INTRODUCTION TO PART 3

The Market Strategy section of the Toolkit provides a series of tools to new mobile money providers consider how to approach their market. The tools can also be used by MFSPs that have been in business for a while to refine their approach to market research, which has proven to be critically important to the successful implementation of mobile money solutions.

**Tool 3.1. Market Research – Market Sizing Overview**
This brief document discusses the importance of market research and describes a few of the most common methods for achieving results.

**Tool 3.2. Market Research – Conducting Surveys and Focus Groups**
This PowerPoint deck takes the content of the market sizing overview to the next step, by providing an overview of the steps required to conduct surveys and focus groups. The deck also points to other tools in this section that can be leveraged by researchers.

**Tool 3.3. CGAP– MNO Mobile Money Market Sizing**
Developed by CGAP, the GSMA, and McKinsey, the mobile money market sizing provides an example of the earlier documents in action. It describes how mobile network operators can size their markets, estimate the product mix, and stress test their numbers. Using a combination of explanatory text and financial calculations, this document tries to guide users through the market assessment process and provide benchmarks from other countries.

**Tool 3.4. Market Research – Customer Segmentation**
The document describes how data that has been obtained through various research methods can be categorized into customer segments. It provides visibility to geographic, socio-demographic, psychographic, and behavioral variables.

**Tool 3.5. Mobile Money Product Adoption Lifecycle**
Mobile money is an information technology (IT) service, or set of services. As such, it may conform to the Technology Adoption Life Cycle (TALC) described by Geoffrey Moore in the early 1990s. Now regarded as the standard rather than the exception by many IT professionals, the TALC has some important lessons for MFSPs.

**Tool 3.6. GSMA Analysis - Marketing Mobile Money - Top Challenges**
The document analyzes the top three challenges to marketing branchless banking and provides possible solutions to overcome the problems.

**Tool 3.7. CGAP Report - Marketing Branchless Banking**
A heavy investment in marketing is increasingly seen as a critical component for a successful branchless banking service. The tool gives examples of the ways branchless
banking is advertised around the world and analyzes specific case studies of marketing mobile money in Pakistan, India, Mali and Tanzania.

**Tool 3.8. IFC Report – Cash Movement in PNG**

In addition to researching customer attitudes and behaviors related to financial services, it is also important to understand how money moves in a society. Particularly, how it moves from urban to rural areas and back. This type of research is discussed in other tools in the section. This report provides an example of the results of such research in Papua New Guinea, and some of the insights that research provided for mobile money operators and other businesses in the country.