IT NATION™ SECURE

hosted by CONNECTWISE®

Workshop: Create Your Cybersecurity Marketing Strategy

Presented by Bri Allen

IT NATION™ SECURE

Speaker Intro

Bri Allen

Partner Marketing Manager, ConnectWise

Bri is a Partner Marketing Manager with a passion for helping TSPs of all sizes grow their businesses through GTM campaigns. She specializes in cybersecurity campaign creation and has experience in content creation, email marketing, social media, webinars, and in-person events. As a former small business owner, Bri understands the struggles small business owners face, and applies this perspective when working with partners.

Bri was born and raised in Green Bay, Wisconsin and is an avid Packers fan. Go Pack Go!

CONNECTWISE

Challenges faced by MSPs across all regions and markets

Accelerating Recurring Revenue
How quickly can you go to market with a new managed service?

Attracting & Retaining Talent
Increasingly, MSPs are competing against global technology firms to hire and keep talent.

Conveying Business Value
More providers are transforming into MSPs, so conveying business value and differentiation is getting harder.

Sales Growth & Go-to-Market
Lack of visibility into SMB trends and pain points makes it challenging to target the most preferred customer segments.

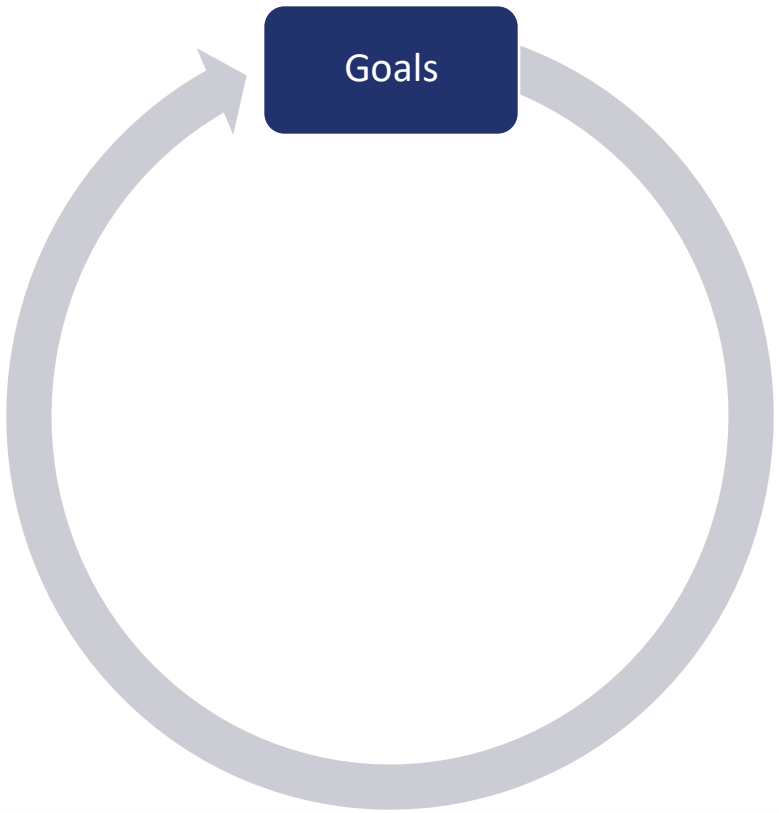
Scaling Staff Productivity
Use of multiple individual tools negatively impacts productivity and gets worse with portfolio expansion.

Increased Risk & Liability
MSPs are now actively targeted by threat actors, and customers tend to blame MSPs for breaches.

How the workshop will work

- Steps to building a winning marketing strategy
- 5 minutes for activity time x 3
- Use the document provided to define your strategy

Step 1: Define your goals



Business Goals

- Define your business goals
  - Where do you want to be in one, three, or five years?
- The importance of business planning
  - Break down long-term goals into quarterly milestones

Marketing Goals

- Align your marketing goals to your quarterly business milestones
- Define the time, money, and people you need to be successful
- Select KPIs that align with what you want to achieve

Step 2: Select your target audience

Not every customer is a good customer
- "We take any business that comes in the door"

Analyze your best customers
- Think about the characteristics that make them great to work with

Analyze your worst customers
- Think about the characteristics that make them hard to do business with
- Avoid these types of customers in the future

Build your ideal customer profile (ICP)
- Find similarities between your best customers
- Your target audience should consist of companies that match that ICP

5-minute activity #1

Define Your Goals

- What is my ultimate vision of success?
- What does good look like?
- What are my business goals?
- What do I want to achieve with my marketing strategy?
- What KPIs can I measure to track progress?

