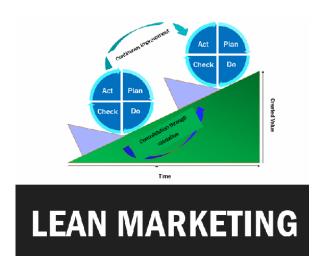
Sommario

Communication	2
Market	4

Communication



- 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 \rightarrow Feasibility \rightarrow 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 THE TYPE OF CONTENT THE COMPANY PROMOTE AND POST;

WHO IS RESPONSIBLE FOR THE CREATION O WHICH THE COMPAN







THE TARGET AUDIENCE FOR EACH TYPE OF CONTENT; HOW THE CONTENT IS DISTRIBUTED AND PROMOTED; THE SMART OBJECTIVES ASSOCIATED TO EACH TYPE OF CONTENT.

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

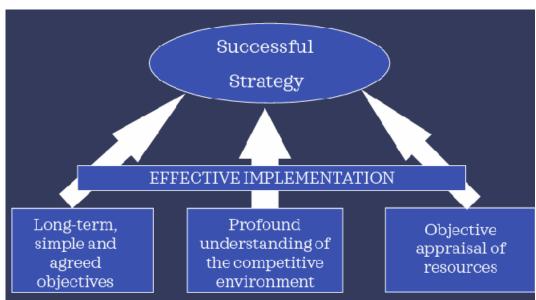
Prepare a report in order to present the strategy

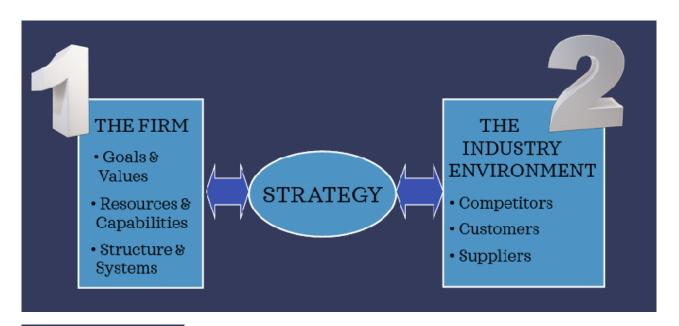
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We're working on the present (communication) – social media (get customers now)

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

Strengths

- · What do we do well?
- What have our customers or partners told us they like about us?
- In what areas do we outpace our competitors?
- What's unique about our business, products, or services?
- What assets do we own (Intellectual property, proprietary technology, capitol)?

Weaknesses

- · What can we improve?
- What are our customers or partners dissatisfied with?
- Where do we fall behind our competitors?
- Where are we lacking in knowledge or resources?

Opportunities

- What emerging trends can we take advantage of?
- Which of our strengths might be valuable to potential partners?
- What adjacent markets might we tap into?
- Are there geographic locations with less competition?

Threats

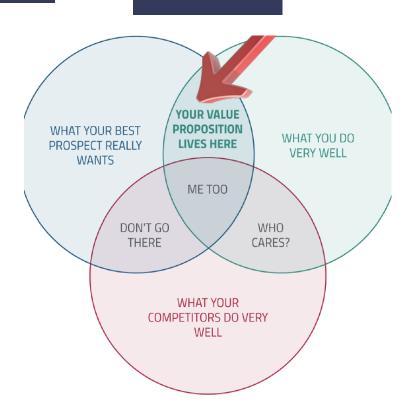
- · What is our competition doing?
- How could our weaknesses leave us vulnerable?
- What market trends are we unprepared for?
- What economic or political issues could impact our business?

Positive

Negative

The Emergence of the Competitive Advantage Competitive Advantage in Different Industry Settings

Sources of Competitive Advantage



Intern

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