

EMA: Accelerating the development of mobile Harvard Case Solution & Analysis

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Outline:

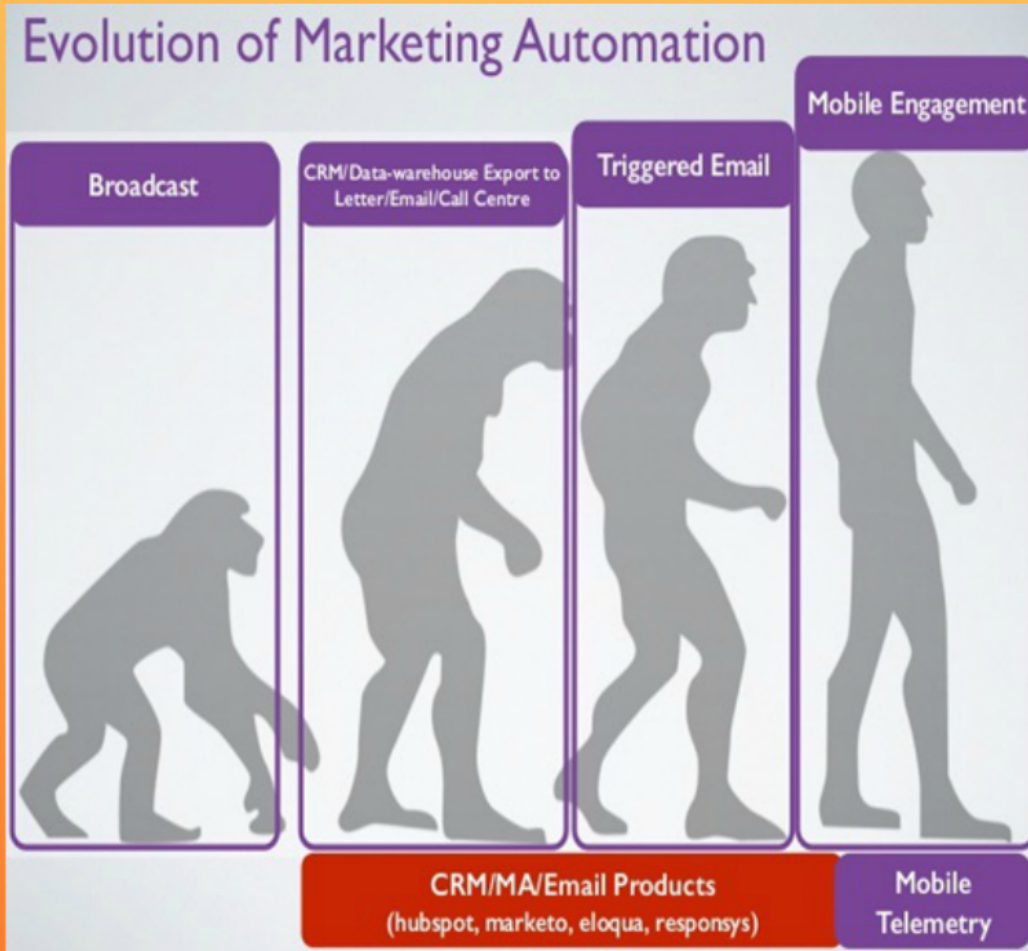
- Literature Review
- Company Background
- Development of *Mobile Marketing CRM*
- Case Study Examples
- Conclusion
- Recommendations

Definition of CRM

CRM

CRM is a customer relationship strategy for managing interactions with customers, identifying and satisfying the needs and wants

CRM Mobile Marketing



Benefits of Mobile Marketing



- **Customer Loyalty**
- **Name Recognition**
- **Builds Brand Awareness**
- **Creates Relationship**
- **Inexpensive Marketing**
- **Builds Customer Database**

Disadvantages of mobile marketing

- Privacy Issues
- Education
- The mobile phone is less standardized than personal computers



Strategy

Meet your customer where they already are...

1. Determining audience need

2. Defining effective mobile design and functionality options

3. Deciding what is best

4. Defining the best ways to reach a mobile audience

5. Creating Mobile Research

