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Leading Marketplace for IT and Certification Courses

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MOBILE APP MARKETING COURSE

◆ 1:1 Instructor-led Online Training ◆



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COURSE DETAILS & CURRICULUM

- Understanding the mobile marketing purchase funnel
- Auditing your mobile readiness
- Testing your email and web performance
- Creating a strategy
- Establishing a basic mobile web presence
- Setting up a QR code program
- Building your mobile phone number database for an SMS campaign
- Planning a mobile app
- Setting up a mobile display ad campaign
- Understanding government regulations on mobile marketing