EXECUTIVE PROGRAM IN MOBILE MARKETING

www.edupristine.com/ca
THE INTRODUCTION

Mobile Marketing has become an essential aspect of any Digital marketing strategy. Therefore, those individuals able to contribute strategically to a business’s success in the digital marketing arena will find their skills and knowledge much sought after in the marketplace.

You will explore contemporary approaches to strategic marketing in a mobile context, and how these can be applied now and in the future. This will give you, your organization, or prospective employer, a distinct competitive advantage.

The course also provides many opportunities for you to network with fellow students, sharing your experience and workplace ideas, and offers an innovative approach to issues that today’s marketers face.

Explosion of smart phones has incredibly changed the landscape of online marketing. So EduPristine experts have designed a comprehensive mobile marketing training course that includes all the knowledge you need to dive into the mobile world.
PROGRAM STRUCTURE

**Introduction to Mobile Marketing:**
Understanding the importance of Mobile Marketing for overall Business Success.

**Tools of Mobile Marketing:**
Effective use of Mobile Marketing tools to build effective strategy.

**SEO for Mobile:**
Structuring Optimal Mobile Presence while taking care of search optimization & UI frameworks

**Building Mobile Campaign:**
Understanding and developing effective mobile ads on search Engine and Mobile Ad networks

**Mobile Apps:**
Learn and develop App Store Optimization and other strategic ways of promoting mobile apps.
Mobile Game Marketing:
Understanding the statistical evidence for Mobile Game consumption.

Integrating Real World & Mobile:
Learn to incorporate QR Code, SMS, Social, Hot Spot Channels in Mobile Marketing Campaigns

Mobile Commerce:
Understand the network, system and consumer behavior that makes up mCommerce ecosystem

Measuring Success of Mobile Campaigns:
Learn about various Metrics to measure Mobile Marketing Campaigns

TARGET AUDIENCE

Sales and Marketing Professionals, Digital Marketers, Entrepreneur and Students
CAREER BENEFITS

Certificate in Mobile Marketing draws professionals from a range of backgrounds who share the common goal of wanting to develop an effective digital marketing strategy. Working executives should greatly enhance their career prospects across a variety of industries in both private and public sectors but may also choose to start up their own business in this growth area.

Create effective mobile campaigns
Learn about integrating Desktop & Mobile Campaigns
Build effective mobile websites
Understand how to promote your mobile apps
Get insights on mobile advertising

HIGHLIGHTS OF COURSE

8 days’ workshop scheduled for every Saturday for 4 hours give you the practical advice and hands-on experience you need to plan, design and develop results-driven Mobile Marketing Strategy that are both effective and functional.
Breakout Session:
Small, focused sessions allow you to get involved in the topics that are more relevant to you or your company.

Live Virtual Classroom:
Get your ideas reviewed live on stage for pointed advice and suggestions for improvement.

1:1 consults:
Built-in time to get feedback from our speakers.

Networking:
You are not alone! Meet 20 of your fellow enthusiast participants.

Expert Speaker:
Learn from the instructor with distinguished experience in Mobile Marketing.
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