

Mobile Marketing

**2 Lessons**

Learn about

An introduction to the world of mobile marketing, exploring key innovations in location-based advertising, mobile payments and the role of mobile devices in the wider connected world. Build your knowledge of how mobile's endless connectivity is creating completely new opportunities and challenges for marketers.

By the end of these 2 lessons you will understand:

- ✓ How various mobile technologies are bridging the digital and physical worlds
- ✓ The different ways mobile connectivity is driving more relevant and personalised brand experiences
- ✓ The main creative, trading and tracking aspects that come into play for integrating mobile into a cross-platform media mix



Lesson Overview

Lesson 1

Learn about the role of mobile devices in a wider connected world, and why planning mobile into campaigns means thinking beyond the device itself.

In this lesson you will learn:

- ✓ Why location technologies enable mobile devices to bridge the on and offline worlds
- ✓ How mobile payment solutions have become key ways of delivering unique consumer experiences
- ✓ How mobile can integrate effectively with other media channels and the 'Internet of Things'

Lesson 2

Learn about the main creative, trading and tracking aspects that come into play for integrating mobile into a cross-platform media mix.

In this lesson you will learn:

- ✓ How mobile advertising has developed from a creative perspective
- ✓ The impact of programmatic technology on the trading dynamics of mobile advertising
- ✓ The challenges of tracking a single user's journey across devices and why alternative solutions to the cookie are necessary