

Interactive Agency Mobile Starter Kit

Interactive firms already realize the value of electronic channels to the marketing mission. Surprisingly, though, very few have yet begun porting that expertise into the exploding world of the mobile phone.

The Interactive Agency Starter Kit helps shops with extensive Internet marketing experience translate existing skills and expertise into a mobile context and get up to speed on how the mobile channel differs from, yet enhances the online channel. Now you can take your clients to market with a truly comprehensive interactive strategy, affording both agency and marketer a keen competitive advantage.



This bundle includes:

- **Mobile 101** – An introduction to the mobile industry including history, technology and best practices
- **Understanding the Millennial Generation: Mobility's Power Users** – Reaching the affluent, mobile-savvy youth market
- **Mobile Marketing How-To** – Tools and best practices in mobile marketing
- **Mobile Technology Overview** – A practical how-to introduction to basic mobile technologies
- **Mobile Strategy Development** – Integrating mobility into corporate strategy and developing specific mobile strategies for targeted clients
- **Managed Mobile Campaign Pilot** – An Unwired Appeal-supervised comprehensive mobile pilot developed for a key client (optional)

Mobility 101

Introductory overview of mobile industry addresses historical and business contexts, key innovations and industry influencers. Driven by on-point case studies, best practices, and a high-level technology overview.

Understanding the Millennial Generation: Mobility's Power Users

Intensive overview of the 100M+ strong Millennial Generation that comprises the "mobile sweet spot." Distilled from literally thousands of hours of research, engagement and direct analysis; generates tremendous insight into how advertisers, agencies and brands can tap the unprecedented purchasing power of the Millennials.

Mobile Marketing How-To

Overview of mobile marketing landscape and emerging trends. Addresses campaign types, programs, tools and case studies. Includes introductions to relevant technologies and applications; tailored to industry and customer segments.

Mobile Technology Overview

Orientation for designers and developers interested in the technical how-to of mobility. Contextualizes relevant technologies in terms of development challenges, market trends, risks and best practices. Addresses handset penetration and emerging technological platforms.

Mobile Strategy Development: Corporate & Client-Focused

Geared toward agencies and brands looking to integrate mobile into an overall corporate strategy. Assesses core competencies and channel alignment. Upon completion of the corporate workshop, a corporate mobile strategy is developed, specific clients and sectors are addressed and client-centric mobile strategies are developed.

Managed Mobile Campaign Pilot

Fully managed mobile campaign pilot facilitates knowledge transfer and ensures market preparedness for companies ready to take first steps into mobile marketing. Includes strategy development, creative concepting, project management, technology selection and enablement, campaign development, program optimization, measurement and program revision. ***Note:** pricing doesn't include application development, messaging fees or technology costs.