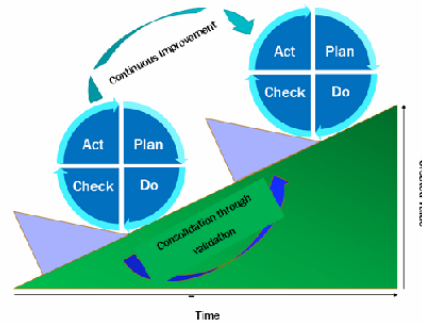


Sommario

Communication 2

Market 4

Communication



LEAN MARKETING

1. What problem is Your Company trying to solve?
 2. Who are your competitors ?
 3. What are Your Lead Users Looking For?
 4. How do You Funnel Your Social Value Proposition into a Revenue Stream?
 5. How to design a funnel?
- Test, evaluate and adjust your Social Media Marketing Plan
 - a. Desirability → Feasibility → Viability
 - Identify and Prioritize Riskiest Hypotheses
 - a. Test the “who”, “where”, “what”
 - Components of an experiment
 - Identify and Prioritize Riskiest Hypotheses
 - a. Search Trend Analysis
 - b. Web Traffic Analysis
 - c. Online advertising
 - Identify the steps
 - a. Determine the Temperature of Your Traffic
 - b. Set Up the Pre Frame Bridge
 - c. Qualify Subscribers
 - d. Identify hyperactive buyers
 - e. Age and Ascend the Relationship
 - f. Change the selling environment

Create an Editorial Plan



Communication Strategy Challenge:

Objective

Develop a communication strategy for Mobisec.

Task

Create a compelling narrative and messaging plan.

Audience Analysis

Identify target audiences and their preferences.

Channels

Choose appropriate communication channels (e.g. social media, traditional advertising...)

Budget

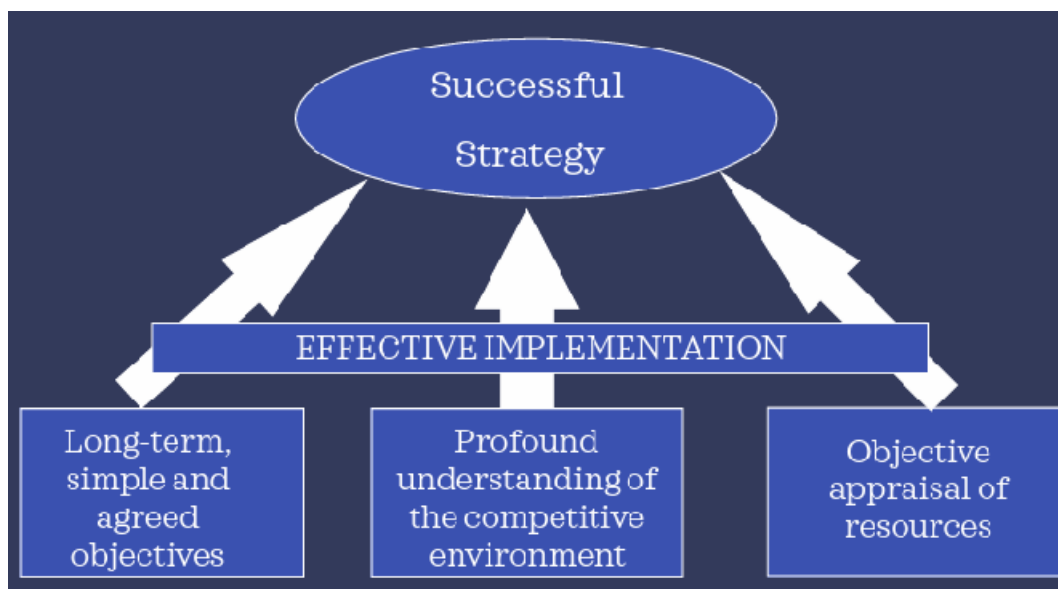
Allocate a hypothetical budget to maximize impact.

