

Mobile Marketing Strategy

with Noah Elkin

Prioritize Your Tactics

Rank each category from 1 (least important) to 5 (most important).

Tactic	Importance to Target Audience or Customers	Objective (e.g., ability to drive in-store sales)	Objective (e.g., ability to drive online sales)	Ease of Execution (5 = easiest; 1 = hardest)	Total = Final Weighted Score
Example: opt-in SMS alerts	4	3	4	2	13

15–20 = Primary tactic | 10–14 = Secondary tactic | 0–9 = Tertiary tactic