



Αθήνα 23 & 24 Ιουνίου 2016  
Εισηγητής: Rob Thurner

### Πέμπτη, 23 Ιουνίου

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**9:00-11:00**      **Registration, Agenda, Learning objectives**

**Making the business case for mobile**

- The current (and future) mobile landscape
- Setting mobile marketing KPIs
- Using mobile marketing to deliver business objectives

**Developing customer-first mobile strategy**

- 4 key consumer mobile behaviours on the route to purchase
- Monitoring mobile tech adoption and creating mobile personas

**Group exercise: know your mobile customer**

- Creating mobile and tablet personas and data sources needed
  - Presentation of personas by teams & feedback
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**11:00-11:15**      Coffee Break

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**11:15-13:00**      **Building your mobile presence**

- A look at the platforms to connect your content and target audience
- The pros and cons of mobile optimised sites and native apps

**Group exercise: develop a mobile friendly site**

- Creating layouts and customer journeys to deliver a first class mobile site experience
  - Presentation of site layouts by teams & feedback
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**13:00 – 13:45**      Lunch and networking

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**13:45-17:00**      **Mobile discovery & promotion**

- Leveraging the power of mobile search
  - Mobile advertising - opportunities and strategies
  - Using mobile technology to activate other marcoms
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Παρασκευή, 24 Ιουνίου

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- 9:00-11:00**      **Supercharge your CRM & loyalty**
- Delivering a customer centric CRM strategy with mobile
  - Optimising the power of SMS, email, push notifications, mobile coupons
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**11:00-11:15**      Coffee Break

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- 11:15-13:00**      **Plan Integrated Mobile Campaigns & Services**
- Building mobile campaigns with digital and traditional comms plans
  - Integrating social participation into mobile
  - Leveraging the power of proximity (location) marketing
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**13:00 – 13:45**      Lunch and networking

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- 13:45-17:00**      **Optimise mobile budgets & maximizing ROI**
- Using analytics tools to monitor mobile performance
  - Techniques to maximise conversion rate optimisation
- Group exercise: deliver the mobile plan**
- Apply learnings to prioritise your mobile roadmap and identify obstacles
  - Presentation of plans by teams & feedback

**Summary of learnings**

**Action plan**

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