Mobile Marketing Fundamentals

Course Type  
In-person

Course Duration  
2 days

CEUs  
14 Credits

Overview

Consumers have become increasingly mobile centric and, as a consequence, marketers need to follow suit by learning to understand and use mobile to connect, engage and influence consumers throughout their respective journeys – both online and offline.

Mobile Marketing Fundamentals is designed to give participants a no-nonsense introduction to the fundamentals of mobile marketing. The focus is on providing practical mobile marketing “how to” tips and techniques, rather than simple theory. Each session equips participants with the mobile marketing strategies and tactics they need to successfully engage consumers with mobile, including building a mobile presence, managing mobile-enabled traditional and digital media and advertising and optimizing customer engagement across the customer journey, from awareness through loyalty.

The session is designed to be interactive, by including hands-on mobile experiences, individual and team exercises and a review discussion of real-world case studies. Remember, there is a difference between knowing and truly understanding. After having completed the workshop, participants will understand mobile marketing and how to immediately begin applying mobile strategies to their own marketing initiatives.

Key Takeaways

- Think mobile first and understand the mobile consumer mindset
- Understand mobile marketing’s role within the marketing mix, in order to engage and influence consumers and to achieve measurable business results
- Immediately integrate mobile marketing into tactical customer awareness, engagement, commerce, loyalty, and advocacy programs as well as across other key areas within your business
- Strategically consider the appropriate use of mobile- mobile web, mobile email and messaging, apps, creative advertising, etc. - within your marketing mix
- Understand the industry landscape and various regulations to effectively and responsibly optimize your use of mobile marketing
Course Outline

Day 1

Mobile Marketing Defined

- The What and Why of Mobile Marketing
  - Definitions and explanations of the key technologies and solutions used in mobile marketing
- Where does the mobile fit?
  - The 10 mobile media paths defined

Mobile and the Path to Purchase

Explore the role of mobile in each of the following ways:

- Mobile Search
- Activating Traditional Media
- Mobile Advertising
- Mobile Coupons and Vouchers
- In-store Engagement
- Purchase
- Promotional Marketing via Mobile
- Service Delivery via Mobile
- Mobile Loyalty and mCRM

First Steps in Mobile

- Creating your Mobile Presence

Building your Mobile Knowledge

- Where to go to get more Data
- How to use measurement & analytics to amplify your mobile campaigns

Day 2

Privacy and Regulation

- Mobile Guidance
- What the Regulatory Landscape Looks Like
- Privacy & mCustomers

Hands-on with Mobile: Building Mobile Experiences

- Build a QR Code Program
- Set Up and Launch a Messaging Campaign (SMS, Passes, Email)
- Set Up and Launch a Mobile Couponing Program
- Create a Mobile Advertising Program
- Build Out a Mobile Website
- Creating a Simple App
Mobile Campaign Exercise

- Groups respond to a case and build out/develop a mobile-enables marketing campaign in real-time

*Outline is subject to change.

Registration Rates

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Instructors

Michael Becker
Managing Partner, CEO North America
mCordis, LLC

Michael J. Becker is Co-founder, Managing Partner & CEO North America of mCordis. Michael is a recognized mobile marketing pioneer, with nearly 20 years industry expertise. He is a business and marketing entrepreneur, educator, volunteer and scholar. Most recently, he was awarded the 2014 Edward Mayer Education Leadership Award for his commitment to marketing education. Michael is an internationally recognized speaker, author and scholar on mobile marketing and personal data. He has given hundreds of private and public talks and webinars on mobile marketing. He is the author, co-author and contributing author of a number of books and over 100 articles, including “Mobile Internet for Dummies”, “Web Marketing All-in-One for Dummies”, and “Mobile Marketing for Dummies”. He founded and oversaw the publication of the award-winning MMA International Journal of Mobile Marketing (2005~2013). Michael is often sought out by the press and has been interviewed by leading publications, including the Wall Street Journal, New York Times, Mobile Marketer, Forrester Research, eMarketer, Advertising Age, DM News, CNBC, and AdWeek.

Paul Berney
Managing Partner, CEO EMEA
mCordis, LLC

Paul is the Managing Partner, EMA CEO and Co-Founder of mCordis, with over 20 years of sales and marketing experience and over 10 years of mobile marketing experience.

As Chief Marketing Officer & Managing Director of the EMEA branch of the Mobile Marketing Association (MMA), Paul led the MMA’s global marketing efforts and, more specifically, the activities involving more than 150 member companies in EMEA. He has over 25 years’ experience in a wide variety of sales, marketing, business development and commercial roles, spanning several different industries and market sectors, including automotive, printing, internet development, and management consultancy.