Immagine che contiene testo, schermata, Carattere, diagramma

Descrizione generata automaticamenteThis is a business-to-business act, so:

Goal: Identify target audiences and their preferences.

Context: Mobile security

Areas of Knowledge: Mobile Applications Security, Mobile Defense Security, BYOD, Mobile Applications, Mobile Business, Device Security, Business Intelligence, Unified Endpoint Management, data monitoring, anti-fraud, Predictive Analysis, Big Data, IoT, VAPT e WAPT

Let’s carefully go by points to do a good audience analysis:

1. Identify your target audience (primary audience)
2. Organize and understand your data
3. Track affinities and interests
4. Find new audiences
5. Identify buyer personas and influencers
6. Segment your audience (adapt a message, test it and evaluate)
7. Identify priority characteristics

To identify the target audience, we can use the PDF of Affinity Canvas, which can allows to build the buyer personas.

1. Target audience

Who are they?

* **IT Managers**
  + With certifications in cybersecurity and mobile security, such as CISSP (Certified Information Systems Security Professional) or CompTIA Security+.
* **CTOs (Chief Technology Officers)**
* **Information Security Officers**
* **Network Administrators**

In general, I’d say people with technical knowledge of regulations and security, with decision-making power, constantly in search of new updates in the environment to stay up-to-date with the evolving landscape, effectively using metrics and reports to gain advantages.

What do they do?

* **Mobile Device Management (MDM)**
* **Security Policies**
* **Incident Response**

Communication objectives

There are 2 objectives for this challenge:

1. To drastically increase brand awareness
   1. Presence on the main B2B social channel (LinkedIn)
   2. Identification and staffing of a series of trade fairs and industry events for the current year, while creating gadgets
   3. Creation of a simple website is in progress while awaiting the release of the final version using external companies
   4. Communication with UniPD
   5. Identification and participation in events, while creating content plans
2. To increase Mobisec's authority in the cybersecurity sector

So, given we don’t have that much data about Mobisec, let’s try to “look around” and gather data on possible similar companies (we don’t say competitors here because this is not the market research challenge). We might use this as general points:

1. Conduct Audience Surveys or Interviews
2. Collect and Analyze Market Data
3. Define Buyer Personas
4. Competitive Analysis
5. Content Analysis
6. Content Gap Analysis
7. Segmentation Strategies
8. Marketing and Communication Channels:
9. Continuous Feedback Loop

Possible companies of reference and customers which can be analyzed:

* Check Point Software Technologies
  + <https://partnerlocator.checkpoint.com/>
* Zimperium
  + <https://www.zimperium.com/partners/>
  + <https://www.zimperium.com/channels/>
* Trend Micro
  + <https://www.trendmicro.com/it_it/about/customer-stories.html>
* Lookout
* Pradeo
  + <https://www.pradeo.com/it-IT/rete-partner>
* Cylance/Blackberry
  + <https://www.blackberry.com/us/en/partners/oem-partners>
* NowSecure
  + <https://www.nowsecure.com/customers/>
* Randorisec
  + <https://www.randorisec.fr/about/#testimonials>

Analyzing all of this, we come to another conclusion: companies which are bigger and bigger with expertise and further network links inside the environment.

Key points:

* Get products and their uniqueness
* Understand how to set a good communication channel
* Sell the products

*Mobisec Services to sell:*

* Mobisec Dynamic Security Analysis
* Vulnerability Assessment (VA)
* Penetration Testing (PT)
* Hiwave - Suitable for startups and small companies
  + Data monitoring, measurement, management and security
    - Investment in terms of return with gathering and selling data to other companies
  + Help enterprises to secure, supervise and manage IoT devices, apps, users and data
* Mobisec Unified Endpoint Management (UEP) Assessment – Suitable for medium/big companies
  + Management, security, and deployment across all enterprise devices from a single console
* Mobile App Scraping
  + A tool that monitors alternative app markets using a proprietary engine by Mobisec.
  + Monitors apps on every single app store
* Cybersecurity training
  + Formation for other companies

It’s better to focus on one product that makes you different in a market of everyone doing the same thing.

*Possible customers:*

* Banking services
  + Even trading apps
* Startups
* Startups incubators

*Possible ways of communicating:*

* Passive communication