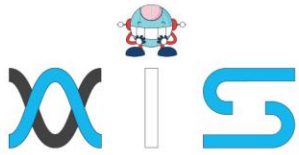


ADVANCED MOBILE MARKETING CERTIFICATION TRAINING

Course Outline





Course Overview:

This course is designed to help you build the skills required for mobile marketing through extensive project experience. Through this training, you will master mobile marketing including campaign management, app marketing, mobile advertising, content marketing, location-based marketing, responsive website designs, and mobile marketing analytics.

Skills Covered:

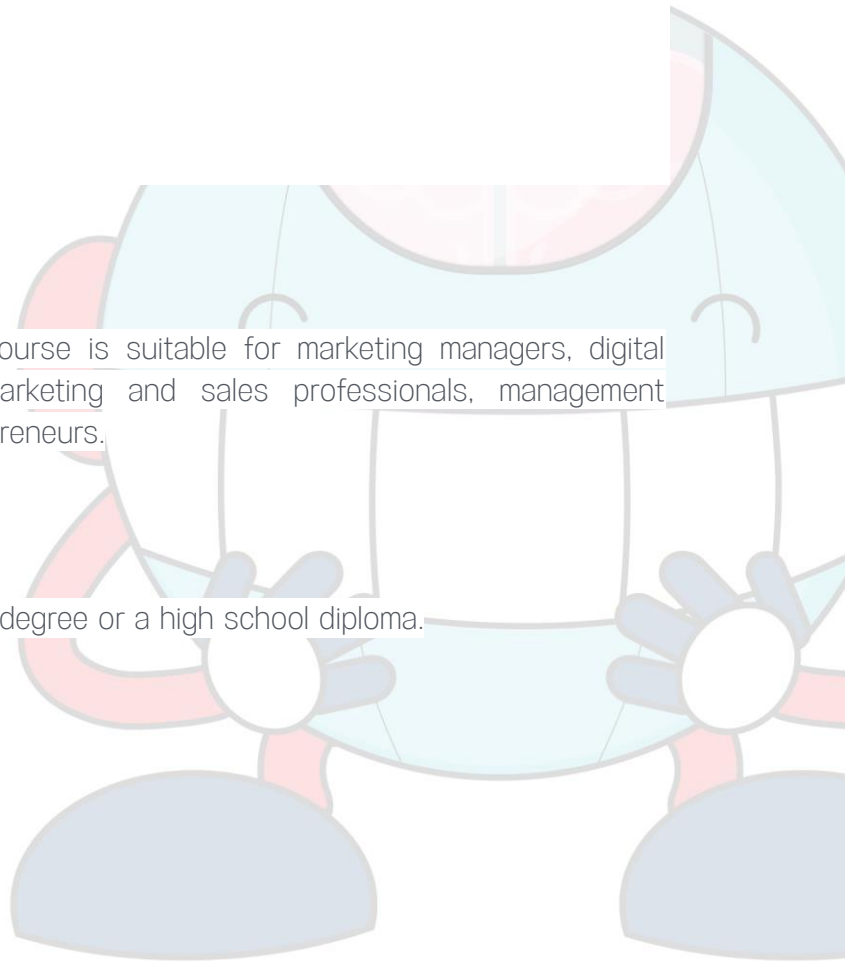
- Mobile marketing
- App marketing
- Mobile advertising
- Social media marketing
- Locationbased mobile marketing
- Responsive designs
- Mobile marketing analytics

Who Will Benefit:

This Advanced Mobile Marketing training course is suitable for marketing managers, digital marketing executives, content writers, marketing and sales professionals, management graduates, engineering graduates, and entrepreneurs.

Prerequisites:

Learners need to possess an undergraduate degree or a high school diploma.





Course Agenda:

Lesson 1 - Introduction to Mobile Marketing

Introduction to Mobile Marketing

Lesson 2 - Understanding Mobile Devices

What Mobile Device is Right for You?

