Mobisec Unveiled: A Tactical Communication Approach
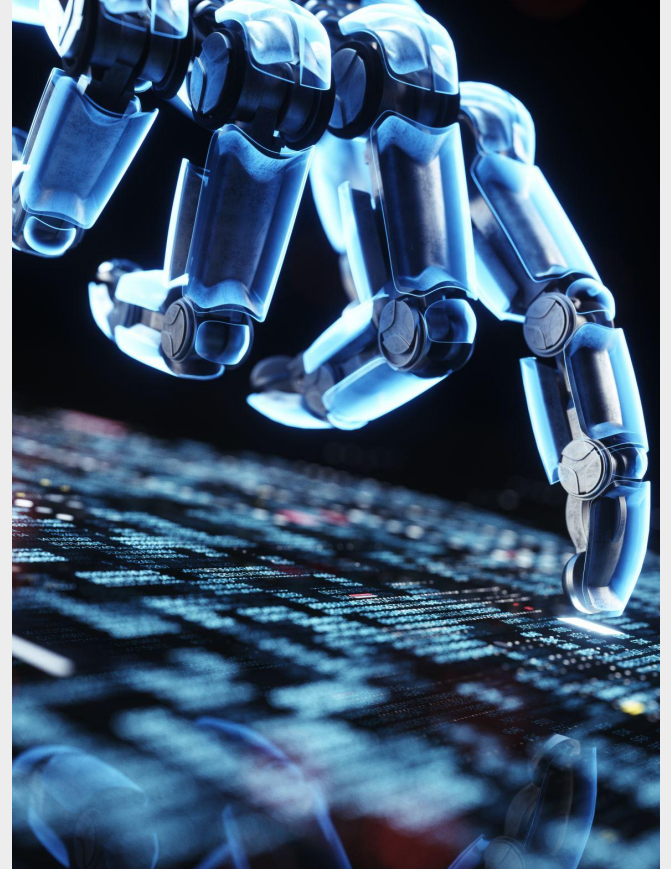
Luca Calabrese

Marco Marchiante

Alberto Penzo

Dilmurod R. Rakhmatov

Gabriel Rovesti

HACKERINO BROS LLC

Overview

- Critical strength points

- Fine-grained analysis

    - Communication Narrative

    - Target Audience

    - Budget Allocation

    - Communication Channels

    - Future goals and Discussion Thoughts

Mobisec: How winners play it better

89%
1 in place

55%
2 in place

29%
3 in place

14%
4 in place

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

1 - https://www.forbes.com/sites/louiscolumbus/2018/04/08/83-of-enterprises-are-complacent-about-mobile-security/

