

SMS MARKETING COURSE

DURATION : 3 MONTH



SMS Marketing Curriculum

Planning and Strategy

- Define Goals
- Identify Target Audience
- Compliance
- Content Calendar
- Budget

Measurement and Analysis

- KPIs
- Analytics Tools
- Campaign Performance
- A/B Testing
- Adjust Strategy

Content Creation

- Message Clarity
- Personalization
- Call to Action
- Value Proposition
- Compliance Information

Engagement and Interaction

- Two-Way Communication
- Prompt Responses
- Interactive Content
- Exclusive Offers
- Feedback Collection

Distribution and Timing

- Optimal Timing
- Frequency
- Automation
- Segmentation
- Test Messages



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