
Mobisec Unveiled: A Tactical Communication Approach

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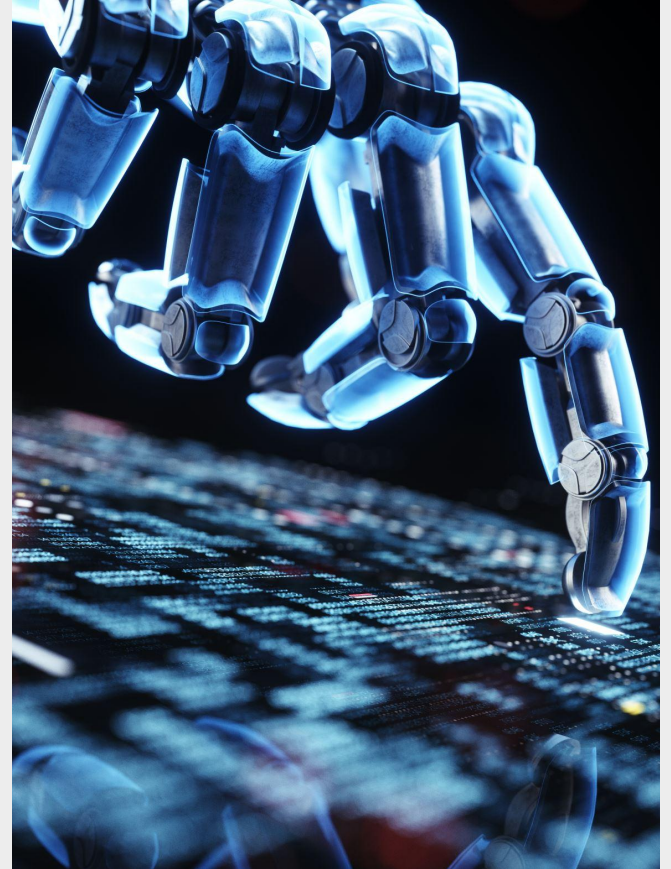
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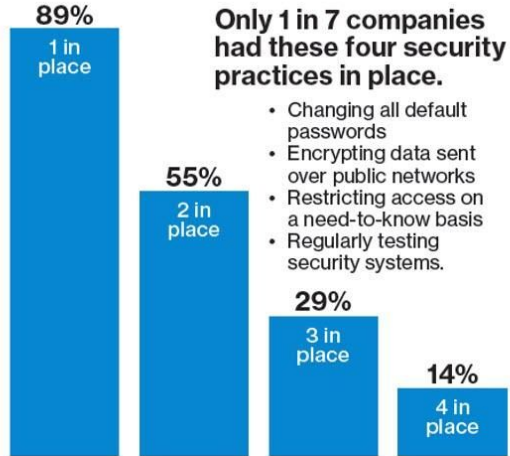
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**HACKERINO BROS
LLC**



Mobisec: How winners play it better



Only 1 in 7 companies had these four security practices in place.

- Changing all default passwords
- Encrypting data sent over public networks
- Restricting access on a need-to-know basis
- Regularly testing security systems.

Just 14% of companies had all four basic mobile security measures in place.



Brand Awareness



Engaging Narrative



Unique Products



Training & Projects

Understanding the offerings

MOBISSEC DSA

1

- Comprehensive data **monitoring** and **security**
- Proactive approach to identifying and **addressing** security **vulnerabilities**

MOBISSEC UEM

3

- **Manage** and **secure** corporate devices
- Balances **user experience** with robust security measures

Cybersecurity Training

5

- **Mitigates risk** through well-trained staff
- **Tailored** training programs

MOBISSEC HIWAVE

2

- **Secure** and **manage IoT** ecosystems
- Emphasis on **data monitoring**

App Scraping

4

- Identify **market gaps**
- **Predict** app advancements
- Stay ahead of competition

