

Introduction to Mobile Marketing

London – 5th July – 1 day

Our mobile marketing workshop is essential for anyone beginning to explore the opportunities within this quickly evolving sector.

“Anyone who wants to become a complete marketer will need to get fully up to speed on the mobile revolution, and this course is the best way to do just that.” **Tim Tucker – APA training Consultant**

The course is split into four segments;

1. Foundation

- Establishing the delegates' understanding and experience within mobile marketing
- Running through core principles
- Opportunities, including size of the prize, industry statistics
- Discussing the six areas of mobile marketing (Dialogue, Content, Integration, Location Based, Transactional, User Generated)
- Case studies and interactive module

3. Practice

- Team project - create a multi-channel mobile campaign
- Road testing the theory
- Understanding the metrics

2. Knowledge

- Planning a mobile campaign
- Testing and measurement, including Analytic tools
- Best practice
- Mobile search
- Community vs. Database
- Case studies and interactive module

4. Application

- Learning in action
- First steps into mobile channels
- Getting stakeholder buy in
- Barriers to entry
- What to do next
- Beyond the training room

Trainer – Mark Brill



Mark has a degree in Economics and Politics from Southampton University, and a postgraduate diploma in marketing from University of Sheffield. As CEO of digital agency, Formation, he has been working in online marketing since 1992, and mobile marketing since 2003. During this time he has directed marketing campaigns for brands, governments and organisations through all of the digital channels. Focussing on mobile marketing for the last seven years has given Mark an unparalleled expertise in this sector.

As chair of the Direct Marketing Association's Mobile Council, Mark takes a leading role in formulating best practice and promoting mobile as a marketing channel in the marketing industry.

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