

Mobile Marketing

Directions:

1. Imagine you are an entrepreneur looking to utilize mobile marketing to promote your business.
2. Identify the following:
 - Business products
 - Target audience
3. Create a table comparing three advantages and three disadvantages mobile marketing would have on your business.
4. Distinguish whether short messaging services/multimedia messaging services, quick response codes, mobile phone applications or mobile optimized websites would best suit your business marketing strategy and explain why.
5. Depending on the previous marketing technique chosen for your business, create a display of how your marketing technique would be shown to the audience.