

7.E: Mobile channels and apps(Exercises)

Case study questions

1. Describe how this campaign combined real-world experience with digital options.
2. Why was an app the right way to go for this brand?
3. Would you have included any other digital or mobile-specific channels in this campaign? Which ones/why?

Chapter questions

1. What makes mobile such a powerful medium for marketing?
2. What are the biggest concerns for mobile-focused marketing?
3. When is it a good idea to create an app for your brand?
4. How would you go about deciding which engagement method is the best to use for your target market?

Further reading

www.mmaglobal.com - The Mobile Marketing Association contains research and insights, case studies, and educational material for mobile.

www.mobilemarketer.com – Mobile Marketer covers different forms of mobile marketing, offering news and developments in the industry.

mobilemarketingwatch.com – Mobile Marketing Watch is a blog covering all things related to mobile marketing and advertising.

www.apptamin.com/blog - The Apptamin blog focuses specifically on apps and app marketing.

savvyapps.com/blog – A great, informative resource focusing on app development.

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