

09 April 2025

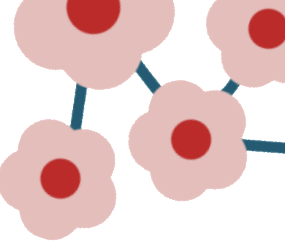


**CHERI**

# Marketing Working Group

**April 2025 Update**

**Tora Fridholm, Codasip**  
Co-chair



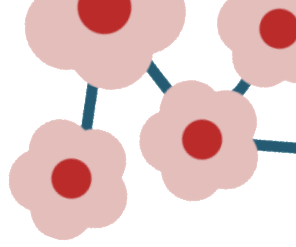
Hey ChatGPT, can you explain marketing in 3 bullets? Thank you.

Of course! Here's marketing in 3 key points:

- **Creating Awareness & Interest:** Making potential customers aware of a product or service and sparking their interest.
- **Driving Sales & Engagement:** Encouraging customers to take action, whether that's making a purchase or interacting with a brand.
- **Building Relationships & Loyalty:** Establishing long-term connections with customers to ensure repeat business and brand loyalty.



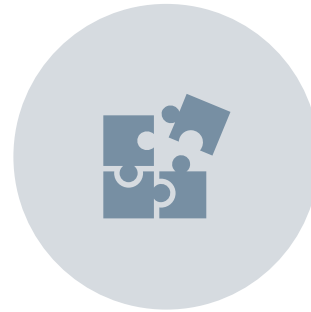
# ○ Key Working Group objectives



Create awareness  
and drive  
demand



Educate about  
CHERI technology



Showcase the  
breadth of the  
ecosystem



Enable members  
to get visibility for  
their CHERI-based  
offerings

## ○ Primary channels

Alliance  
website

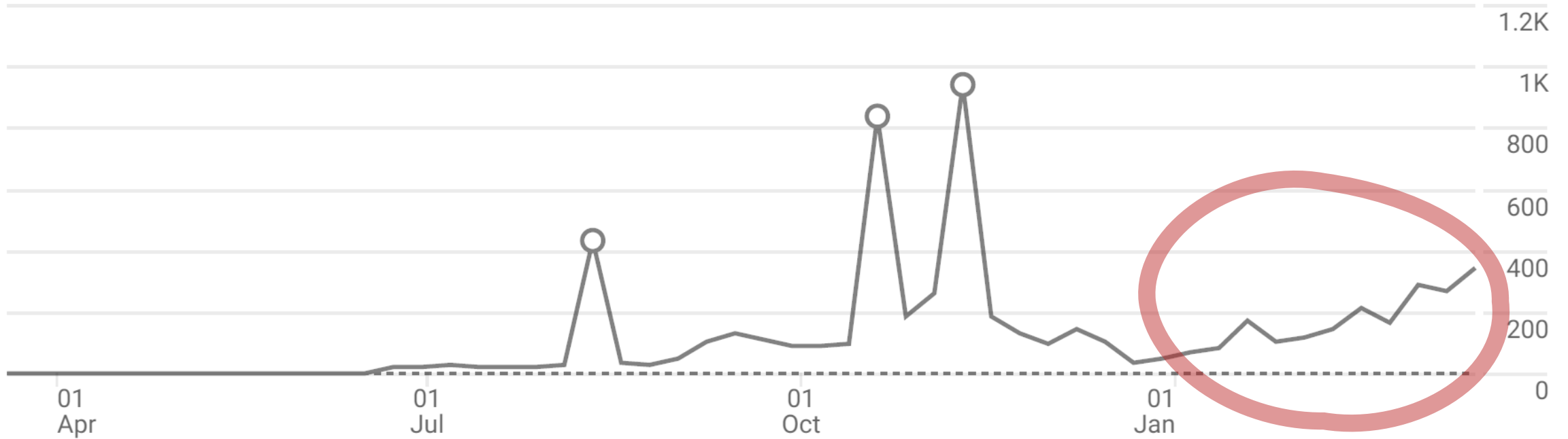
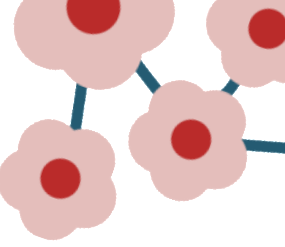
Members  
websites

Events

Social media

Press

# Website visitors





## ○ Work in progress

- ◆ Reviewing website content for improvements
- ◆ Developing audience profiles
- ◆ Developing audience targeted messaging

Looking for content!

- Technical
- Thought leadership



# CHERI

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# THANK YOU

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