

## Go-to-Market Strategy: Zielgruppen!

- **Primary target group:** Individuals who move around in unsafe environments (e.g. women travelling alone, night shift workers, senior citizens)
- **Secondary target group:** Families who want to protect their children or elderly relatives
- **Companies:** Companies that want to provide their employees with security tools

# Go-to-Market Strategy: Distributionschannel!

## Digital marketing:

- Search engine optimisation (SEO): optimisation for keywords such as 'best security app', 'personal protection', etc.
- Social media marketing: targeted adverts on platforms such as Instagram, Facebook and TikTok that showcase the app's features
- Influencer marketing: collaboration with personalities from the fields of travel, technology and personal well-being
- Content marketing: blog articles, videos and podcasts on security and data protection

## Stores:

- App Store Optimisation (ASO): optimised titles, descriptions and screenshots in app stores
- Launch promotions, e.g. free access for the first three months

# Go-to-Market Strategy: Distributionschannel!

## **Partnerships:**

- Co-operations with security companies, travel agencies or mobile phone providers
- Offering the app to schools, universities or employers as part of their safety plan

## **Offline channels:**

- PR campaigns with security organisations
- Advertising on public transport or in highly frequented locations

# Go-to-Market Strategy: Pre-/Post Launch!

## **Soft-Launch:**

- Launch in a limited geographical area to collect feedback from users and optimise the app
- Pilot projects with partners (e.g. companies or universities)

## **Full-Launch:**

- broad rollout with comprehensive marketing campaign
- utilisation of user-generated content (e.g. testimonials and reviews)