Advanced Mobile Marketing

Cutting Edge Courses

Αθήνα 3 & 4 Μαΐου 2017
Εισηγητής: Rob Thurner

Τετάρτη, 3 Μαΐου

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

11:00-11:15	Coffee Break

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

13:00 – 13:45	Lunch and networking

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

Πέμπτη, 4 Μαΐου

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

11:00-11:15 Coffee Break

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

13:00 – 13:45 Lunch and networking

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