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**Partner  
campaign guide**

2020

# **Threat Intelligence: the first-move advantage is yours**

**kaspersky**

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# Your business is yours to run. Ours to protect.

This is your guide to getting the most out of the 2020 Threat Intelligence marketing campaign.

All the tools and assets you need to succeed are ready for you to use – this guide will walk you through how to use them. Follow these steps and you'll have a successful campaign with measurable and meaningful results.

Let's start with an overview of the campaign theme, target audience and overall messaging.

## Campaign objectives and target audience

The 2020 Threat Intelligence campaign targets mature enterprise customers with dedicated security/SOC teams that have concerns about advanced threats.

It is designed to facilitate internal readiness and strengthen customer awareness with understanding of what Threat Intelligence is and what major benefits it brings to SOC teams.

**Campaign tagline:** Threat Intelligence: the first-move advantage is yours.

**Campaign subtagline:** Outsmarting and stopping advanced threats in their tracks.

**Objectives:** This campaign is designed to attract new customers, upgrade existing customers, and raise internal awareness and readiness among sales personnel.

### Target audience:

Role	Technical decision-makers: CISO, CIO, SOC Manager, Incident Response Team Lead, Threat Intelligence Team Lead
Segment(s) in focus	Upper enterprise segment with dedicated security teams and concerns about advanced threats.
Verticals	In particular but not limited to: Financial, Government, Telecommunication
Relevant TA	Threat Intelligence is of particular interest to mature customers with dedicated security/SOC teams. Lower-end enterprises are more likely to start integrating machine readable threat intelligence (threat intelligence feeds) into their processes using OSINT (open-source intelligence) to augment their automated prevention and detection capabilities, or to seek out MSSP providers with the required services.  CERTs, national cybersecurity agencies and financial organizations can be good drivers for threat intelligence business development in the short term.

# Copy blocks

These pre-prepared short texts can be used across your marketing efforts, from email to leaflets or web summaries.

## 25-word copy blocks

- Context-rich, immediately actionable global Threat Intelligence harnessing petabytes of proprietary malware data, delivered seamlessly into existing security controls, empowering organizations to predict and prevent cyberthreats.

## 50-word copy blocks

- Kaspersky Threat Intelligence, driven by our Global Research and Analysis Team of world-leading researchers with an unrivalled track record in spotting new threats, harnesses petabytes of proprietary malware data (350,000+ malicious objects per day) to deliver context-rich, immediately actionable intelligence with global reach, integrated seamlessly into existing security controls.

## 100-word copy block

- Kaspersky Threat Intelligence delivers context-rich, immediately actionable intelligence with global reach, integrated seamlessly into existing security controls, empowering organizations worldwide to predict and prevent cyberthreats, and reduce costs through better prioritization and utilization of security resources. All Kaspersky tactical, operational and strategic intelligence services are combined in one intuitive, easy to use Threat Intelligence Portal. Leveraging our Global Research and Analysis Team's exceptional record in tracking the activity of 200+ threat actors globally, Kaspersky Threat Intelligence harnesses petabytes of proprietary malware data (350,000+ malicious objects per day) to detect, analyze, forewarn and defend against new cyberthreats and cybercriminal activities.

# Launching your campaign – where to start

The best campaigns are targeted and focused – with a clear idea of what you want to achieve or measure. These steps will take you from pre-launch preparation to post-campaign evaluation.

