

# T-MOBILE CHANNEL MARKETING

## THE CHALLENGE

T-Mobile, a leading carrier in the telecommunications industry, sought to deliver new experiences for their 30 million customer base through mobile applications and websites. T-Mobile wanted to introduce an open developer program that was unique in the industry. This type of program hadn't been attempted before at T-Mobile or within the telecommunications industry, so T-Mobile brought in Extra Mile Marketing to provide insight into this target (developers) and their needs, plus develop recruitment, engagement and retention programs.

## WHY EXTRA MILE MARKETING?

Extra Mile teamed with cross functional groups (Business Development, Product Development, Marketing, IT, and Customer Support) at T-Mobile to build and promote the new program. We authored an integrated marketing plan that specified how to recruit, engage and reward mobile application developers. The plan included events and conferences, email, telemarketing, a brand identity kit, website content, messaging, a developer handbook and developer contests, all designed to give developers the information and tools necessary to be successful with T-Mobile.

## THE SOLUTION

T-Mobile took advantage of many core competencies of Extra Mile, from consulting, to strategy development, to full program execution. Extra Mile demonstrated its ability to understand the target and their needs by designing and executing turn-key, relevant and effective programs that attract, engage and reward the best mobile application developers in the world. This approach provides T-Mobile with a unique point of difference vs. competition – one that is open and accessible to the entire developer community.



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