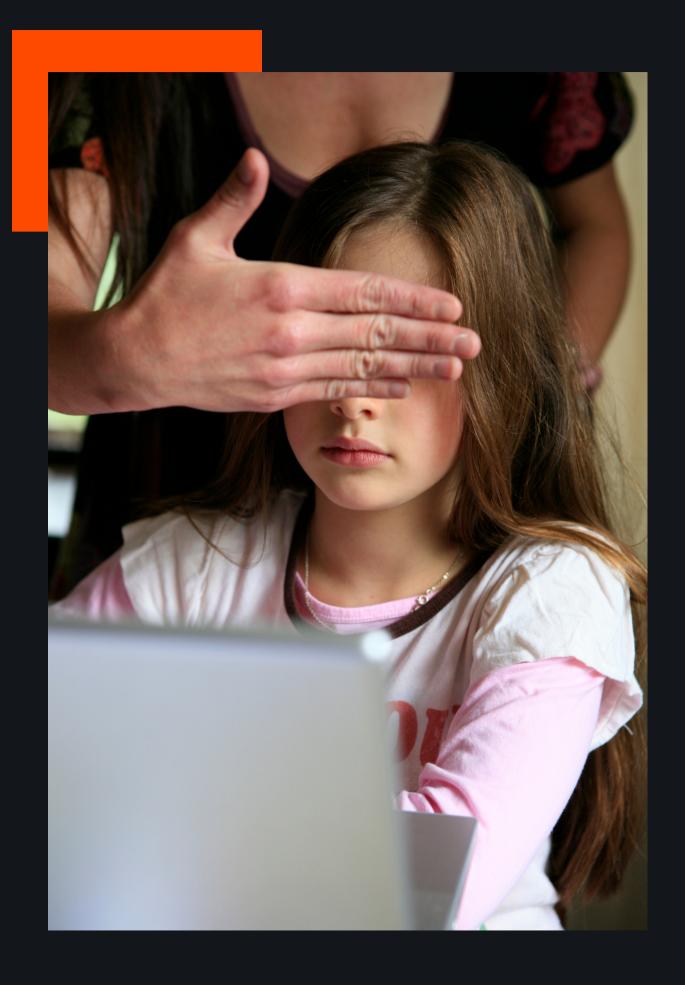
(PARENTAL CONTROL SOFTWARE) MARKETING PLAN