### Before launch

1. Define target audience using TA description in this guide	Use from TA description
2. Select key message	Use campaign tagline and subtagline
3. Prepare sales team	Ensure sales managers have completed Kaspersky Endpoint for Business and Threat Intelligence sales training on partner portal.
4. Plan integrated campaign	Define mix of marketing tools: Visit the Marketing Campaigns section on the Partner Portal and download ready-to-use materials for: <ul style="list-style-type: none"><li>· Direct emails</li><li>· Digital campaign</li><li>· Telemarketing</li></ul> Add your company logo and contact details to the assets.
5. Set up KPIs	Set up KPIs according to the marketing tools. You can read about KPIs on the Marketing Tools section of this guide.
6. Design lead capture flow	Ensure lead capture system and agree on lead follow up with sales team

## Execution

Launch campaign

## After launch

1. Evaluate your results	Compare KPIs with the results
2. Ensure leads follow up	Organize nurturing stream: <ul style="list-style-type: none"><li>• New and existing customers - learn more, request demo, download datasheet, purchase</li></ul>
3. Review sales results	Calculate campaign effect on revenue

# Marketing Tools – what to use, and when

From digital campaigns to smart telesales initiatives, all the tips and guidance you need to succeed – and measure that success – are in this section.

## Digital campaign

### Channels:

- SEO
- Paid search
- Display networks
- SMM
- Native advertising
- Re-targeting/re-marketing
- Look-a-like

### KPIs:

- Impressions
- CTR (Click thru rate) = # of impressions/ # of clicks
- Page visits
- # of interactions (downloads, clicks to BUY, clicks to contact)
- CPC (cost per click) = campaign budget/ # of clicks
- Check-out conversion = complete orders / # of clicks on BUY button
- CPA (Cost per acquisition) = campaign budget/ # of completed orders

### Assets:

- Banners
- Text advertising
- Social media content

### Important:

- Information on landing page = Search keywords
- Don't use vendor's branded words e.g. "Kaspersky", product names "KasperskyThreat Intelligence"
- Think about where to land traffic
- Landing page is key to success
- Make it easy to fill out form and complete BUY

## Paid search

Paid search advertising is a marketing method where you pay for your website to appear in the paid advertising sections of relevant search engine results. By selecting terms that your ideal customers would search for when using search engines, you can create adverts that appear on search engine results pages.

### Advantages:

- Fast way to get to the top of the search results
- You can manage cost per click
- You can see results in real time and set up PPC
- Land search result at exact landing page

### What do you need to think about?

- Keywords
- PPC (pay per click)
- Consistent investment

## SEO (Search engine optimization)

Search engine optimization is the process of optimizing your website and its content so that it can easily be indexed by search engines.

### Advantages:

- NO ongoing investment for site promotion
- Brings relevant organic traffic

### What do you need to think about?

- Page content
- The right digital agency for optimization
- Linking to your page at different resources, including internal pages
- Description of your web page

## Social media

79% of adults use social networks, making them a good way to extend your reach.

### Owned resources:

- Free of charge
- Loyal customers
- Interactive communication and feedback

### Public resources:

- Help to increase white space penetration
- Can reach right target audience
- Good for content seeding

## How to re-use and recycle page traffic

### Re-targeting

- Show banners with the same message
- Remind to complete BUY
- Show compelling message with upsell scenarios

### Look-a-like

- Target audiences with the same customer behavior and interests

## Telesales & Telemarketing

- Efficient tool for demand generation (2-5% conversion rate to closed / won deals)
- Measurable & trackable

### Types:

- In-house telemarketing
- 3rd party agency

### KPIs:

- # of touches
- # of leads
- Conversion rate
- Win rate

### Assets:

- Customers database
- Telescript
- Follow-up letters / emails

### Important:

- Database profiling
- Tele agent education
- Right KPIs

## Telesales & Telemarketing: Tips and Tricks

**Prospect list:** The most important factor for success. Make sure it is good and relevant.

**Agent:** This person should be well-spoken and trained for telemarketing. Agents should be energetic, motivated and have good understanding of the products and services they promote.

**Script:** Two-step call to action. You can propose to send a whitepaper or other relevant material for the targeted person, while also making qualifying questions and encouraging demo sign-ups while on the call.

**Phone system:** If you plan to have regular in-house telemarketing, invest in software to decrease number of manual manipulations.

The average flow in B2B telemarketing:

- Reach decision-maker 50-60%
- Meaningful sales conversation: 20-30%
- Demo scheduled: 10-15%

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