

Budget Plan for Mobisec's Communication Strategy

1. Brand Awareness:

a. LinkedIn Presence:

- Allocate \$10,000 for LinkedIn sponsored content and advertising.
- Invest \$5,000 in creating engaging visual content for regular posts.

b. Trade Fairs and Industry Events:

- Reserve \$15,000 for booth space, promotional materials, and event participation fees.
- Allocate \$5,000 for creating branded gadgets and giveaways.

c. Communication with UniPD:

- Allocate \$5,000 for collaboration with universities or educational institutions.

2. Authority in Cybersecurity:

a. Webinars and Workshops:

- Allocate \$10,000 for hosting webinars and workshops to demonstrate thought leadership.

b. Partnerships and Collaborations:

- Reserve \$5,000 for forming partnerships with other cybersecurity companies or influencers.

c. Industry Reports and Surveys:

- Allocate \$8,000 for conducting industry-specific surveys and creating authoritative reports.

3. Overall Strategy:

a. Content Creation:

- Allocate \$25,000 for creating high-quality content for blogs, social media, and other platforms.

b. Public Relations:

- Set aside \$12,000 for PR efforts, including press releases, media outreach, and journalist relationships.

c. Monitoring and Analytics:

- Reserve \$5,000 for tools and services to monitor brand mentions, track social media performance, and analyze the effectiveness of communication strategies.

Total Budget: \$115,000