

PRACTICAL LESSON

Lectures 6 & 7: Mobile Marketing and its Platforms

PhD., Elbek Khodjaniazov | Duration: 90 min

Section	Activity	Time
Part 1	Mobile Marketing Features & Terms Quiz	10 min
Part 2	Platform Selection Exercise	15 min
Part 3	Mobile Ad Format Workshop	15 min
Part 4	Full Mobile Campaign Plan - Case Study	25 min
Part 5	KPI & Analytics Interpretation	15 min
Part 6	Discussion & Reflection	10 min

Part 1: Mobile Marketing Features & Terms Quiz (10 min)

Section A: True or False

Write T (True) or F (False). If False, rewrite the statement correctly.

Statement	T/F	Correction if False
Mobile devices account for more than 60% of global internet traffic		
Push notifications can only be sent if a user has downloaded an app		
MMS messages can contain video and audio, while SMS is text only		
Telegram has the lowest message read rate among mobile platforms		
TikTok Ads are most effective for reaching adults aged 40-60		
QR codes allow users to quickly transfer to a website or app		
Google AdMob is a platform for advertising inside mobile games and apps		
App Store Ads are only useful for gaming companies		

Section B: Key Terms Matching

Term	Definition
A. CTR	1. The cost paid for every 1,000 times an ad is displayed
B. CPC	2. The percentage of people who click an ad after seeing it
C. CPM	3. The number of purchases or sign-ups resulting from an ad
D. Conversions	4. The cost paid each time a user clicks on an advertisement
E. ROI	5. The financial return gained relative to the cost of the campaign
F. Retargeting	6. Showing ads to users who previously visited your site but did not convert

Answers: A= __, B= __, C= __, D= __, E= __, F= __

Part 2: Platform Selection Exercise (15 min)

Choose the best mobile platform for each business

Select the BEST platform(s) from: Google Ads, Facebook Ads, Instagram Ads, TikTok Ads, YouTube Mobile, Telegram Ads, App Store/Google Play Ads. Justify each choice.

Business & Goal	Best Platform(s)	Why This Platform Fits
A Tashkent restaurant attracting lunchtime customers within 2 km		
A mobile game app wanting downloads from users aged 13-25		
A B2B accounting firm targeting business owners and managers		
A cosmetics brand launching a new product for women aged 18-35		
A news portal building a loyal daily readership in Uzbekistan		
A university promoting online courses to working adults		
A local delivery startup reaching all age groups nationally		

Platform Deep Dive:

The lecture states Telegram messages have an 80-95% read rate, far higher than email (avg 20%). Why do you think this is, and what does this mean for marketers in Uzbekistan specifically?

Part 3: Mobile Ad Format Workshop (15 min)

Group Activity (pairs)

Match each ad format to the scenario where it would be MOST effective, then explain why it works.

Ad Format	Best Use Scenario	Why It Works Here
SMS Marketing		
Push Notification		
In-Feed Video Ad (TikTok/Instagram Reels)		
QR Code Campaign		
Stories Ad (Instagram/Facebook)		
TopView Ad (TikTok)		
Banner Ad (Mobile Site)		
Carousel Ad (Facebook/Instagram)		

Write Your Own Ad

Choose ONE format above. Write the full ad copy for a fictional Uzbek clothing brand's summer collection launch:

Chosen format: _____ Target audience: _____

Ad copy / script (write here):

Part 4: Full Mobile Campaign Plan - Case Study (25 min)

Group Activity (3-4 students)

SCENARIO: 'GreenMart' is a new online grocery delivery service in Tashkent. They deliver fresh vegetables, fruit, and dairy within 2 hours. App available on iOS and Android. Target: busy working adults aged 25-45. Budget: 3,000,000 UZS (~\$250) per month for mobile advertising.

Task 1: SMART Goal

Write ONE SMART mobile marketing goal for GreenMart's first month:

Task 2: Target Audience Analysis

Analysis Type	Your Answer for GreenMart
Demographic (age, gender, income level)	
Psychographic (lifestyle, values, habits)	
Geographic (which areas of Tashkent?)	
Behavioral (when do they typically order groceries?)	
Which mobile platform do they use most?	

Task 3: 7-Step Campaign Plan

Step	Action for GreenMart	Details / Specifics
1. Goal Designation	Increase app downloads	Already defined above
2. Audience Analysis		Complete based on Task 2
3. Platform Selection		Which 2-3 platforms and why?
4. Content / Creative Production		Ad format, video length, CTA text
5. Campaign Launch		Daily budget, duration, audience filters

6. Results Analysis		KPIs: CTR, CPC, Conversions to track
7. Optimization & Retargeting		What would trigger a retargeting ad?

Task 4: Budget Breakdown

Platform / Channel	Allocation (UZS)	Expected Output
TOTAL	3,000,000 UZS	

Part 5: KPI & Analytics Interpretation (15 min)

Interpret the campaign results

GreenMart ran a 7-day test campaign. Results: 50,000 ad impressions | 1,500 clicks | 120 app downloads | 45 first orders placed. Total spend: 700,000 UZS. Average order value: 80,000 UZS.

1. Calculate the CTR (Clicks / Impressions x 100):

CTR = _____

2. Calculate the CPC (Total Spend / Clicks):

CPC = _____

3. Calculate the Conversion Rate from clicks to downloads (Downloads / Clicks x 100):

Conversion Rate = _____

4. Calculate the Cost Per Acquisition (Total Spend / Orders):

CPA = _____

5. Calculate the ROI: Revenue = Orders x Avg Order Value. ROI = (Revenue - Cost) / Cost x 100:

Revenue = _____

ROI = _____

6. Was the campaign successful? What would you optimize for Week 2?

Assessment: _____

Optimization: _____

Part 6: Discussion & Reflection (10 min)

Class Discussion Prompts

- 60% of web traffic comes from mobile devices, yet many Uzbek business websites are not mobile-optimized. Visit one local business website on your phone right now. What issues do you notice? What would fixing them cost vs. benefit?
- Telegram has 80-95% message read rates versus 20% for email. How would you build a Telegram channel strategy that provides real VALUE to subscribers rather than just sending ads?
- TikTok Ads reach 18-30 year olds with strong emotional impact. What are the ethical responsibilities of marketers targeting this age group, particularly for financial products, beauty standards, or lifestyle content?

Key Concepts Summary

Tool / Platform	Best For	Key Advantage in Uzbekistan
SMS / MMS Marketing	Promotions and urgent offers	Near 100% delivery, no app needed
Push Notifications	Re-engaging app users	Free, instant delivery
Google Ads (Mobile)	Search-intent targeting	Reaches users actively searching
Facebook & Instagram Ads	Visual storytelling, demographics	Deep behavioral targeting
TikTok Ads	Youth audience, viral content	Highest organic reach potential
Telegram Ads / Channels	Direct community building	80-95% read rate in Uzbekistan
App Store / Google Play Ads	App download campaigns	Reaches users ready to install
QR Codes	Offline-to-online bridge	Simple, works without data entry

Homework Assignment

Download any Uzbek brand's mobile app (or visit their mobile website). Spend 10 minutes using it as a real customer. Write a 1-page 'Mobile Experience Audit': (1) which mobile marketing formats do you notice them using?, (2) rate the mobile user experience out of 10 with specific reasons, (3) what ONE mobile marketing improvement would you implement first and why? Due: next class.

Student Name: _____ Date: _____ Grade: _____