

## 2019-20 Paid Media for Mobile IoT – GSMA IoT Programme Marketing

Prepared by Eric Yu | 4 April 2019

Budget	To be confirmed –for media buy/programmatic
Period	From September 2019 to March 2020 OR whenever the budget runs out

### Solutions Background

High-Level Objectives	<ul style="list-style-type: none"> <li>Promote the overall values and benefits of <a href="#">Mobile IoT</a> (LTE-M and NB-IoT) technologies</li> <li>Generate interests and demand on Mobile IoT technologies</li> </ul>
Proposed Calls-to-Action	<ul style="list-style-type: none"> <li>Download the particular report</li> <li>Subscribe to <a href="#">IoT Programme Newsletter</a></li> <li>View a promotional video</li> <li>View the Mobile IoT website</li> </ul>
Key Messages	<ul style="list-style-type: none"> <li>Mobile IoT, namely LTE-M and NB-IoT, is the leading and trusted Low Power Wide Area connection in the market</li> <li>5G will be integrated with Mobile IoT in the near future in supporting large variety of IoT services</li> <li>Focusing on standardised Mobile IoT technologies will allow cost effective delivery of service and, with scale, supply mobile modules for devices for a few dollars.</li> <li>Mobile IoT operators will support roaming and interoperability to provide high quality, cost effective global coverage for IoT solutions.</li> <li>Acceleration in project deployment in the identified early adopter markets – research to be done – is possible</li> </ul>
Target Audience	<ul style="list-style-type: none"> <li>Priority 1: any companies interested in the IoT and/or going through digital transformation – CIO, IT Managers, Development Managers, etc.</li> <li>Priority 2: IoT developers/technical leads – CTO, System Managers, Development Managers, DevOps Managers, etc.</li> </ul>
Industry	<ul style="list-style-type: none"> <li>Priority 1: industrial, consumer, utility, smart city</li> <li>Priority 2: all</li> </ul>
Proposed Channels	<ul style="list-style-type: none"> <li>Priority 1: Google Display Network – Banner Ad on websites in selected categories and/or YouTube</li> <li>Priority 2: SEO – depends on budget</li> </ul>
Resources	<ul style="list-style-type: none"> <li>Mobile IoT Flyer: <a href="#">here</a></li> <li>Mobile IoT Network Deployment Map: <a href="https://www.gsma.com/iot/deployment-map/">https://www.gsma.com/iot/deployment-map/</a></li> <li>Mobile IoT Toolkit: <a href="https://www.gsma.com/iot/mobile-iot-ltem-nbiot-toolkit-guide/">https://www.gsma.com/iot/mobile-iot-ltem-nbiot-toolkit-guide/</a></li> <li>Mobile IoT Summit Presentation Video (MWC19): <a href="https://www.gsma.com/iot/mwc19-miotsummit-presentation/">https://www.gsma.com/iot/mwc19-miotsummit-presentation/</a></li> <li>Mobile IoT Summit Introductory Video (MWC19): <a href="https://www.gsma.com/iot/mwc19-miot-andrew-parker/">https://www.gsma.com/iot/mwc19-miot-andrew-parker/</a></li> <li>Case Study – Atlas Copco: <a href="https://www.gsma.com/iot/case-study-atlas-copco-industrial-iot/">https://www.gsma.com/iot/case-study-atlas-copco-industrial-iot/</a></li> <li>LTE-M Commercialisation Case Study: <a href="https://www.gsma.com/iot/ltem-iot-commercial-case-study-att-telstra/">https://www.gsma.com/iot/ltem-iot-commercial-case-study-att-telstra/</a></li> <li>NB-IoT Commercialisation Case Study: <a href="https://www.gsma.com/iot/nbiot-iot-commercial-case-study-china/">https://www.gsma.com/iot/nbiot-iot-commercial-case-study-china/</a></li> <li>Mobile IoT APAC Case Study: <a href="https://www.gsma.com/iot/mobile-iot-asia-pacific-case-study/">https://www.gsma.com/iot/mobile-iot-asia-pacific-case-study/</a></li> <li>Industrial IoT Feasibility Study: <a href="https://www.gsma.com/iot/industrial-iot-feasibility-study-mobile-iot/">https://www.gsma.com/iot/industrial-iot-feasibility-study-mobile-iot/</a></li> <li>Mobile IoT Case Study – Chunghwa &amp; NHR: <a href="https://www.gsma.com/iot/chunghwa-nhr-agriculture-iot-case-study/">https://www.gsma.com/iot/chunghwa-nhr-agriculture-iot-case-study/</a></li> <li>Mobile IoT Case Study – Ericsson: <a href="https://www.gsma.com/iot/ericsson-smart-industrial-factory/">https://www.gsma.com/iot/ericsson-smart-industrial-factory/</a></li> <li>GSMA IoT Infographic: <a href="https://www.gsma.com/iot/the-gsma-iot-infographic/">https://www.gsma.com/iot/the-gsma-iot-infographic/</a></li> <li>GSMA Guide to the IoT: <a href="https://www.gsma.com/iot/the-gsma-guide-to-the-internet-of-things/">https://www.gsma.com/iot/the-gsma-guide-to-the-internet-of-things/</a></li> <li>Industrial IoT Report for Greater China: <a href="https://www.gsma.com/iot/greater-china-industrial-iot-report/">https://www.gsma.com/iot/greater-china-industrial-iot-report/</a></li> </ul>

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|  | <ul style="list-style-type: none"><li>• Mobile IoT Case Study – Greater China: <a href="https://www.gsma.com/iot/mobile-iot-case-study-greater-china/">https://www.gsma.com/iot/mobile-iot-case-study-greater-china/</a></li><li>• Mobile IoT into the 5G Future webinar: <a href="https://www.gsma.com/iot/webinar-how-does-mobile-iot-fit-into-the-5g-future/">https://www.gsma.com/iot/webinar-how-does-mobile-iot-fit-into-the-5g-future/</a></li><li>• Mobile IoT in the 5G Future paper: <a href="https://www.gsma.com/iot/mobile-iot-5g-future/">https://www.gsma.com/iot/mobile-iot-5g-future/</a></li></ul> |
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