Lesson 3 - Core Product and Service Offerings

Campaign Delivery Options - SMS & MMS Messaging

Campaign Delivery Options: Mobile Applications

Campaign Delivery Options: Mobile Websites App Marketing

Lesson 4 - Supplemental Mobile Products and Service Options

Campaign Delivery Options: QR Codes

Campaign Delivery Options: Augmented Reality

Campaign Delivery Options: Interactive Voice Response (IVR)

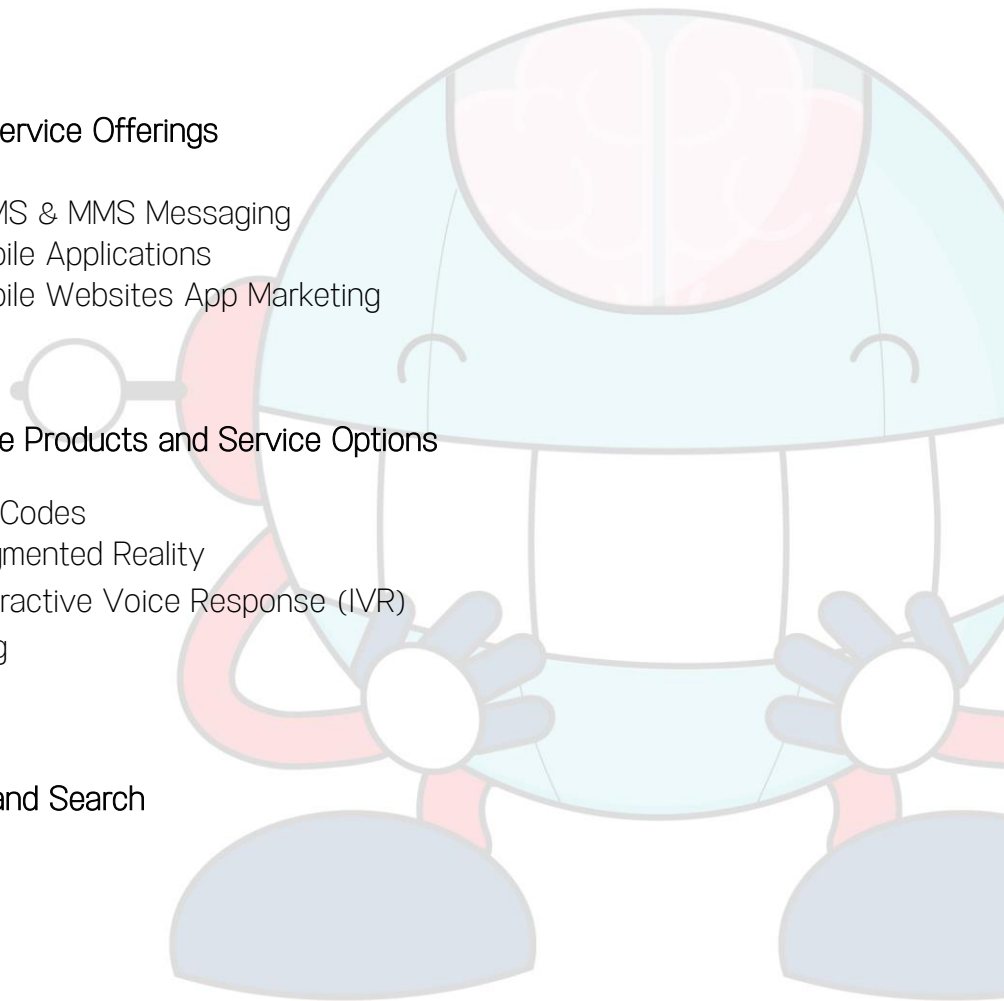
Mobile and Traditional Marketing

Lesson 5 - Mobile Advertising and Search

Mobile Advertising

Mobile Marketing and Search

Programmatic Ad Buying





Lesson 6 - Incentives and Loyalty Program

Mobile Incentive Opportunities
Mobile Loyalty Programs

Lesson 7- Mobile Marketing and Social Media

Mobile and Social Media
Content Marketing for Mobile
Facebook Advertising for Mobile

Lesson 8 - Location and Mobile

Mobile Marketing Location - Based Services
Beacons, Part 1: Opportunities and Challenges
Beacons, Part 2: Employing Beacons

