

DELIVERY JOURNEY*

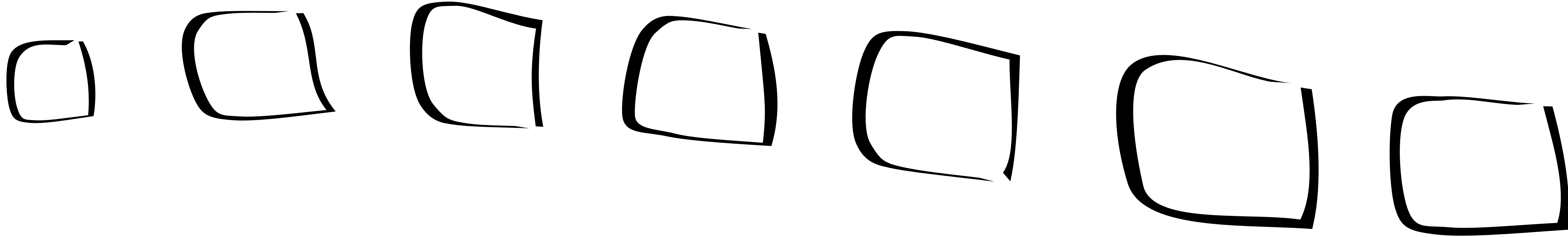
*for delivering the best value to your customers

NAME _____



TOUCHPOINT

START



FINISH

BEFORE

DURING

AFTER

* RELATIONSHIP

* CHANNELS

- Start Phase:
- 1. Objective Definition:
Clarify Purpose: Clearly define the objectives of the B2B communication. Is it to launch a new product, establish authority, or enhance brand awareness in the mobile security sector?
 - 2. Audience Identification:
Define Target Audience: Identify and profile the primary B2B audience. Understand their needs, pain points, and communication preferences.
 - 3. Message Crafting:
Craft Key Messages: Develop concise and impactful messages that resonate with the target audience. Highlight Mobisec's unique value propositions and offerings.
 - 4. Channel Selection:
Choose Communication Channels: Select appropriate channels for the initial communication. This could include LinkedIn, email campaigns, or industry forums.
 - 5. Launch Event Planning:
Organize Launch Event: Plan a launch event or webinar to kickstart the communication journey. This could include product demonstrations, expert talks, and Q&A sessions.

- Active Engagement:
- Engage with the Audience: Actively participate in discussions, respond to queries, and share valuable content. Foster engagement on chosen platforms.
- 2. Content Distribution:
Distribute Relevant Content: Continuously share content that adds value to the audience. This could include case studies, industry reports, and success stories.
 - 3. Webinar Series:
Host Webinar Series: Extend the initial launch webinar into a series. Cover diverse topics related to mobile security, inviting guest speakers and industry experts.
 - 4. Feedback Mechanism:
Implement Feedback Loop: Establish a mechanism for gathering feedback. Use surveys, polls, or direct communication to understand audience sentiments.

- 1. Performance Analysis:
Analyze Communication Performance: Evaluate the success of the communication strategy. Analyze engagement metrics, audience growth, and feedback.
- 2. Continuous Improvement:
Iterate and Improve: Based on analysis, identify areas for improvement. Continuously refine the communication strategy for greater impact.
- 3. Relationship Building:
Nurture Relationships: Focus on building long-term relationships with key stakeholders. Personalize communication and maintain an ongoing dialogue.
- 4. Future Planning:
Plan for Future Initiatives: Outline future communication initiatives. This could include new product launches, partnerships, or participation in industry events.

