Strategic Mobile Marketing and App User Engagement Training Course



23 - 27 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MAR3153_145148

Course Introduction / Overview:

In today's mobile-first landscape, a successful mobile presence is non-negotiable for business growth and customer connection. This course provides a comprehensive roadmap to mastering the dynamic world of mobile marketing and app engagement. It moves beyond surface-level tactics to instill a deep, strategic understanding of the entire mobile user lifecycle, from initial acquisition to long-term retention and advocacy. We will explore how to build a cohesive strategy that not only attracts users but also fosters meaningful, lasting relationships. Drawing on principles discussed by academics like Dr. Andrew Stephen, an expert in digital and mobile marketing, we will dissect the psychology of mobile user behavior. This program, offered by BIG BEN Training Center, is designed to be intensely practical, referencing concepts from seminal works like "Hooked: How to Build Habit-Forming Products" to equip participants with actionable frameworks. You will learn to leverage data analytics, personalization, and cutting-edge engagement techniques to reduce churn, maximize customer lifetime value, and transform your mobile application into an indispensable tool for your audience. This is an A-to-Z journey into creating and executing a mobile strategy that delivers measurable results and a significant competitive advantage.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Digital Marketing Specialists.
- Mobile Marketing Professionals.
- App Developers and Product Managers.
- User Experience (UX) and User Interface (UI) Designers.
- Business Owners and Entrepreneurs.
- Brand Strategists and Managers.
- Customer Relationship Management (CRM) Specialists.
- Data Analysts focused on marketing metrics.

Target Sectors and Industries:

- E-commerce and Retail.
- Banking, Finance, and FinTech.
- Healthcare and Wellness Technology.
- Travel, Tourism, and Hospitality.
- Media, Publishing, and Entertainment.
- Telecommunications and Technology.
- Education and EdTech.
- Real Estate and Property Technology.
- Governmental agencies and public sector organizations.
- Non-profit organizations.

Target Organizations Departments:

- Marketing and Communications.
- Product Development and Management.
- Sales and Business Development.
- Information Technology (IT).
- Customer Service and Customer Experience.
- Strategic Planning and Corporate Strategy.
- Data Analytics and Business Intelligence.
- User Acquisition and Growth Teams.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive mobile marketing strategy aligned with business objectives.
- Master the principles of App Store Optimization (ASO) to increase organic visibility and downloads.
- Design effective user onboarding processes to improve initial engagement and reduce drop-off rates.
- Implement powerful push notification and in-app messaging campaigns without causing user fatigue.
- Utilize mobile analytics to track key performance indicators (KPIs) and make data-driven decisions.
- Create advanced user segmentation strategies for highly personalized marketing communications.
- Apply retention tactics that reduce churn and increase customer lifetime value (CLV).
- Evaluate and select appropriate app monetization models for sustainable revenue.
- Integrate mobile marketing efforts with the overall customer relationship management (CRM) strategy.
- Analyze emerging trends like AI, AR, and voice search for future mobile marketing opportunities.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and results-oriented. We believe in learning by doing, moving beyond theoretical lectures to a hands-on, experiential environment. This course employs a blended approach that includes expert-led presentations, in-depth case study analyses of successful mobile apps, and collaborative group workshops. Participants will engage in practical exercises, such as developing an ASO keyword strategy, designing an onboarding flow, and creating a segmented push notification plan. Interactive sessions and facilitated brainstorming will encourage the sharing of ideas and experiences, fostering a rich peer-to-peer learning atmosphere. Emphasis is placed on applying concepts to real-world scenarios, allowing attendees to work on challenges relevant to their own organizations. Continuous feedback from the instructor and peers is a core component, ensuring that participants can refine their understanding and skills throughout the five-day program. Our goal is to equip every attendee not just with knowledge, but with the confidence and practical ability to implement effective mobile marketing and engagement strategies immediately upon their return to the workplace.

Course Agenda (Course Units):

Unit One: The Mobile Marketing Ecosystem and Strategy

- The modern mobile-first landscape and its impact on consumer behavior.
- Defining core business objectives for your mobile strategy.
- Conducting a competitive analysis of the mobile app market.
- Mapping the mobile customer journey from awareness to advocacy.
- Understanding key differences between mobile web and native app strategies.
- Developing user personas for targeted mobile marketing.
- Establishing key performance indicators (KPIs) for mobile success.

Unit Two: User Acquisition and App Store Optimization (ASO)

- Fundamentals of App Store Optimization (ASO) for Apple App Store and Google Play.
- Conducting effective keyword research and competitive analysis for ASO.
- Optimizing app titles, subtitles, descriptions, and promotional text.
- The role of app icons, screenshots, and preview videos in conversion.
- Strategies for generating positive ratings and reviews.
- An overview of paid user acquisition channels (social media, search ads).
- Introduction to mobile attribution and tracking acquisition sources.

Unit Three: User Onboarding and Engagement Tactics

- The critical importance of the first-time user experience (FTUE).
- Designing a seamless and value-driven user onboarding flow.
- Crafting compelling push notification strategies that drive action.
- Best practices for using in-app messaging for guidance and promotion.
- Implementing personalization and user segmentation for relevant content.
- Leveraging email and SMS marketing to re-engage users outside the app.
- Introduction to gamification techniques to boost user interaction.

Unit Four: Retention, Analytics, and a Data-Driven Approach

- Understanding the metrics of user retention and churn.
- Analyzing user behavior with mobile analytics platforms.
- Identifying key drop-off points and areas for improvement in the app.
- Conducting A/B tests to optimize messaging, features, and user flows.
- Developing loyalty programs and rewards to encourage repeat usage.
- Strategies for winning back dormant or lapsed users.
- Calculating and maximizing Customer Lifetime Value (CLV).

Unit Five: Monetization, CRM, and Future Trends

- Exploring different app monetization models (freemium, subscription, in-app purchases).
- Integrating your mobile app with your overall CRM strategy.
- Using deep linking to create seamless cross-platform experiences.
- The growing role of artificial intelligence (AI) in mobile personalization.
- Leveraging augmented reality (AR) for immersive brand experiences.
- Preparing your mobile strategy for voice search and digital assistants.
- Ensuring mobile marketing compliance with privacy regulations like GDPR and CCPA.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As personalization becomes hyper-granular, where is the ethical line between creating a relevant user experience and intrusive data collection in mobile marketing?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic and strategic perspective on the entire mobile user lifecycle, rather than focusing narrowly on isolated tools or tactics. While many programs may teach you how to send a push notification, we delve into the behavioral science behind crafting messages that resonate, segmenting audiences for maximum relevance, and analyzing results to create a continuous feedback loop for improvement. Our curriculum is built on a foundation of data-driven decision-making, empowering participants to move beyond guesswork and implement strategies that are measurable and optimizable. The emphasis is on understanding the 'why' behind the 'what'. We explore the psychological drivers of user engagement and retention, drawing from established academic frameworks to provide a deeper, more enduring understanding. Furthermore, the course content is intensely practical, using real-world case studies and hands-on workshops that challenge participants to solve complex problems. It br
dges the gap between high-level strategy and on-the-ground execution, ensuring attendees leave not just with knowledge, but with a clear, actionable plan to elevate their organization's mobile presence and foster genuine, long-term customer loyalty.