Select Your Target Audience

- Who is my best and worst customer?
- What are the similarities of my best customers? Are they a certain vertical or size?
- What characteristics should go into my ideal customer profile (ICP)?
- Can I measure my ICP to identify my target audience?

Step 3: Competitive landscape analysis

Determine who your top competitors are in your region

- Pick 2 to 3 competitors in your area to compare yourself to

Examine your competitors

- Look at what they are doing well and not doing well

Find what your competitors are missing

- What are your competitors not focused on that they should be?

Step 4: Find your differentiator

Consider your current value prop

- Raise your hand if you say you provide the best services

Think about the problems you solve for your customers

- What do your customers come to you to solve?

Consider the solution you provide to solve their problems

- How do you solve these problems for them?

Focus on what makes you different

- Your value prop should be what makes you different from other service providers
- This differentiator should be the main point you focus on in your messaging to prospects and current clients

5-minute activity #2

Competitive Analysis

- Who are your top competitors?
- How do you compare to them?
- What are they doing well?
- What are they not doing well?
- What are your competitors not focusing on that is an opportunity for you?

Find Your Differentiator

- What do your customers come to you to solve?
- How do you solve these problems for them?
- What makes you different from your competitors?

Step 5: Analyze your marketing channels

Determine what marketing channels you have available to you

- Referrals
- Social media
- Content
- Email
- SEO
- Virtual events
- In-person events
- Paid marketing

Think about the past

- Focus on what has performed historically
- Consider what you could tweak for activities that did not do well

Marketing channels

Referrals

Word of mouth influences 91% of business-to-business purchasers.

How to leverage a referral program:

- Offer an incentive
- Make it easy to capture referrals
- Ask for referrals

Content

82% of businesses leverage content marketing.

- Use your knowledge of the industry you target and write your thoughts down
- Turn your ideas into eBooks, videos, infographics, blogs, and more!

SECURITY
LET'S TAKE THE NEXT STEP WITH ROBUST SECURITY
Who Else Will Protect You from Cyberthreats?
As your trusted tech partner, our team already knows how to keep your business operating at peak performance. But until we strengthen your IT foundation with a comprehensive cybersecurity solution, your business could fall victim to an attack.
LET US DEFEND YOUR BUSINESS FROM CYBERCRIME
Your Data is Not as Safe as You Think It Is
Small businesses are victims of the majority (64%) of today's attacks, and it's because they are inadequately protected. Expand your partnership with us to get the tools, services and expertise you need to minimise your exposure and reduce your risk.
A STRONG CYBERSECURITY FOUNDATION INCLUDES:
1 NONSTOP THREAT MONITORING AND PREVENTION
2 CUSTOMISABLE PROFILES AND RISK SCORING
3 A PROFESSIONAL SECURITY OPERATIONS CENTER (SOC)
4 COMPLIANCE SUPPORT AND SOLUTIONS