Lesson 9 - Mobile Rules and Regulations

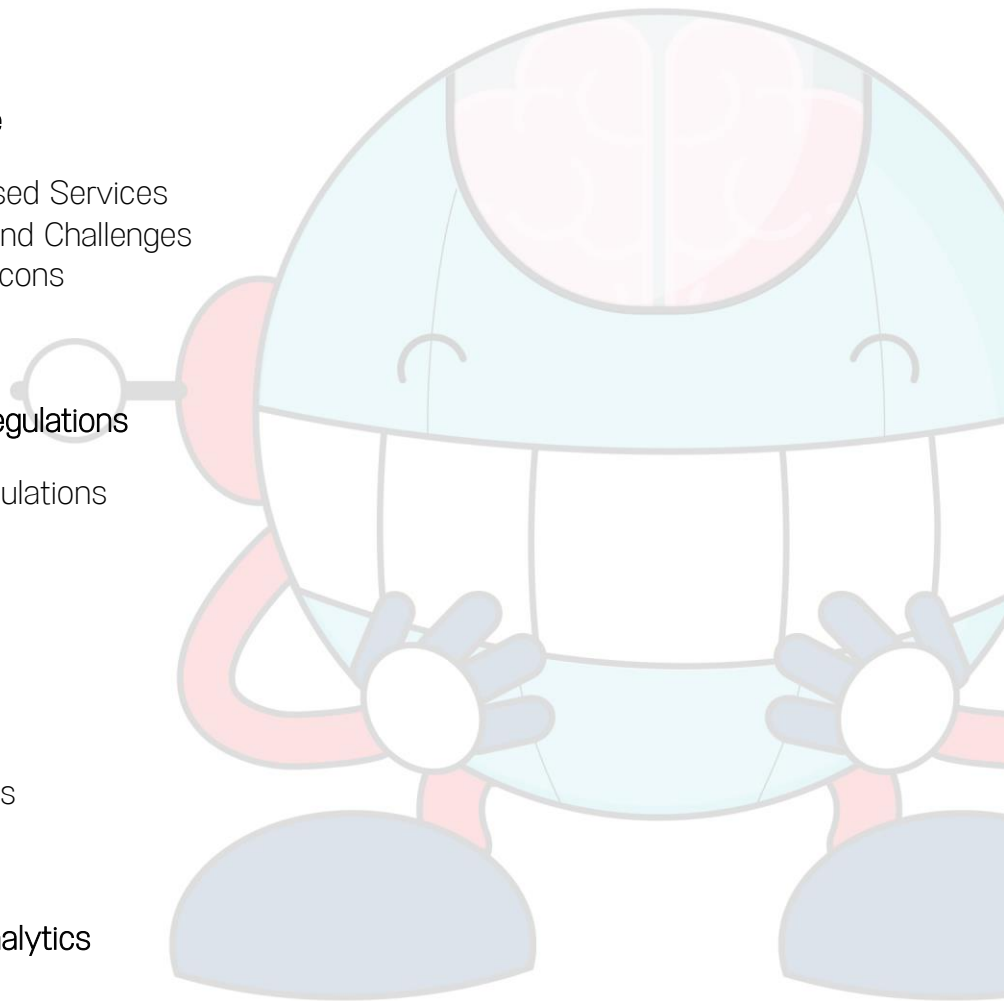
Mobile Marketing Rules and Regulations
Mobile Campaign Compliance