Mobisec: Goals

Messages

Knowledge

Transmit reliability and knowledge

Presence

Transmit a sense of continuous presence for customers

Result

Visibility

Increase the visibility of the company

Reference

Become a reference for customers

Audience Analysis

Customers

Mobisec UEM

Cybersecurity training

→

- Mid-Large Corporation
- Daily PC usage

IOT Management

Mobile App Development
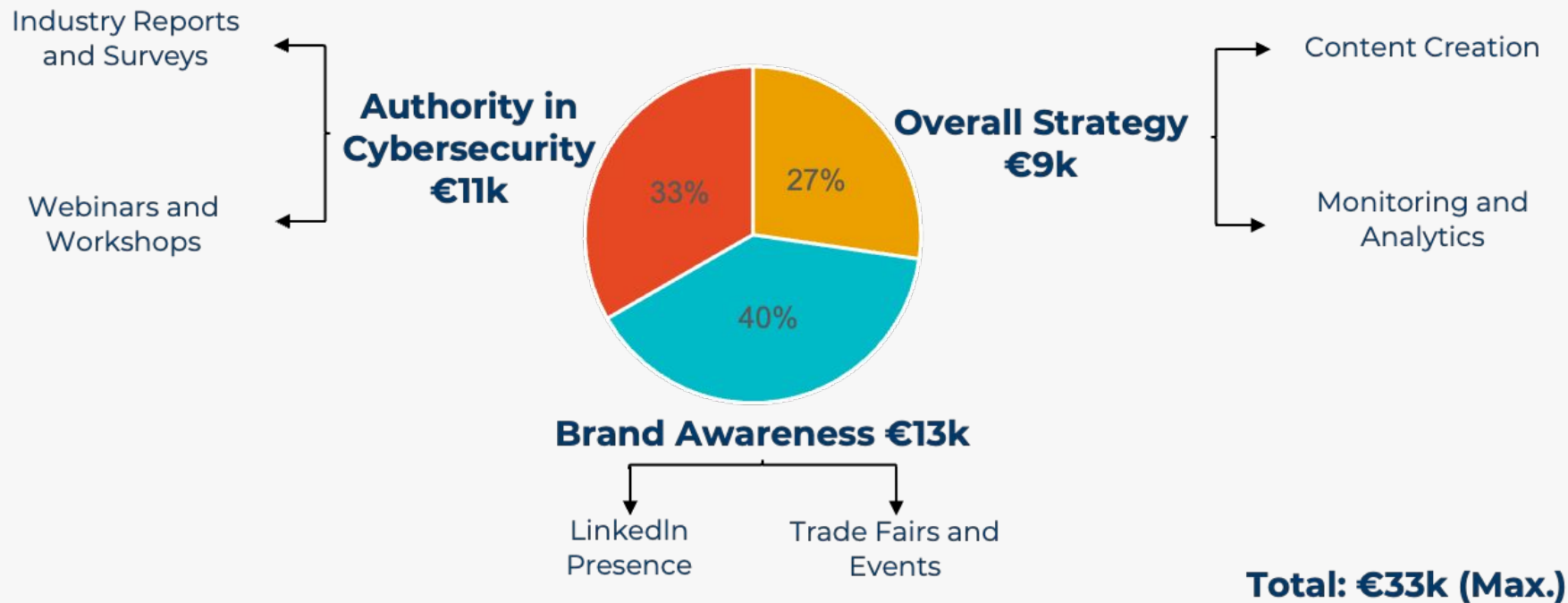
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- Startups
- Rapid growth

Audience

- Decision-making power
- Risk profiles awareness

↓

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

Budget Plan

Industry Reports and Surveys

Authority in Cybersecurity €11k

Webinars and Workshops

33%

27%

40%

Overall Strategy €9k

Content Creation

Monitoring and Analytics

Brand Awareness €13k

LinkedIn Presence

Trade Fairs and Events

Total: €33k (Max.)

Channels Strategy

Telegram Channel

Direct Email Marketing

LinkedIn

To improve

To improve
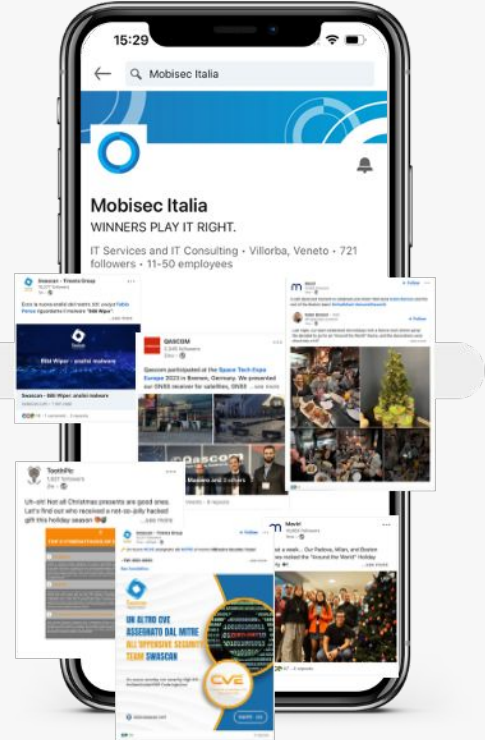
Strategies for Effective Marketing

How do we **hook** and **retain** new customers? Build a **compelling** messaging plan

➡️

- **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

3 - https://www.linkedin.com/pulse/power-consistency-creating-cohesive-brand-experience-csstudio-ae/

Application of Branding Strategies

LinkedIn

- Employee engagement
- Showcasing products and services
- Event participation announcements

Mobisec website

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

Webinars

- Online courses on comprehensive mobile security topics
- Client engagement through Q&A sessions

4 - https://www.ambitiouspr.co.uk/leveraging-narrative-communication/

Future advice

Accessible

Helping in technical knowledge acquisition by companies and individuals alike

- Create products descriptions with explanations for people not in the field
- Create pages dedicated to introducing people from outside the industry

Thanks for your attention!