

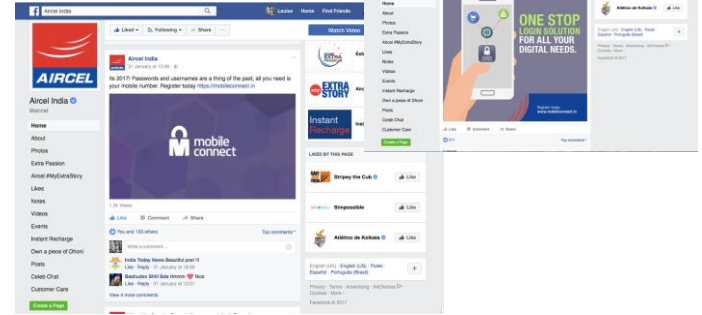
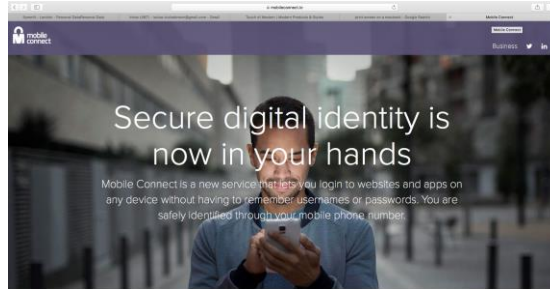
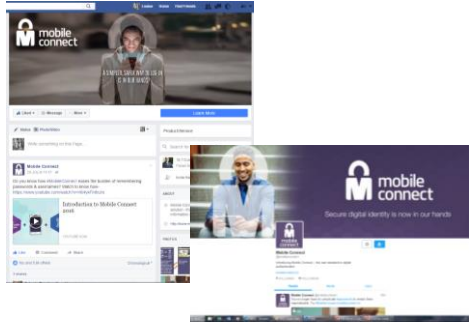
Driving user engagement from launch through best practice evolution

Louise Farrant, Marketing Director, Identity

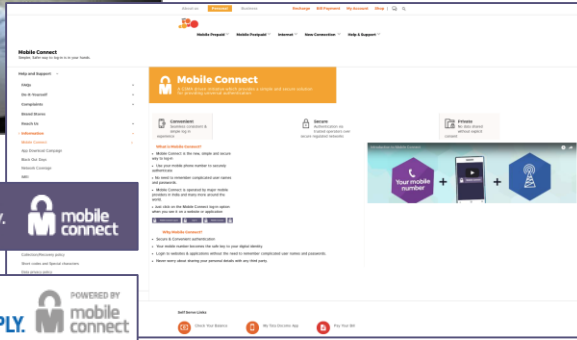
26th April, 2017



Driving awareness and usage

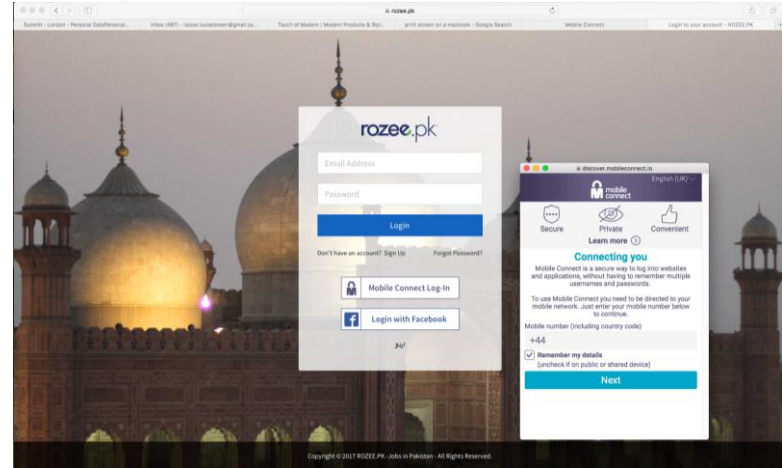


Why Mobile Connect?



Shop. Pay bills. Simply. Securely.

RUPEE
SHOP. PAY BILLS. SECURELY. SIMPLY. POWERED BY



GSMA can provide support

- **A collaborative environment** bringing together operator and service provider marketing teams to share ideas, messaging and best practices.
- **A consumer website**, in relevant languages, if required.
- **Global Mobile Connect social media feeds** with organic content feed pointing to live services, to support individual marketing activities.
- **Content generation and messaging support** for campaign activities
- **Global content repository** including graphics, animated graphics, video and web assets for operators/SPs to use and/or personalise.
- **Best practice sharing of case-studies** of in-market activities from those have launched Mobile connect elsewhere and that have generated good results

Operators and service providers should provide

- **Dedicated marketing support** from their own marketing team
- **Marketing resource and budget** to manage/run campaign activity
- **Commitment to working together** with the other operators/SPs in country
- **Customer call to action** – i.e. services where the consumer can use Mobile Connect :
 - Operator own services
 - Service providers

The importance of association and trust in a known brand is key.

Don't underestimate the power of having this content hosted on your own and relevant service provider brand assets.

Mobile Connect Consumer websites & social media assets:

- www.mobileconnect.io (Global)
- www.mobileconnect.in (India site)
- **Twitter** : @mobileconnect
- **Facebook** : <https://www.facebook.com/mobileconnectofficial/?fref=ts>

Marketing tools:

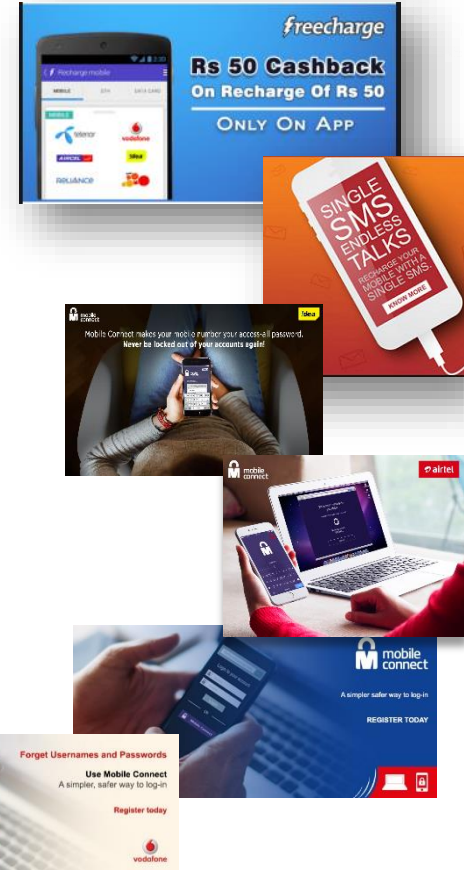
- Logos/Service Mark icons/guidance : <http://brand.mobileconnect.io/>

Marketing support tools :

- **Infocentre for GSMA Members.** Personal Data/Identity:
 - Marketing Support and Commercial Proposition sections
- **U-Tube Playlist** : www.gsma.at/MobileConnectYouTube

For further information contact

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