15 Ways To Protect Your Business From A Cyberattack!
Security Assessment
It's important to establish a baseline and close existing vulnerabilities. When was your last assessment?
Date: _____
Spam Email
Secure your email. Most attacks originate in your email. We'll help you choose a service designed to reduce spam and your exposure to attacks on your staff via email.
Passwords
Apply security policies on your network. Examples: Deny or limit USB file storage access, enable enhanced password policies, set user screen timeouts, and limit user access.
Security Awareness
Train your users - often! Teach them about data security, email attacks, and your policies and procedures. We offer a web-based training solution and "done for you" security policies.
Did you know?
1 in 5 small businesses will suffer a cyber breach this year.
81% of all breaches happen to small and medium sized businesses.
97% of breaches could have been prevented with today's technology.
Advanced Endpoint Detection & Response
Protect your computers data from malware, viruses, and cyberattacks with advanced endpoint security. Today's latest technology (which replaces your outdated antivirus solution) protects against file-less and script-based threats and can even rollback a ransomware attack.
Multi-Factor Authentication
Utilize Multi-Factor Authentication whenever you can including on your network, banking websites, and even social media. It adds an additional layer of protection to ensure that even if your password does get stolen, your data stays protected.
Computer Updates
Keep Microsoft, Adobe, and Java products updated for better security. We provide a "critical update" service via automation to protect your computers from the latest known attacks.
Dark Web Research
Knowing in real-time what passwords and accounts have been posted on the Dark Web will allow you to be proactive in preventing a data breach. We scan the Dark Web and take action to protect your business from stolen credentials that have been posted for sale.
SIEM/Log Management
(Security Incident & Event Management)
Uses big data engines to review all event and security logs from all covered devices to protect against advanced threats and to meet compliance requirements.
Web Gateway Security
Internet security is a race against time. Cloud-based security detects web and email threats as they emerge on the internet, and blocks them on your network within seconds - before they reach the user.
Mobile Device Security
Today's cybercriminals attempt to steal data or access your network by way of your employees' phones and tablets. They're counting on you to neglect this piece of the puzzle. Mobile device security closes this gap.
Firewall
Turn on Intrusion Detection and Intrusion Prevention features. Send the log files to a managed SIEM. And if your IT team doesn't know what these things are, call us today!
Encryption
Whenever possible, the goal is to encrypt files at rest, in motion (think email) and especially on mobile devices.
Backup
Backup local. Backup to the cloud. Have an offline backup for each month of the year. Test your backups often. And if you aren't convinced your backups are working properly, call us ASAP.
Cyber Insurance
If all else fails, protect your income and business with cyber damage and recovery insurance policies.

Incident Response Preparedness
CHECKLIST
In an evolving cyber threat environment, businesses of all sizes and complexity operate with some degree of attack risk. Having a plan of record and related policies for worse-case incident response is foundational to good security preparedness. However, many organizations find the process of pulling together all the many considerations and factors confusing and frustrating.
As a company dedicated to providing our clients with proven cybersecurity services, we share the following considerations as developed by NIST (National Institute of Standards and Technologies). As a long-standing leader in cybersecurity standards, guidelines, and best practices to meet the needs of U.S. industry, federal agencies, and the broader public, NIST's Computer Security Incident Handling Guide is an excellent resource to help inform your discussion and planning considerations for incident response.
Here's a summary checklist for review against your current incident response preparedness.
INCIDENT RESPONSE PREPAREDNESS
Establish a formal incident response capability.
Be prepared to respond quickly and effectively when computer security defenses are breached.
Create an incident response policy.
Your incident response (IR) policy is the foundation of an IR program. It defines which events are considered incidents, establishes the organizational structure for incident response, defines roles and responsibilities, and lists the requirements for reporting incidents, among other items.
Develop a plan based on the incident response policy.
Your IR plan provides a road map for implementing an IR program based on your defined policy. The plan indicates both short and long-term goals, including metrics for measuring the program. The IR plan should also indicate how often incident handlers should be trained and the requirements for incident handlers.
Develop incident response procedures.
IR procedures provide detailed steps for responding to an incident. The procedures should cover all the phases of the IR process. The procedures should be based on the IR policy and plan.
Establish policies and procedures regarding incident-related information sharing.
You should communicate appropriate incident details with outside parties, such as the media, law enforcement agencies, and incident reporting organizations. The IR team should discuss this with your appropriate business management leadership and legal counsel to establish policies and procedures regarding information sharing.
Provide pertinent information on incidents to the appropriate organization.
Federal civilian agencies are required to report incidents to US-CERT; other organizations can contact US-CERT and/or their ISAC. Reporting is beneficial because US-CERT and the ISACs use the reported data to provide information to the reporting parties regarding new threats and incident trends.
Consider the relevant factors when selecting an incident response team model.
You should carefully weigh the advantages and disadvantages of each possible team structure and staffing model in the context of your needs and available resources.
Select people with appropriate skills for the incident response team.
The credibility and proficiency of your team will largely depend on the technical skills and critical thinking abilities of its members. Technical skills include system and network administration, programming, technical support, and intrusion detection. Teamwork and communications skills are also needed for effective incident handling. Necessary training should be provided to all team members.
Identify other groups within your organization that may need to participate.
Every IR team relies on the expertise, judgment, and abilities of other teams, including management, legal, and human resources to name a few.