Audience Analysis

Customers

Mobisec UEM
Cybersecurity
training



- Mid-Large Corporation
- Daily PC usage

IOT Management
Mobile App
Development



- Startups
- Rapid growth

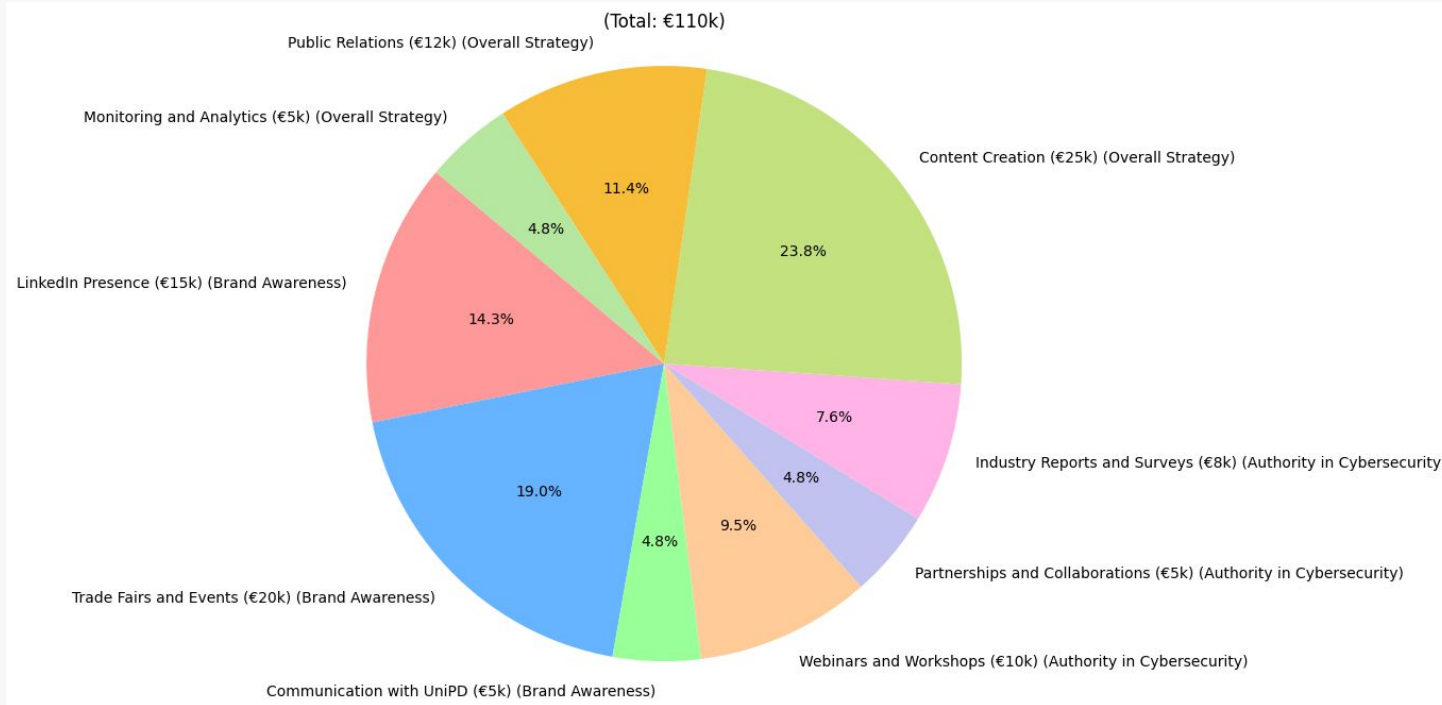
Audience

- Decision-making power
- Risk profiles awareness



- Network administrators
- CTOs
- IT Managers
- Information Security Offices

Budget Analysis



Channels Analysis

LinkedIn

Used for networking, brand promotion, and sharing industry insights.



Trade Fairs and Conferences

Platforms for direct engagement and showcasing products.



Partnerships with Tech Firms and Institutions

To extend reach and credibility in the industry.

Webinars and Training Programs

To educate potential clients about cybersecurity and MobiSec's offerings.

Direct Email Marketing

For personalized communication and updates about products and services.



Tasks Analysis

How do we **hook** and **retain** new customers?

By building a compelling messaging plan based on these factors:

- **Consistency:** ensuring consistency across channels reinforces the brand and helps to build trust
- **Frequency:** helps in reinforcing key messages and with brand exposure
- **Engagement:** build brand awareness and contributes to relationship building
- **Educational tone:** educating the audience about the importance of mobile security and the unique benefits of Mobisec's product
- **Testimonials:** help to build trust and credibility
- **Call to actions:** it encourages further exploration and interaction

Tasks Analysis

LinkedIn

- ❖ Profile optimization
- ❖ Content calendar
- ❖ Employee engagement
- ❖ Showcasing products and services
- ❖ Event participation announcements

Mobisec website

- ❖ Blog/Insights section
- ❖ Customers success stories
- ❖ Interactive website content
- ❖ Innovative product demos
- ❖ SEO optimization for better search engine visibility

Webinars & Industry events

- ❖ Online courses on comprehensive mobile security topics
- ❖ Use of mainstream platform like Zoom
- ❖ Client engagement through Q&A sessions
- ❖ Post-event surveys for feedback

Mobisec Messages and Goals



Knowledge

Transmit
reliability and
knowledge



Presence

Transmit a
sense of
continuous
presence for
customers



Reference

Become a
reference for
customers



Visibility

Increase
visibility

Future needs and critical thoughts

➤ Accessible

Helping in technical knowledge acquisition by companies and individuals alike

➤ Innovative

Try to follow latest tendencies with a forward-thinking, trying a “lean marketing approach”

➤ Important

Regular monitoring of messaging through metrics such as customer engagement and conversion rates