London TDM

Marketing and Communication Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 21 June 2026 To 25 June 2026

Course Place: Royale Chullan Hotel

Course Fees: 6,000 USD

Introduction

Welcome to the "Mobile Marketing Strategies" course. This comprehensive 5-day program is designed to equip professionals with the skills and knowledge to effectively harness the power of mobile marketing. Through a blend of theoretical concepts and hands-on practice, participants will gain insights into creating, executing, and optimizing mobile marketing campaigns to boost engagement and drive business growth.

Objectives

- Understand the fundamentals of mobile marketing and its significance in the digital landscape.
- Learn to develop and implement effective mobile marketing strategies.
- Explore various mobile marketing channels and tools.
- Gain insights into analyzing mobile marketing metrics and data.
- Improve skills in targeting and personalization for mobile audiences.

Course Outlines

Day 1: Introduction to Mobile Marketing

- Overview of the mobile marketing landscape
- Understanding mobile user behavior
- The role of mobile in the digital marketing ecosystem
- Key trends and innovations in mobile marketing
- Introduction to mobile SEO

Day 2: Mobile Marketing Channels and Tools

- Exploring SMS, MMS, and mobile app marketing
- Utilizing mobile ads and PPC campaigns
- Social media and mobile marketing convergence
- Geofencing and location-based marketing
- Introduction to mobile CRM and customer engagement tools

Day 3: Developing Mobile Marketing Strategies

- Creating a mobile-first marketing strategy
- Setting objectives and identifying target audiences
- Building a mobile marketing funnel
- Integration of mobile with other marketing efforts
- Case studies: Successful mobile marketing campaigns

Day 4: Data, Analytics, and Optimization

- Key metrics for mobile marketing success
- Tracking and analyzing mobile campaign performance
- Using A/B testing to optimize mobile experiences
- Insights into mobile customer journey analytics
- Best practices for continuous improvement

Day 5: Advanced Topics and Future Trends

- Exploring voice and AI-based mobile marketing
- Understanding mobile payment and commerce
- The future of augmented reality in mobile marketing
- Privacy concerns and data protection in mobile marketing
- Preparing for future trends and innovations