Cybersecurity Awareness: It's Not Just for IT!
10 Tools and Topics Everyone Should Know
Against an ever-expanding attack surface, cybercriminals continue to evolve their tactics, techniques, and procedures (TTP) to execute any manner of attacks. Given the vast array of interconnected devices and networks, it's not difficult to imagine the risk to data and systems as threat actors seek out gaps in an organization's defense in-depth. While terms like malware, phishing, and dark web may seem like an IT security problem, they're part of the reality of everyone's life in today's workplace. The more we communicate, work, and share information within an "always-on" environment, it's essential all members of an organization understand some cybersecurity basics to better protect critical assets. To help in this effort, here are 10 cybersecurity tools and topics for becoming more cybersecurity aware.
1 Business Email Compromise (BEC)
A form of phishing, business email compromise (BEC) typically occurs when a threat actor poses as a legitimate business colleague—such as a coworker, vendor, or partner—to facilitate malicious activity. Perpetrators of BEC may be trying to gain payment (such as convincing employees to send them money), exfiltrate data, or otherwise harm the business for their own gain.
2 Dark Web
Many people first heard of the "dark web" via the Silk Road scandal in the mid-2000s and the site's eventual shutdown in 2013. However, the dark web is more extensive and complex than many realize. Broadly speaking, the dark web is an entire secret Internet that cannot be found via normal routes, such as search engines. It operates beneath the surface and is usually only accessible via tools like Tor. Criminals often use the dark web to conduct business. This is where stolen credentials, Social Security numbers, personal data, hacking tools, and other illegal information is bought and sold by cybercriminals.
3 Endpoint Protection (EPP)
Endpoint protection (EPP) is a term encompassing multiple technologies and/or processes that secure an organization's endpoints (e.g., servers, laptops and desktops, and mobile devices) and protects them against viruses, malware, and other threats. Antivirus or anti-malware software, for example, can be included in endpoint protection.
4 Insider Threat
While many people may think of "hackers" as synonymous with cybersecurity threats, organizations are also at risk from the inside. Insiders are users who have typically been granted legitimate access, such as employees, partners, vendors, or anyone else the organization allowed access into corporate systems. Whether through mistakes (such as clicking a phishing email) or bad intentions (e.g., stealing data to sell externally), insiders can trigger cybersecurity incidents, such as data leaks. Data prevention programs work to limit the risk of accidental or intentional data loss.

Marketing channels

Social Media

86% of IT buyers use social media to make tech decisions.

- Create social media pages
- Select the content to post
  - Start with the 80/20 rule. 80% of your content should educate and 20% should talk about services.
- Start posting and keep a calendar of your upcoming posts

Email

81% of businesses use email marketing to deliver their content.

- Use a newsletter to keep your audience up to date with what is going on in your business
- Email drips and nurtures are a great way to educate your audience and stay top of mind with your prospects and customers