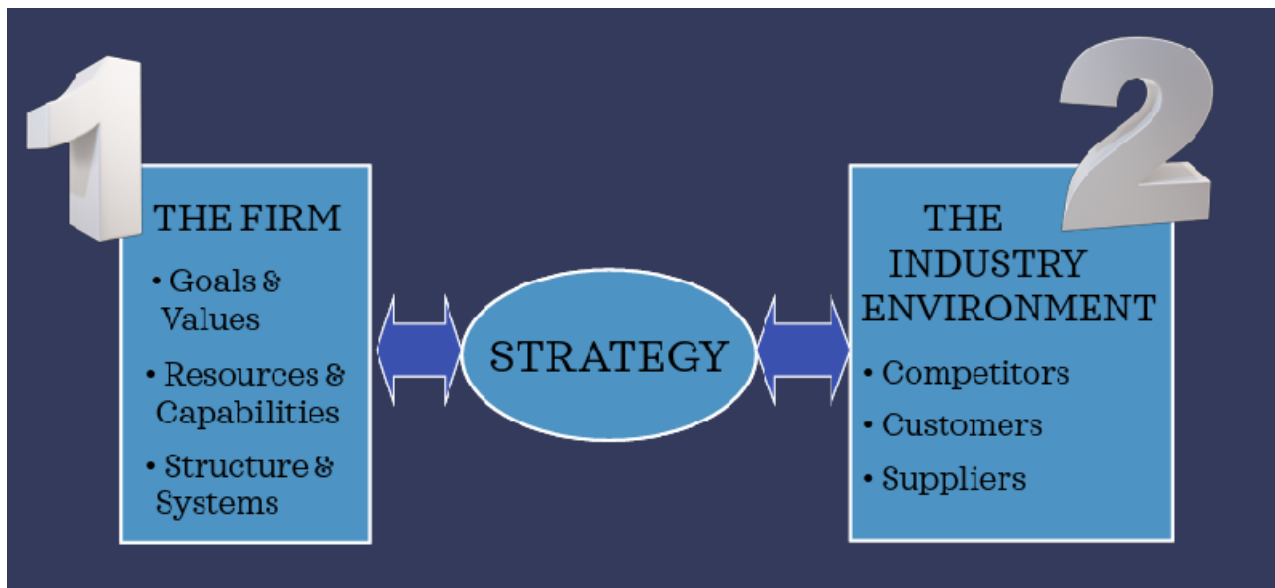
Presentation

Prepare a report in order to present the strategy

We're working on the present (communication) – social media (get customers now)

Market





Describing
Firms'
strategy

Competitor
Analysis

Identifying
Key Success
Factors

Analyzing
Resources and
Capabilities

From
Resources to
Competitive
Advantage

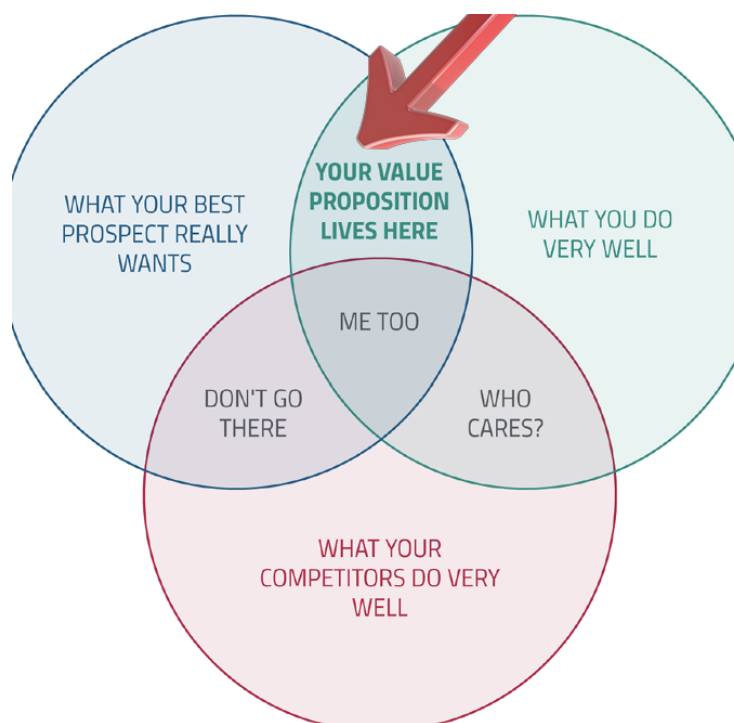
A Framework
for Analyzing
Resources and
Capabilities



The Emergence
of the
Competitive
Advantage

Competitive
Advantage in
Different
Industry
Settings

Sources of
Competitive
Advantage



Market Research Challenge:

Objective

Conduct in-depth market research in mobile / IoT cybersec sector

Task

Analyze market trends, prospects behavior and competitive landscape.

Data Collection

Gather data through surveys, interviews, and secondary research.

Analysis

Interpret findings to identify opportunities, challenges, and potential market gaps.

Presentation

Prepare a report in order to present findings

We're working on the future (marketing), possible developments