

Advanced Mobile Marketing

Course Agenda

Lesson 1 - Introduction to Mobile Marketing

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Lesson 2 - Understanding Mobile Devices

What Mobile Device is Right for You?

Lesson 3 - Core Product and Service Offerings

Campaign Delivery Options - SMS & MMS Messaging

Campaign Delivery Options: Mobile Applications

Campaign Delivery Options: Mobile Websites

App Marketing

Lesson 4 - Supplemental Mobile Products and Service Options

Campaign Delivery Options: QR Codes

Campaign Delivery Options: Augmented Reality

Campaign Delivery Options: Interactive Voice Response (IVR)

Mobile and Traditional Marketing

Lesson 5 - Mobile Advertising and Search

Mobile Advertising

Mobile Marketing and Search

Programmatic Ad Buying

Lesson 6 - Incentives and Loyalty Program

Mobile Incentive Opportunities

Mobile Loyalty Programs

Lesson 7- Mobile Marketing and Social Media

Mobile and Social Media

Content Marketing for Mobile

Facebook Advertising for Mobile

Lesson 8 - Location and Mobile

Mobile Marketing Location - Based Services

Beacons, Part 1: Opportunities and Challenges

Beacons, Part 2: Employing Beacons

Lesson 9 - Mobile Rules and Regulations

Mobile Marketing Rules and Regulations

Mobile Campaign Compliance

Lesson 10- Mobile Website

Responsive Design

Converting Non-Mobile Websites

Lesson 11 - Mobile Marketing Analytics

Mobile Measurement

Lesson 12 - Careers in Mobile Marketing

Mobile Marketing Opportunities

For information on the course, visit:
<https://www.simplilearn.com/digital-marketing/mobile-marketing-certification-training>



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