Using Marketing in a Box (MiB)

This article will focus and discuss on using the digital Marketing Toolkit of Marketing in a Box.

Note: This is a community entry in the Series 40 Webinars - Contribute and Win Competition 2013Q1 with Marketing in a Box competition.

Introduction

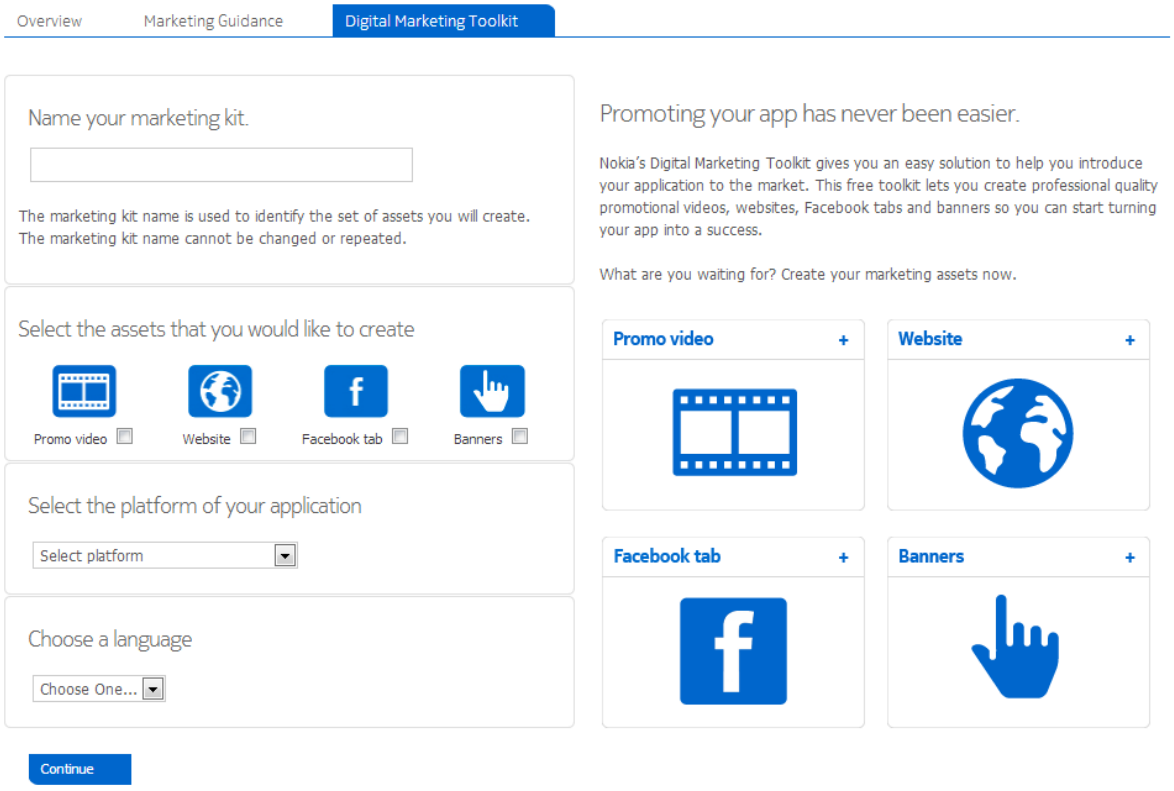
Digital Marketing Toolkit is the area in Marketing in a Box to produce the marketing assets like promo videos, website and banners.

Pre-requisites

Before using the digital Marketing Toolkit, here's the list of requirements in order to use it: 1. Internet connection - Since MiB is an online web application, MiB cannot be used if the user has no internet connection. 2. Published Windows phone or Series 40 mobile application - The application that the user wants to create marketing assets. 3. Nokia Developer account - MiB will use the developer's account in getting the screenshot and other resources from the published Nokia application needed to produce the required output.

Asset Creation

Example Example



Example Example Example

Main page of Digital Marketing Toolkit

Error creating thumbnail: Image type not supported

Caption2

Summary

Most of the developers are great in building apps but weak in marketing or promoting it. MiB created by Nokia is a good start in helping them to produce the necessary assets for marketing and to increase the sale/purchase of their apps. Upgrading the MiB and by adding a plugin to existing Nokia development tool or creating an offline MiB software would provide developers with more high quality features, better performance and more ease of use.

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