - Drive sales
  - Mobile ordering
- Applicability of mobile use

## Registration Rates

DMA member \$189

Non-member \$219

## Instructor

**Michael Becker**

*MMA*

Mike has been on the Mobile Marketing Association Board of Directors, Global Board of Directors, an Academic Outreach committee Co-Chair, and a Mobile Marketing Council Member. Mike Becker is the Founder and Co-Editor of the *International Journal of Mobile Marketing*, a winner of the 2007 ASAE Gold Circle Award for best print journal; he is the author of *Direct Marketing Education Foundation's Online Mobile Marketing Instructor's Guide*.