



Everything connected is protected

Partner campaign guide
2019

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Everything connected is protected

This is your guide to getting the most out of the Kaspersky Endpoint Security for Business and Kaspersky Hybrid Cloud Security Q2 2019 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 in conjunction with the SMB marketing engine. 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 campaign is built around the concept of business continuity during digital transformation. It focuses on how Kaspersky Security for Business and Kaspersky Hybrid Cloud Security can protect companies during the migration process, avoiding any interruptions to business.

Campaign tagline: Everything connected is protected.

Campaign subtagline: Unity, balance and total protection come from Kaspersky’s perfect combination of endpoint and hybrid cloud security.

Objectives: The campaign is designed to attract new customers as well as upgrade existing customers, with the right solution for hybrid infrastructure. It doesn’t matter which combination of on-premise, private or public cloud solutions the customer uses.

Target audience:

Role

- Digital Transactors (Highly regulated mid-size and enterprise-level businesses with financial and data transactions at their core)
- Automated Manufacturing, logistics etc (Organizations with highly computerized automated manufacturing processes or equipment, for which interruption or malfunction can negatively impact equipment or finished goods, but present no danger to people’s lives or health)
- Automated Technical Critical Infrastructure (Organizations with dangerous automated manufacturing processes or automated equipment dangerous for large groups of people (including environmental pollution etc)

Segment(s) in focus

500+ nodes companies, BDM, TDM

	Target audience:	Offers:
	KHCS	Bundle (KESB advanced + KHCS server)
Relevant TA	New customer	✓
	Existing KESB advanced, total	✓
	Existing KSV	✓

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

- Your IT infrastructure evolves with stunning agility. **Kaspersky Endpoint Security for Business** and **Kaspersky Hybrid Cloud Security** combine seamlessly, comprehensively protecting a changing digital landscape.

50-word copy blocks

- Optimize your digital strategy with total agility, and stop worrying about cybersecurity as your IT infrastructure evolves. Engage the combined power of **Kaspersky Endpoint Security for Business** and **Kaspersky Hybrid Cloud Security** for seamless holistic protection and peace of mind, however fluid your IT infrastructure may be.
- Your IT infrastructure doesn't stand still. It's fluid and multi-faceted, and you're constantly fine-tuning it to optimize your business. Whatever combination of cloud, on-premise and endpoint infrastructure you're using, **Kaspersky Endpoint Security for Business** and **Kaspersky Hybrid Cloud Security** combine for seamless cyberdefense while you continue to migrate and transform.
- A solid cybersecurity foundation gives your business the confidence to evolve, migrate and transform with the agility it deserves. Whatever combination of cloud, on-premise and endpoint infrastructure you're using, **Kaspersky Endpoint Security for Business** and **Kaspersky Hybrid Cloud Security** combine for seamless cyberdefense, freeing you to focus on business optimization.

100-word copy block

Your IT infrastructure doesn't stand still. It's fluid, multi-faceted, and agile. You're fine-tuning constantly, leveraging changing technologies to optimize your business. Yet, as your infrastructure evolves, so do your cybersecurity risks. **Kaspersky Endpoint Security for Business** and **Kaspersky Hybrid Cloud Security** combine seamlessly to deliver comprehensive umbrella protection for evolving IT infrastructures, freeing you to focus on digital optimization. Everything in your infrastructure is connected, and a single breach could prove disastrous. Whatever cloud, on-premises or endpoint solutions you're using today, and whatever you may turn to tomorrow, Kaspersky Lab's everlasting protection empowers you to focus on opportunity, not risk..

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 Kaspersky Hybrid Cloud Security sales trainings 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">• Direct e-mails• Digital campaign• Telemarketing 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">• Existing customers pack - to upgrade and motivate for early renewal/migration• New customers pack - generate trials and online sales
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 contacts)
- CPC (cost per click) = campaign budget/ # of clicks
- Check-out conversion = # of clicks on BUY button / complete orders
- 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 "Kaspersky endpoint security"
- 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

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.

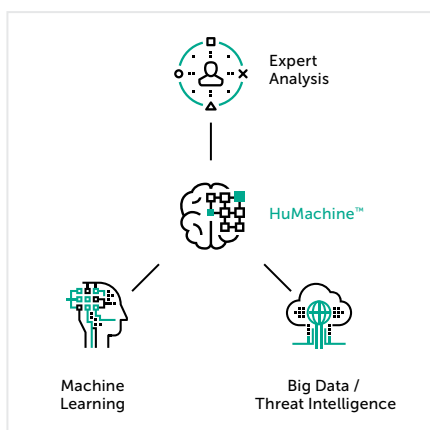
Agent: This person should be well-spoken and trained for telemarketing. Agents should be energetic, motivated and have good understanding of the products and services they promote.

Script: 2-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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