

## Implement winning mobile marketing for smartphones and tablets



MR-178 2 Days (14 Hours)

### Description

This training will allow you to measure the strategic issues of developing marketing on mobiles (smartphones and tablets). She will show you how to deploy your company's presence on these new media, choose between mobile site and application, and make this type of investment profitable.

### Who is this training for ?

#### For whom

Marketing-Communication Manager, mobile marketing project manager.

#### Prerequisites

Aucune

### Training objectives

- Understand the issues and impacts of "mobile" in your marketing strategy Integrate and monetize mobile into its overall offering Make the appropriate technological and organizational choices Optimize the launch of your mobile service

### Training program

#### Penser mobile first, pourquoi passer à l'ère mobile

- Equipment rates: evolution, penetration rate.
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- Market shares of manufacturers and OS: Apple iOS, Google Android, Windows.
- Connectivity: type of Internet connection, operator networks vs. Wifi.
- Uses: offline, online, services, purchases, media subscriptions.
- Apps: consumption, selection criteria, budget.
- Exchanges How to surf mobile contexts.

#### Intégrer le mobile dans une stratégie marketing et le rentabiliser

- The players in the mobile marketing value chain.
- Understand the impact of mobile in your marketing strategy.
- Make your brand known and promote, conquer and build customer loyalty.
- Integrate mobile into your product/service offering: the POST process.
- The mobile OS ecosystem.
- What methodologies apply: Forrester, Mc Kinsey AFMM.
- The criteria for making the right investment choices: the 4 x 1/4 rule.
- Making your service profitable and choosing your business model.
- Practical work Optimize your approach by using a starter kit and a decision-making matrix.

#### Choisir entre applications natives et sites pour mobiles

- The challenges of different communication channels.
- Understanding the central role of App Stores.
- Planning content and development.
- Optimize access and SEO.
- Choose a web app or a hybrid application: advantages and disadvantages.
- Design and develop your mobile service.
- Practical work Choose between site or mobile application.

#### Lancer un service mobile

- App marketing's own tools.
- The challenges of SOLOMO via social networks and geolocation.
- Select the communication levers (email, SEA , display, SMS, 2D Code, RA, NFC) Generate audiences: formats, costs and tracking.
- Implement a recruitment strategy.
- Maximize the usage rate of applications (push notification and in-app message).
- Calculate your ROI.
- Legal aspects and rules to respect.
- Practical work Building a mobile marketing mix.