Marketing Plan I july 2022



MARKETING PLAN

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



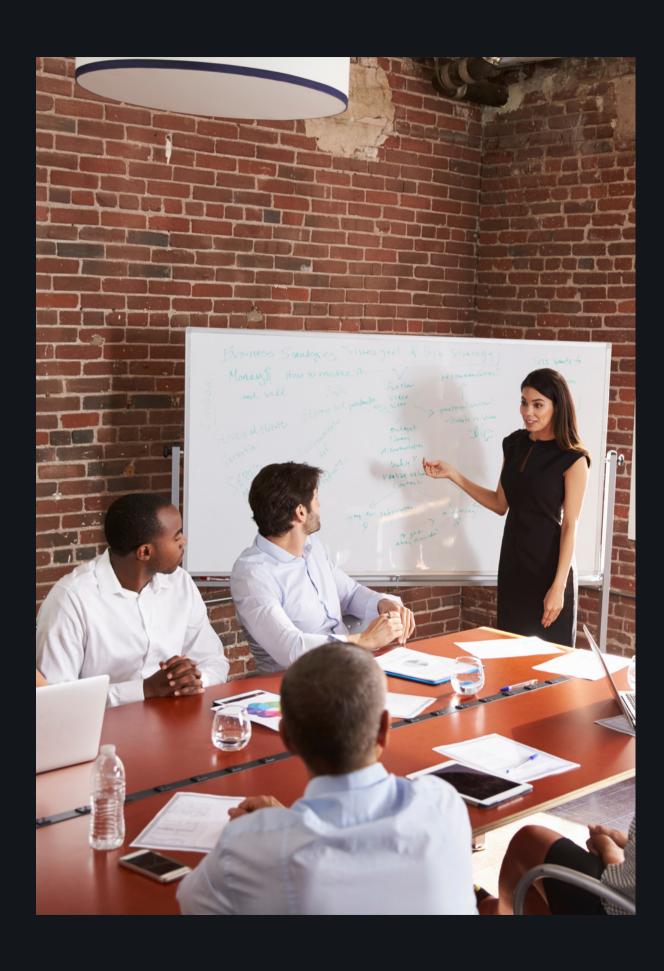
INTRO TO PARENTAL CONTROL SOFTWARE

- 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



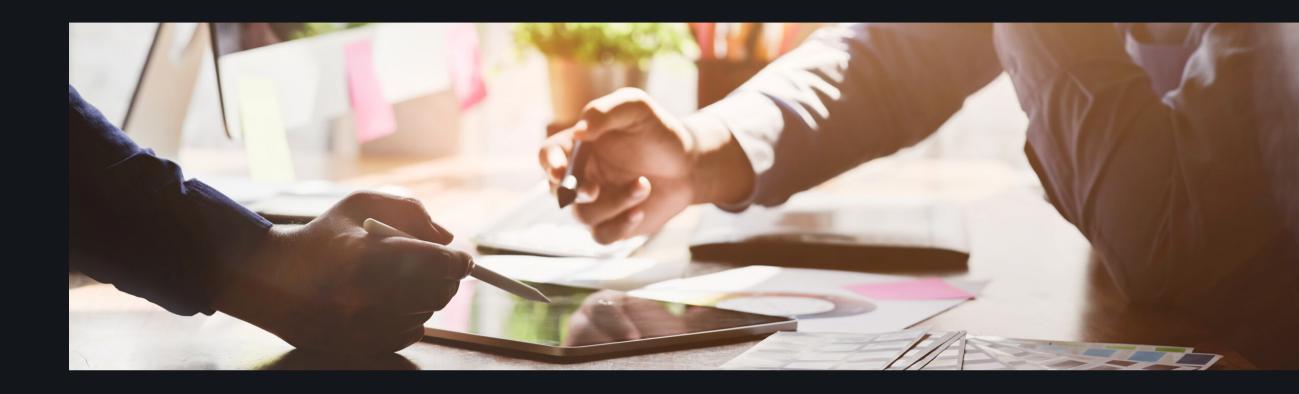
- Parental Control Software Market Size (2022)
 US\$ 124.6 Mn
- Projected Market Value (2028) US\$ 223.1 Mn
- Global Market Growth Rate (2022-2028) 10.2%
 CAGR VS 6.4 (2013-2021)



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



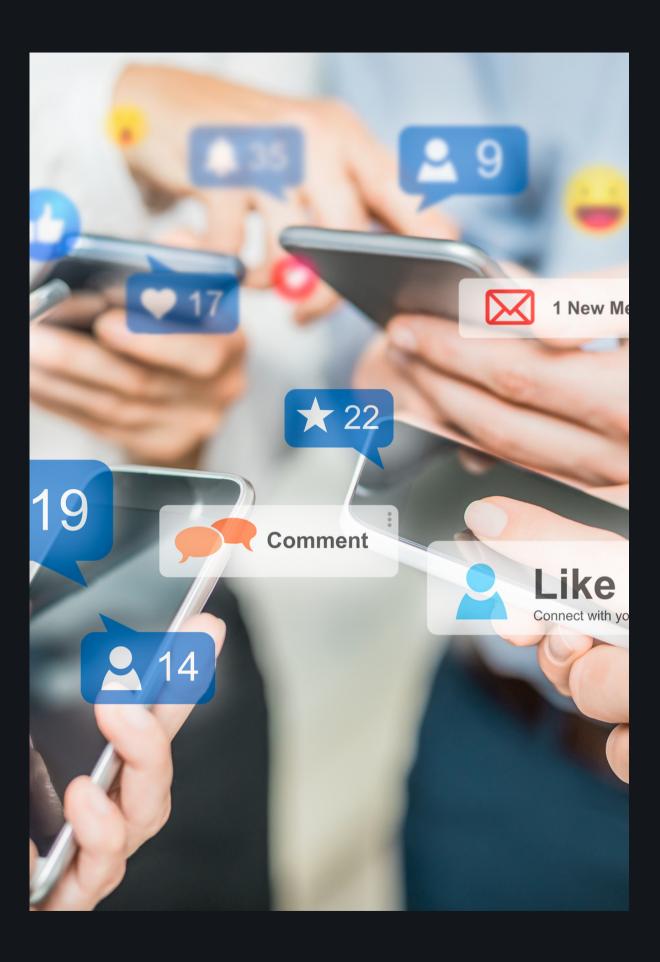
PAID AD CAMPAIGNS

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
 Social media monitoring No geofencing Unlimited devices \$99/yr plan or \$14/month 	 Limited Social Media Monitoring Geofencing Up to 15 devices Large Plan: \$137/yr 	 No social media monitoring Geofencing 5 Child devices \$69/year

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