Partner Transformation Guide: Marketing

Building a Successful Managed Security Services Organisation

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Partner Transformation Guides

Successfully transforming your business to offer managed security services has important implications across several business dimensions. This series of guides describes those implications across sales, marketing, services and security, and provides advice on how to get started, grow and excel in managed security services as an IT partner.

| Sales | Marketing | Services | Security |

These guides are intended for senior executives and business owners of channel and partner organisations.

Executive Summary

Channel partners can tap into a growing market opportunity for managed security services. IDC has developed a **partner assessment tool** to help partners better understand how well their business is placed to take advantage of the **managed security services opportunity** in this high-growth market. This assessment tool guides partners to progress from early to advanced stages of maturity across sales, services, marketing and security capabilities.

IDC Partner Assessment tool

IDC Partner Assessment Tool

What you need to be a profitable and growing MSP

There are massive opportunities for partners in the managed security services space.

This IDC Partner Assessment tool will help you discover how well your business is placed to take advantage of this.

Simply answer some quick-fire questions on how you currently approach sales, marketing, services and security, to receive a personalized assessment and set of key recommendations on taking your business to the next level.

Let's Go! →

This edition describes the implications of offering managed security services on your **approach to marketing**. In particular, it focuses on the impact of realigning a partner marketing organisation to the market realities of the recurring revenue model found in managed and cloud services.

The Market Opportunity for Managed Security Services

Managed security services is the fastest-growing security services segment. IDC's Western Europe Security Services Forecast projects managed security services to grow 14.1% annually (CAGR) between 2016 and 2021 — far outpacing other security services. This growth is being driven by four key market dynamics:

Digital Transformation (DX)

European organisations are making large investments in new technologies — especially cloud — to support their DX projects. They expect both better performance from their IT and digital business innovation to remain competitive and be able to deliver new products, services and experiences to their customers. IT spending is undergoing a massive shift towards cloud and cloud-based solutions as well as emerging technologies such as artificial intelligence and the Internet of Things. These technologies promise better performance and greater agility, and as such they are the enablers of digital business innovation.

European spending on technologies and services that enable the **digital transformation** of business practices, products and organisations is forecast to reach

$378.2

billion in 2022

Source: Worldwide Semiannual Digital Transformation Spending Guide

IDC predicts that by 2020, **lack of IT skills** will affect 90% of all European organisations, resulting in

$91

billion in lost revenue annually

IDC FutureScape: Worldwide Services 2019 Predictions — European Implications (IDC #EMEA44618219, January 2019)

Increased Complexity

While investments in new technologies drive digital innovation and enable organisations to improve their competitive position, their successful deployment and integration also require organisations to manage much greater complexity. Increasingly, organisations will operate hybrid IT and multicloud environments. Moreover, they leverage an increasing array of emerging technologies to gain business value from growing amounts of data. A necessarily more complex IT estate makes organisations subject to new vulnerabilities. As a result organisations face a changing and increased threat potential.

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Prioritising Security Investments

Security is a key business priority for European organisations as part of their DX initiatives. Increased threats and complexity therefore drive large security investments as DX is forcing customers to rethink their security strategies. Along with technology, security requirements are equally becoming more complex and solutions have to evolve accordingly. Top security concerns organisations face include data breaches, malware, denial-of-service attacks, and insecure interfaces and application programming interfaces (APIs). Organisations seek comprehensive solutions that help them mitigate threats and prevent business disruption and reputational damage.

Cybersecurity/data security
expertise is the most sought-after skill in Europe, according to IDC's Technology Skills Survey

Source: IDC's Technology Skills Survey, December 2018 (European responses)

Skills Shortage

Successfully implementing their DX initiatives requires organisations to manage increased complexity, but they are struggling to hire specialists with the right skills. This is particularly acute in the case of security skills, which are in high demand but short supply. The changing nature of security operations, regulatory upheaval and a dynamic threat landscape further add to this burden.

The Market Opportunity for Managed Security Services (cont'd)

The Channel Opportunity

These trends reinforce each other and create a **large market opportunity for businesses like yours** as organisations seek support from specialist partners. They will increasingly consider third-party security services providers to either augment their in-house capabilities or fully outsource the management of their IT security function. As a result, there is an opportunity to differentiate against competitors and open up new revenue streams by building up a practice to offer **managed security services**.

