

Consulting Services Portfolio

Unwired Appeal provides agencies and brands with a powerful, customizable set of tools and resources for developing and optimizing the mobile channel. These services are available as stand-alone offerings and as part of cost-efficient, tailored bundles. Individual services include:

1: Mobility 101	
Duration: Half day Investment: \$4,000	Introductory overview of the mobile industry addresses historical and business contexts, key innovations and industry influencers. Presentation driven by on-point case studies and a high-level overview of existing and emerging technologies.
2: Understanding the Millennial Generation: Mobility's Power Users	
Duration: Quarter day Investment: \$2,000	Intensive overview of the 100M+ strong Millennial Generation that comprises the "mobile sweet spot." This essential introduction to the complex and often confusing behavior of this cohort is distilled from literally thousands of hours of research, engagement and direct analysis; it generates tremendous insight into how advertisers, agencies and brands can tap the unprecedented purchasing power of the Millennials and earn their loyalty.
3: Mobile Marketing How-To	
Duration: Half day Investment: \$4,000	Overview of the mobile marketing landscape and emerging trends; addresses campaign types, programs, tools and case studies. Includes introductions to text-to-win, mobile sweepstakes, voting and polling, contests and promotions, couponing, loyalty, event marketing, multiplayer games, interactive television and more, all tailored to your industry and customer segments.
4: Mobile Technology Overview	
Duration: Half day Investment: \$4,000	Technical orientation for designers and developers interested in the technological how-to of mobility. Session contextualizes relevant technologies in terms of development challenges, market penetration, risks and best practices. Technologies covered include SMS, MMS, WAP, binary content delivery, FlashLite, BREW and others.
5: Mobile Strategy Development: Corporate & Client-Focused	
Corporate Workshop Duration: Half-day Investment: \$4,000	Geared toward agencies and brands exploring how mobile strategy can enhance and align with overall corporate strategy. Focuses on assessing core competencies and channel alignment. Workshops begins with "Mobile Readiness Assessment," providing baseline for rest of session. Upon completion of the corporate workshop, specific clients and sectors are addressed and client-centric mobile strategies are developed.
Corporate + Client Sessions Duration: Full day Investment: \$8,000	
6: Managed Mobile Campaign Pilot	
Investment: Varies*; typically \$8,000 to \$12,000, based on campaign type and requirements	Fully managed, supervised 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 vendor selection, campaign development, program optimization, measurement and program revision. *Note: pricing does not include application development, messaging fees or technology costs.
7: Vertical-Specific Mobile Strategies	
Investment: Varies based on project scope	Supplements Mobile Strategy Development by focusing deeply on the market, customer and business dynamics facing marketers in specific industries. Emphasis on industry best practices, case studies and development of sector-specific applications, programs and campaign strategies.