

(PARENTAL CONTROL SOFTWARE )

# MARKETING PLAN

*Marketing Plan | july 2022*





# MARKETING PLAN

- Introduction
- Industry Analysis
- Target Market
- Online Marketing Strategy
- Social Platforms to Target
- Social Media Growth Plan
- Competitor Analysis
- Why Us?





# INTRO TO PARENTAL CONTROL SOFTWARE

---

- Parents monitor use of various devices by children.
- Protect children from explicit content & cyberbullying.
- Block adult websites, screen timing, & monitor calls.
- Allows tracking of live location of their children.
- Rise in demand as everything moves online.

# INDUSTRY ANALYSIS

---



- Parental Control Software Market Size (2022) US\$ 124.6 Mn
- Projected Market Value (2028) US\$ 223.1 Mn
- Global Market Growth Rate (2022-2028) 10.2% CAGR VS 6.4 (2013-2021)





# TARGET MARKET

---

- Countries: Worldwide
- Product Usage: Kids between 7-17
- Target audience: Working Professionals with Kids
- Existing target: Bark, FamilyTime, Qustodio, NortonLife
- Spillover from: In house cameras, e-learning kids



# ONLINE MARKETING STRATEGY

---



## SOCIAL PLATFORMS

Build awareness & get traffic through social media platforms



## EMAIL MARKETING

Emails comprising of 'importance of parental control in digital age & why us compared to competitors



## CONTENT MARKETING

Blogs/Content Writing to give value & showcase our expertise in the industry. Gets traffic & builds trust



## PAID AD CAMPAIGNS

Run Ad Campaigns to specific interest groups + Retarget Web visitors + Insta & FB page visitors

# SOCIAL PLATFORMS TO TARGET

---



- **FACEBOOK**
- **LINKEDIN**
- **INSTAGRAM**





# SOCIAL MEDIA GROWTH PLAN

- Testimonies from individuals using trial & full version
- Subscription Wins (monthly) via Quizzes or an activity
- Regular Content Posts with CTAs
- Tag (family & friends) strategy
- Paid campaigns to new prospects & retarget audience.



# COMPETITOR ANALYSIS

COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
<ul style="list-style-type: none"><li>• Social media monitoring</li><li>• No geofencing</li><li>• Unlimited devices</li><li>• \$99/yr plan or \$14/month</li></ul>	<ul style="list-style-type: none"><li>• Limited Social Media Monitoring</li><li>• Geofencing</li><li>• Up to 15 devices</li><li>• Large Plan: \$137/yr</li></ul>	<ul style="list-style-type: none"><li>• No social media monitoring</li><li>• Geofencing</li><li>• 5 Child devices</li><li>• \$69/year</li></ul>





# Why Choose Us?

---

# WHY US?

---

- Software covers all parental control features
- Advanced Technology
- Includes Live location, Email & Social Monitoring
- Pricing at almost half of competitors
- German Product