

MOBILE MARKETING TUTORIAL

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Mobile Marketing is a well-defined and accepted strategy to promote your products and services through mobile devices. This brief tutorial describes the various techniques and steps of mobile marketing such as development of mobile websites, sms campaign, mobile apps, etc.

AUDIENCE

The tutorial is designed for all those readers who want to make their career in mobile marketing or promote their businesses applying the techniques of mobile marketing. In addition, it will also be useful for all those enthusiasts who just want to learn the basics of mobile marketing.

PREREQUISITES

This tutorial is meant for basic learners and there are no prerequisites as such. However, it would definitely help the readers to grasp the concepts better if they have a good understanding of Mobile Apps, SMS campaign, Mobile Website, etc.