

Mobile Marketing: Post Pandemic Applications

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Goals/Outcomes

Using Mobile Marketing During / After Pandemic

Why students love cases

Companies: Best Mobile Marketing Case Studies

Using Mobile During / After Corona

1. Brand: Your company logo, your name for credibility
2. Push Notifications: Opened by 75% of users in 1 hour
3. Navigation: Use Personalized (hamburger) Menus
4. Links/Banners: Put them front and center, buttons within your app
5. Prioritization and Acknowledgement: Display and track with mobile analytics

Using Mobile During / After Corona

6. Corona News: Pin these items to the top of page
7. Editors: Create posts with videos picture galleries, and multiple languages in app
8. Simple Experiences: Create and organize updates on a separate easy to find page
9. Featured Content: Target to specific segments that is static
10. Distribution: Deliver your app via all public app stores (Google Play, App Store)

Why students love cases

I can still remember cases from my MBA program, which was 35 years ago. These stick in my mind, even today.

Students can write cases. Yes, you can ask them to write one themselves.


This is not just theory, it's application of the theory that cements the learning.

Starbucks Rewards

Contactless payments

Line of cars

Join My Starbucks Rewards now through 2/7 and get a free drink.



The graphic shows a stack of three Starbucks Rewards cards on the left, followed by the word "OR", then a smartphone displaying the Starbucks app on the right. To the right of the phone is an equals sign, followed by icons of a Starbucks cup, a Starbucks bottle, and a Starbucks cookie.

► Register Your Card *or* ► Download Our Mobile App

Join our loyalty program. It's simple to earn drinks, food and exclusive offers. For free.

This Photo by Unknown Author is licensed under CC BY-NC-ND

Disney+

Streaming video

Mandalorian

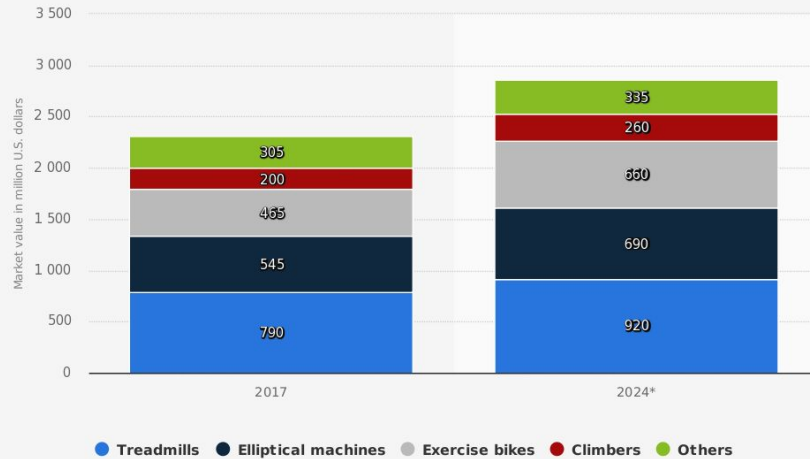
Winning

Source: cnet

	Prime Video	Apple TV+	Disney+	HBO Max	HBO NOW	Hulu	Netflix	Peacock	Quibi	Showtime
	Free Trial	Free Trial	Free Trial	Learn More	Free Trial	Free Trial	Free Trial	Learn More	Free Trial	Free Trial
	\$9	\$5	\$7	\$15	\$15	\$6 – \$12	\$9 – \$16	\$0 – \$10	\$5 – \$8	\$11
TV Shows (Approx.)	2500 shows	6 shows	500 shows	200 shows	150 shows	2000 shows	2000 shows	200 shows	20 shows	100 shows
Movies (Approx.)	14000 movies	2 movies	1000 movies	1000 movies	1000 movies	1000 movies	5000 movies	500 movies	5 movies	500 movies
Profiles (Max.)	1 profile	6 profiles	7 profiles	3 profiles	1 profile	6 profiles	5 profiles	-	1 profile	1 profile
Parental Controls	●	●	●	●	●	●	●	●	○	●
Simultaneous Streams	3 devices	6 devices	4 devices	3 devices	3 devices	2 devices	4 devices	-	1 device	3 devices
Offline Downloads	●	●	●	●	○	●	●	●	●	●
Video Quality	1080p, 4K	1080p, 4K	1080p, 4K	1080p	1080p	1080p, 4K	1080p, 4K	1080p, 4K	1080p	1080p
Audio Quality	Stereo, Surround	Surround	Stereo, Surround	Stereo, Surround	Stereo, Surround	Stereo, Surround	Stereo, Surround	Stereo, Surround	Stereo	Stereo, Surround
International Access	●	●	●	●	○	●	●	○	○	●

EAAS-Exercise as a Service: Peloton, MIRROR

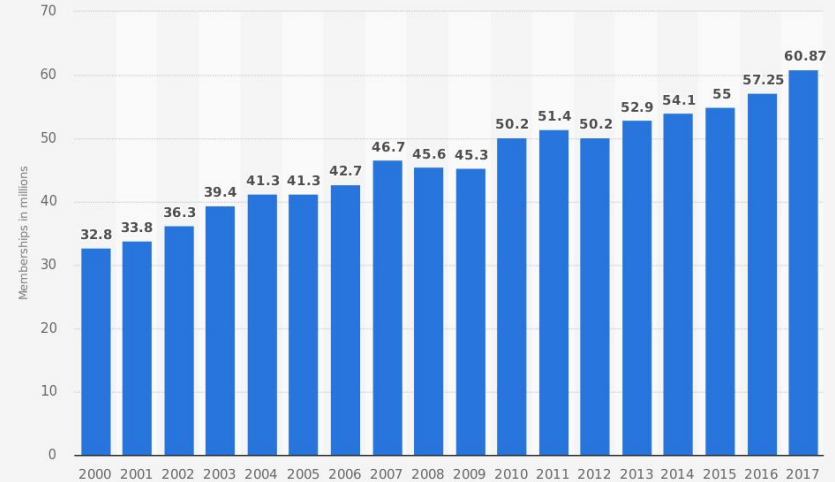
Cardiovascular fitness equipment market value in the United States in 2017 and 2024, by product type (in million U.S. dollars)



Sources
Global Market Insights; Statista estimates
© Statista 2019

Additional Information:
United States; 2017

Total number of memberships at fitness centers / health clubs in the U.S. from 2000 to 2017 (in millions)



Sources
IHRSA; Baird
© Statista 2019

Additional Information:
United States; 2000 to 2017

statista

Domino's Pizza

Serving up contactless delivery

Hiring

Growing brand



Mobile Marketing Essentials

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#ProfCon20