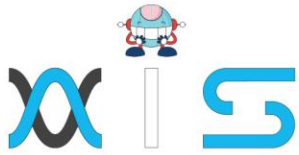
Lesson 10- Mobile Website

Responsive Design
Converting Non-Mobile Websites

Lesson 11 - Mobile Marketing Analytics

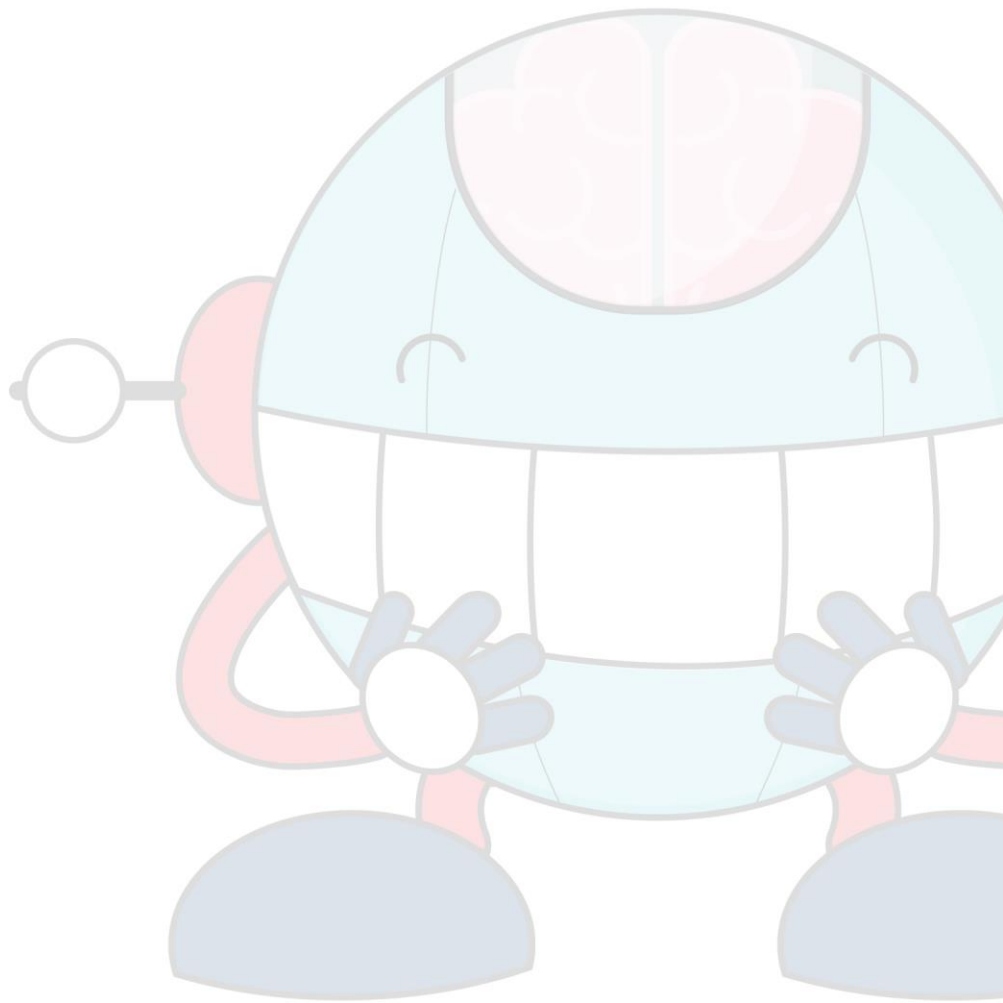
Mobile Measurement

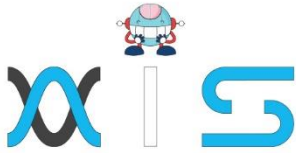




Lesson 12 - Careers in Mobile Marketing

Mobile Marketing Opportunities





AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

Learning Partners



SAS Management, Inc.

SAS Management, Inc. has been a leader in the training, certification and consulting services industry in the Philippines. With offices in Makati, Ortigas and Cebu, Philippines, the company has been the top training and consulting company for over 9 years. In its years of existence, it has provided certificates to over 100,000 professionals including 10,000 participants in the 160+ courses that have been conducted just during the 2020-2021 pandemic alone. The most sought-after courses being offered are ITIL, Project Management Professional (PMP)®, COBIT 5, Six Sigma Yellow Belt, Six Sigma Green Belt, PRINCE2, and organizational skills, among others.



Simplilearn

Simplilearn, based in California and India, is the world's #1 online bootcamp and one of the world's the leading certification and training providers. Simplilearn trained over 2,000,000 professionals with 2,000+ trainers and provides over 400 different courses.

Technology Partner



Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.

Partners & Affiliates



PECB

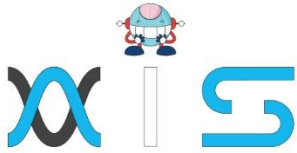
SDI Service Desk Institute

EC-COUNCIL

MIT Massachusetts Institute of Technology



P PURDUE UNIVERSITY



The program presented, as well as a wide range of programs are products of the partnership of AIS, SAS Management, Inc., and Simplilearn. With a common goal of providing the best practice of facilitating learning with an array of choices available in the online platform in this time of digitization.

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