







Mobile Marketing Strategy


with Noah Elkin


Mobile Readiness Assessment: Channel Level

Feature	Importance	Your Brand	Competitor A	Competitor B	Competitor C
Mobile website	High				





 Tactic executed with a high level of detail and sophistication


 Tactic executed with a moderate level of detail and sophistication

 Tactic executed with a minimal level of detail and sophistication


 Tactic not in use at this time

Mobile Readiness Assessment: Site/App Level


Feature	Importance	Your Brand	Competitor A	Competitor B	Competitor C
Coupons	Medium				




Tactic executed with a high level of detail and sophistication



Tactic executed with a moderate level of detail and sophistication



Tactic executed with a minimal level of detail and sophistication



Tactic not in use at this time