Partner Program Campaigns

Prepare | Execute | Empower

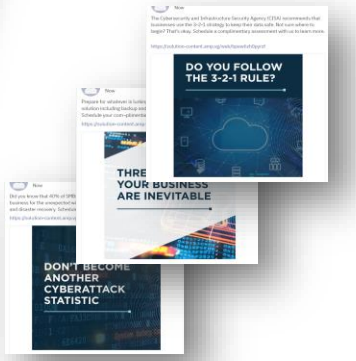
Educational webinar

Selling cheat sheet

Selling guide

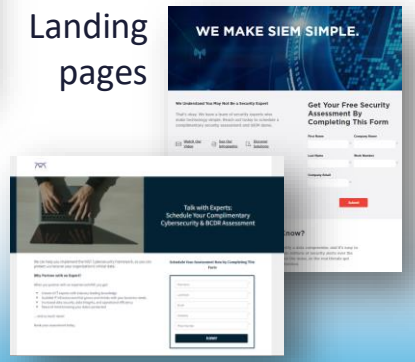
Email drip

Social drip

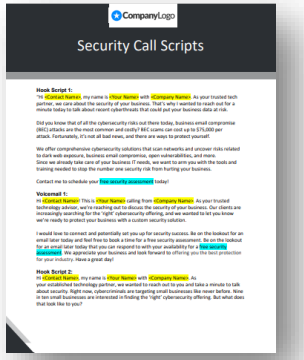


White labeled assets

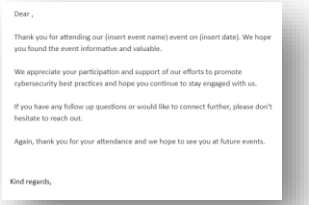
Landing pages



Call Script



Follow up emails



Proposal

Pitch deck

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Marketing channels

Virtual Events

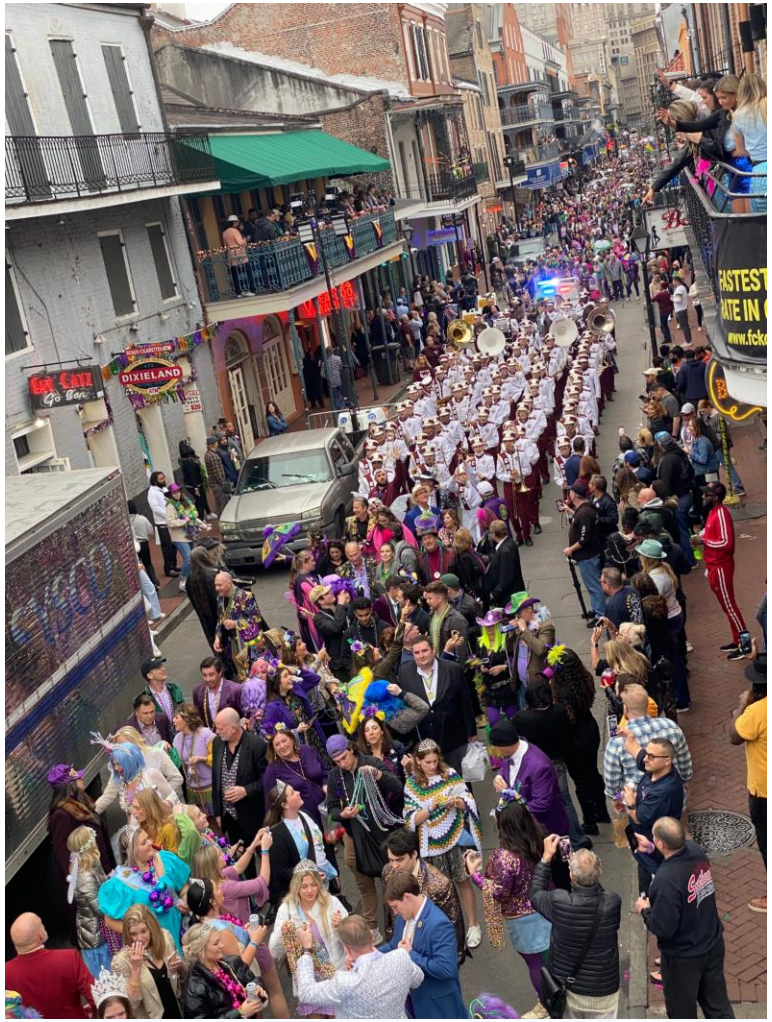
85% of marketers say that webinars are crucial for their marketing efforts.

- Leverage a webinar platform to run your live event
- Plan 30-45 minutes worth of content to cover
- Use email marketing to recruit

In-Person Events

On average, the ROI for events is 25 – 34%.

- Select event locations by the number of potential prospects you have in the area
- Plan content that speaks directly to the pains of your prospects and customers
- Lean on your partners to support you with events



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Marketing channels

SEO

Leads earned through SEO have an average close rate of 14.6%.

