

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

Think about your favorite business or brand. How do you currently interact with the brand on your mobile device? Using the worksheet provided by your teacher, create a new mobile marketing campaign to help boost consumer engagement through mobile. In this activity, you will also create a slide presentation describing your mobile marketing strategy. Be prepared to explain how the business or brand will benefit from your strategy.

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1. What business or brand did you choose?

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2. How do you currently interact with that brand on your mobile device?

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3. In the space below, describe your strategy for boosting consumer engagement for the brand or business using mobile marketing.