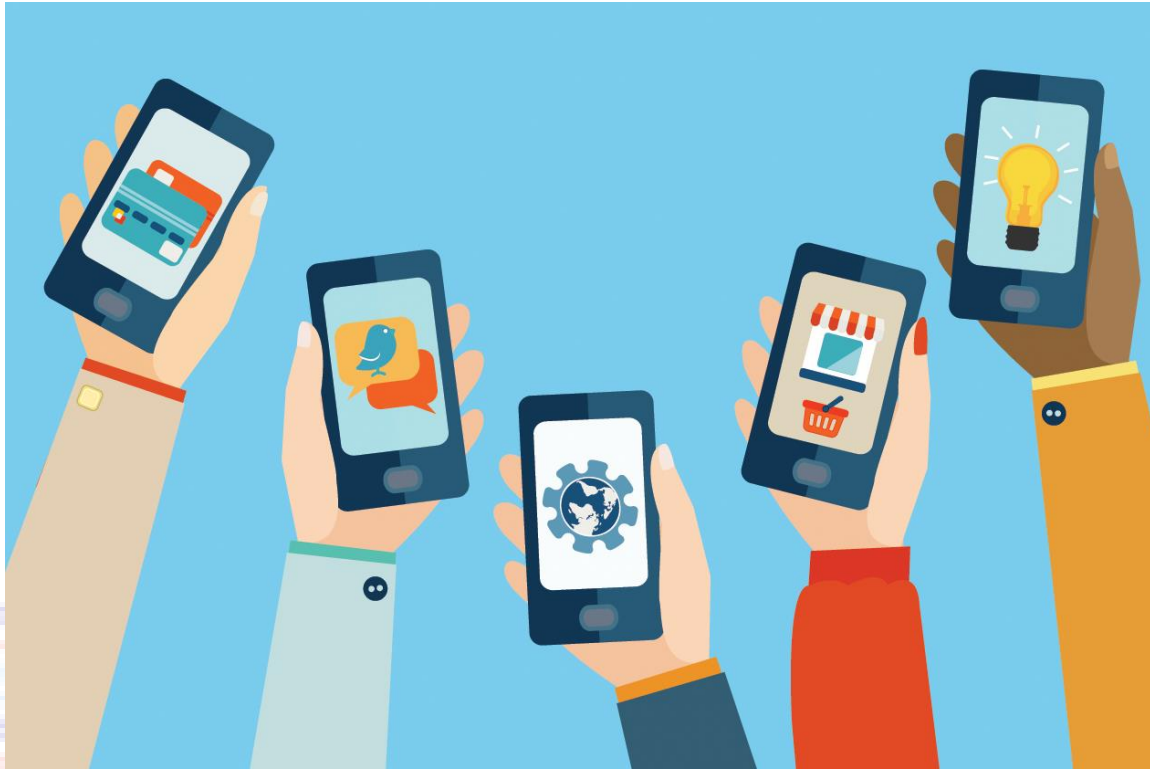


Lesson no. 11 – Mobile Marketing Advertising

Mobile Advertising



Mobile-centric ads are the current trend. From the in-app messages to the videos, mobile advertising is the most effective way to promote your brand. With the entire world going mobile, developing short and crisp communication targeting the mobile users is the best practice. As people carry their mobiles your brand communication stays in their mind, for a longer time.

While developing mobile ads, ensure that it fits the screen sizes of all hand-held devices. In this way, your message will be clear and you shall successfully position your brand name in the minds of your targets.