- Make sure the services you provide are prominent on your site and in your main menu
- Leverage blog posts to improve your SEO ranking and position yourself as a thought leader

Paid Advertising

80% of marketers are making room in their budgets for paid advertising.

- Search ads appear at the top of a search results page
- Social media ads appear in LinkedIn, Facebook, and Twitter feeds
- Display ads appear on websites and include a photo
- Consider getting into paid advertising when you feel your marketing is at an advanced stage

10-minute activity #3

Determine Available Channels

- Referrals
- Content
- Social media
- Email
- Virtual events
- In-person events
- SEO (website & blogs)
- Paid marketing

Analyse Your Past Marketing

- Which channels have you leveraged?
- What campaigns have you run using each channel you have available?
- What performed well?
- What did not perform well?
- What channels would you like to leverage moving forward?

Step 6: Build your marketing plan

Select your channels

- Think about the channels that you have available and pick which ones you plan to use

Consider the activities you can do with each channel

- Email campaigns to up-sell current clients, blogs to improve SEO, webinars to position your business as a thought leader, etc.

Decide on the timing of each activity

- Pick a month or quarter that you would like to run your campaign

Pull everything together into a marketing plan

- Your marketing plan should consist of the channels you will leverage, the activities you are planning for each channel, and the timing of those activities.

5-minute activity #3

Select Your Marketing Channels

- Referrals
- Content
- Social media
- Email
- Virtual events
- In-person events
- SEO (website & blogs)
- Paid marketing

Build Your Marketing Plan

- What activities can you do within each of the channels you selected?
- What is the timing for each of these activities?

Step 7: Measure & optimize

Determine what you can track

- Figure out what performance is trackable for each marketing activity
  - Ex: For email, you can track open rates, click through rates, and leads

Tie measurements to your goals

- Tie the measurement of your marketing activities to the original marketing KPIs that we set
  - Marketing goal: Generate 100 new business leads in 2023
  - Ex: Email campaigns will drive 20% of the new business lead goal

Record performance & continually optimize

- Keep a record of how your marketing activities are contributing to your marketing goals
- If something doesn't work, tweak it and try it again

7 Steps to Build a Winning Marketing Strategy

Tie your marketing goals to your business goals. Select KPIs that align with what you want to achieve.

Build your ideal customer profile (ICP) and target companies that are similar to your best customers.

Keep an eye on your competitors and look for areas of opportunity to differentiate yourself against them.

Capitalize on your differentiator by using it as your value prop and in your marketing messaging.

Determine what marketing channels you have available and analyze what performed well in the past.

Select the channels that you want to leverage, plan activities for each, and outline the timing.

Tie your measurements to your marketing goals. Record performance and continually optimize.

CONNECTWISE Partner Program

We invest in our partners go-to-market strategy, marketing efforts, and sales initiatives to help them achieve their most ambitious vision of success.

Partner Program Stats

4X

Faster Growth

Partners in the program are growing 4x faster than partners not in the program

$75M

New Annualized Revenue

Partners in the program generated over $75M in cybersecurity after joining the program in 2022

$3.3M

Free Money

Partners in the program received over $3.3M in CoOp and MDF to reinvest in their demand generation efforts in 2022

Partner Program Membership Levels

REGISTERED PARTNER
Grow at your own pace

SELF-PACED JOURNEY

- Access to on-demand education
- Brandable marketing assets
- Marketing automation platform
- Free fundamentals certification

ACCELERATE PARTNER
Grow with expert guidance

STRATEGY

- Sales, marketing, tech readiness
- Optional internal assessment
- Implement ConnectWise cybersecurity/ BCDR
- Pricing and bundling tips
- Free advanced certifications

MARKETING

- Dedicated marketing concierge
- Market development funds
- Earn co-op funds on growth
- Ready to use campaigns and assets for clients & prospects
- Access to subject matter experts for events

SALES

- Dedicated partner development manager
- Sales training for your team
- Sales framework coaching
- Access to pre-sales resources
- Co-sell opportunities
- Sales debrief

CONNECTWISE®
Partner Program

For ConnectWise partners

Scan the QR code to apply to the program and take the next step in growing your business.

Don't forget to fill out your

SESSION SURVEY