

Set Up Your Cyber Security Lead Generation Campaign

Consider the various points about your offering, targets, etc., in order to shape a campaign and lock down your future in the marketplace!

YOUR PROGRAM & OFFERING

Campaign Goals

- | | | |
|--|---|--|
| <input type="checkbox"/> New Lead or Customer Generation | <input type="checkbox"/> Customer Service | <input type="checkbox"/> Inbound Follow-up |
| <input type="checkbox"/> Data Cleanse/List Build | <input type="checkbox"/> Audience Acquisition | |

Anticipated Sales Cycle

- | | | |
|-------------------------------------|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> 0-3 months | <input type="checkbox"/> 4-12 months | <input type="checkbox"/> 13+ months |
|-------------------------------------|--------------------------------------|-------------------------------------|

Solution(s)

- | | |
|--|--|
| <input type="checkbox"/> Encryption | <input type="checkbox"/> Firewall, Anti-virus & Anti-Malware |
| <input type="checkbox"/> Whitelisting | <input type="checkbox"/> Intrusion Detection/Prevention (IDS/IPS) |
| <input type="checkbox"/> Spear Phishing | <input type="checkbox"/> Security Info/Event Management (SEIM) |
| <input type="checkbox"/> Virtual Security | <input type="checkbox"/> Disaster Recovery/Business Continuity |
| <input type="checkbox"/> Secure DNS or IP | <input type="checkbox"/> Denial-of-Service Attack Prevention (DDoS)/Mitigation |
| <input type="checkbox"/> Data Loss Prevention | <input type="checkbox"/> Breach & Data Exfiltration Detection/Prevention |
| <input type="checkbox"/> Network Vulnerability | <input type="checkbox"/> IAM (Identity & Access Management) |
| <input type="checkbox"/> Unified Threat Management | <input type="checkbox"/> Other _____ |

Security Type

- | | | | |
|--------------------------------------|----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> Application | <input type="checkbox"/> Content | <input type="checkbox"/> Endpoint | <input type="checkbox"/> Network |
| <input type="checkbox"/> Cloud | <input type="checkbox"/> Email | <input type="checkbox"/> FTP | <input type="checkbox"/> Wireless |

Value Proposition/Customer Pain Points

- | | | |
|--|--|---|
| <input type="checkbox"/> Breach Prevention | <input type="checkbox"/> Cost Reduction | <input type="checkbox"/> Monitor & Detect Cyber Attacks |
| <input type="checkbox"/> Cloud Enablement | <input type="checkbox"/> Data Governance | <input type="checkbox"/> Risk Reduction |
| <input type="checkbox"/> Compliance | <input type="checkbox"/> Infrastructure Protection | <input type="checkbox"/> Vulnerability Predictions |

Service Offering

- | | | |
|---|--|---|
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Managed Security Services | <input type="checkbox"/> Risk & Threat Assessment |
| <input type="checkbox"/> Design & Integration | <input type="checkbox"/> Network Management | <input type="checkbox"/> Training & Education |

Lead Qualification Criteria

- | | |
|--|--|
| <input type="checkbox"/> Decision Maker | <input type="checkbox"/> Fit/Interest/Need for Product, Service, or Event |
| <input type="checkbox"/> Internal Champion | <input type="checkbox"/> Interest/Need for Phone, Online, or In-person Appointment |
| <input type="checkbox"/> Access to Budget | <input type="checkbox"/> Up-to-date Contact & Account Information |

YOUR CUSTOMER'S PROFILE

Triggers and Tactics

- | | | |
|---|---|---|
| <input type="checkbox"/> Webinars | <input type="checkbox"/> Database Update/New List | <input type="checkbox"/> Trade Shows or User Conference (e.g., RSA, BlackHat) |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> New Product Release or Trial Follow-Ups | <input type="checkbox"/> Content Development (e.g., Whitepaper, Case study) |
| <input type="checkbox"/> Email Broadcast | <input type="checkbox"/> Advertisement in Publications, Radio, & TV | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Channel Engagement | | |
| <input type="checkbox"/> Tele-prospecting Efforts | | |

Target Verticals

- | | | |
|--|--|--|
| <input type="checkbox"/> Retail | <input type="checkbox"/> Telecommunication/Data Networking | <input type="checkbox"/> Defense & Intelligence (Including Aerospace) |
| <input type="checkbox"/> Media | <input type="checkbox"/> Banking, Financial, Services & Insurance (BFSI) | <input type="checkbox"/> Government & Public Utilities (Excluding Defense) |
| <input type="checkbox"/> Pharma | <input type="checkbox"/> Public Safety/Law Enforcement | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Healthcare | | |
| <input type="checkbox"/> Manufacturing | | |
| <input type="checkbox"/> National Infrastructure | | |

Company Size

- | | | |
|-------------------------------------|---|--|
| <input type="checkbox"/> Enterprise | <input type="checkbox"/> Global 5000/Fortune 1000 | <input type="checkbox"/> Target Accounts |
| <input type="checkbox"/> Emerging | <input type="checkbox"/> Mid-market | |

Geographical Location

- | | | | |
|--|-------------------------------|--|-------------------------------|
| <input type="checkbox"/> North America | <input type="checkbox"/> EMEA | <input type="checkbox"/> Latin America | <input type="checkbox"/> APAC |
|--|-------------------------------|--|-------------------------------|

Endpoint Options

- | | |
|---|--|
| <input type="checkbox"/> Cloud (Public or Private) | <input type="checkbox"/> LAN Units (e.g., Desktop Computers, Barcode Readers, POS Terminals) |
| <input type="checkbox"/> Appliance (On Premises or Virtual) | <input type="checkbox"/> Mobile/Wireless Devices (e.g., Smartphones, Tablets, RFID, GPS Locators, Laptops) |
| <input type="checkbox"/> Hybrid | |

Target Titles (Chief Officer and/or direct reports to them such as VPs and Directors)

- | | | |
|--|--|---|
| <input type="checkbox"/> Security Officer (CSO) | <input type="checkbox"/> Information Security Officer (CISO) | <input type="checkbox"/> Data Center Security or Operations Manager |
| <input type="checkbox"/> Financial Officer (CFO) | <input type="checkbox"/> Information Technology Officer (CITO) | <input type="checkbox"/> Network Operations Center Manager |
| <input type="checkbox"/> Operating Officer (COO) | <input type="checkbox"/> Compliance Officer (CCO) | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Information Officer (CIO) | | |
| <input type="checkbox"/> Technology Officer (CTO) | | |

This is a campaign management tool designed to ignite conversation for lead generation internally or externally. Feel free to call us at 800.909.2626 or email info@dirmkt.com.

Secure your position in your marketplace!