

# Marketing with Mobile Apps

Leverage mobile apps for increased marketing returns

- Enhance promotional capabilities through mobile apps
- Methods of delivery and promoting your app
- Align mobile app marketing strategy with company brand
- Delivering value and functionality... and brand promotion
- User demographics, behaviors and needs

e: [register@gmi-solutions.com](mailto:register@gmi-solutions.com)

p: 510-984-3620

f: 510-380-7377

Available Formats:

Online, DVD, LMS & Handheld



[www.gmi-solutions.com](http://www.gmi-solutions.com)



# Marketing with Mobile Apps

## Marketing with Mobile Apps

Leverage mobile apps for increased marketing returns

There are more than 75,000 mobile apps available to today's smart phone users. At the same time smart phones are becoming the go-to source for many people accessing the web. Typical smart phone users are young, professional and higher income demographic. Organizations are responding to this flourishing space with a ten-fold increase in marketing budgets directed at accessing the mobile application market by 2013.

The marketing prospects in the mobile application space are vast. Not only are there many revenue generating strategies but top companies are also discovering extensive and personal brand promotion opportunities. With so many different mobile apps available, the major feat of any organization looking to use them as a marketing platform is getting the right app to the right user to achieve their objective.

**Marketing with Mobile Apps** offers instruction on how to best achieve marketing goals with this innovative new format. This course goes over the fundamentals of mobile app marketing for those looking to first enter this sector, as well as guidelines to enhance existing mobile app campaigns. Areas of focus are:

- Generating revenue vs. brand building with mobile apps
- Mobile applications basics
- The mobile app market and consumer
- Methods of delivery
- Mobile apps and brand alignment

This topic is essential for nearly any organization looking to expand their promotional capabilities into the smart phone market. Organizational executives and marketing personnel of all levels are encouraged to attend.

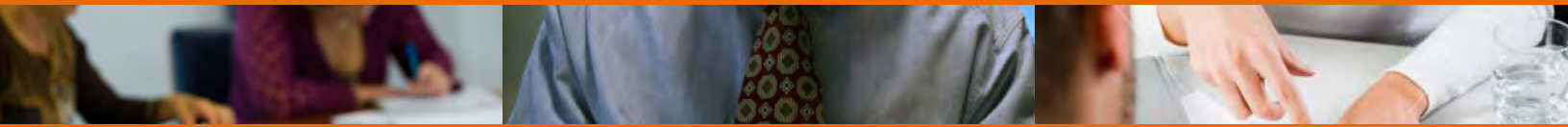


e: [register@gmi-solutions.com](mailto:register@gmi-solutions.com)

p: 510-984-3620

f: 510-380-7377

[www.gmi-solutions.com](http://www.gmi-solutions.com)



## Marketing with Mobile Apps

**Gateway Management** offers a full-service portfolio of resources including training, staffing and consulting to deliver innovative solutions for complex business issues. We believe that the business landscape is rapidly changing, and that innovative solutions will determine your organization's success moving forward. Gateway Management's mission is to help organizations achieve their goals through the utilization of talent and management expertise. Our solutions are customized to address the challenges of today's evolving marketplace.

### Register ❖ Online ❖ Fax ❖ Phone

Phone: 510-984-3620

Fax: 510-380-7377

Email: [register@gmi-solutions.com](mailto:register@gmi-solutions.com)

Online: [www.gmi-solutions.com/registration](http://www.gmi-solutions.com/registration)

### Gateway Management, Inc

2625 Alcatraz Avenue, #341  
Berkeley, CA 94705

Phone: 510-984-3620

Fax: 510-380-7377

### Fees:

- Online:** \$ 299
- Additional Attendee(s): \$ 99/ea.
- DVD:** \$ 399
- LMS:** \$ 999

Please call to inquire about LMS or Intranet licensing, or email Josh Powell at [jpowell@gmi-solutions.com](mailto:jpowell@gmi-solutions.com).

This course is also available for use on **smart phones** and **handheld** devices. Please inquire for more information.

NAME		
TITLE	ORGANIZATION	
MAILING ADDRESS		
City	STATE	ZIP
OFFICE TELEPHONE	MOBILE	
EMAIL		
<input type="radio"/> VISA	CARD NUMBER	EXPIRATION
<input type="radio"/> MASTERCARD		
<input type="radio"/> AMERICAN EXPRESS	NAME ON CARD	
<input type="radio"/> OTHER	BILLING ZIP CODE	CV2