DIGITAL TRANSFORMATION

SECURITY INVESTMENTS

INCREASED COMPLEXITY

SKILLS SHORTAGE
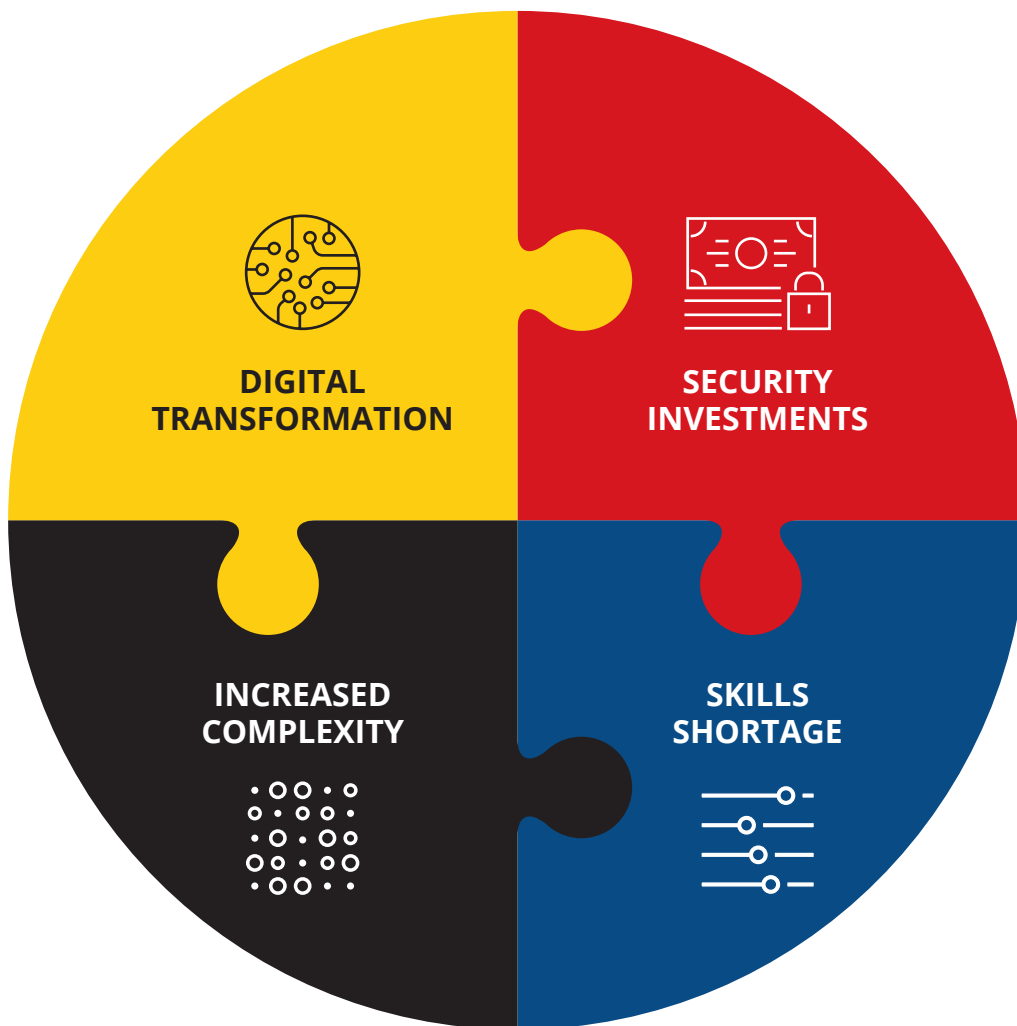
A Modern Marketing Strategy for Managed Security Services

To successfully and profitably offer managed security services you need to reach and engage your customers effectively and facilitate customer advocacy. This will require you to transform your overall marketing strategy as a result of the following developments:

Changing customer buying behaviour:

Customers self-educate

Customers increasingly self-educate and often only involve IT partners when they have already made or are close to a purchase decision. From a marketing and lead-generation perspective, customers increasingly come to you rather than the other way around. It is therefore key that customers can find you. This shift has led to a rise of "inbound marketing" tactics; i.e., a marketing approach focused on drawing clients in and getting their attention in line with their search and buying preferences, rather than outwardly pushing your brand and portfolio.

Selling to business

In the past, most buyers came from IT functions. But increasingly IT budgets and investment decisions are influenced and controlled by stakeholders from business units. As digital transformation accelerates, this includes LOB and increasingly C-level executives. The change in buyer personas means you will need to evolve your marketing approach to effectively engage with the variety of stakeholders involved in IT buying decisions.

Changing content needs

With the transformation of IT buyers, their marketing needs from a content perspective are also changing. While traditional marketing content may have focused on the technical features of your solution as well as your company's brand, IT buyers now require content that is highly credible, engaging, relevant to their specific needs and focused on business outcomes. You need to concentrate on generating fresh marketing content that provides additional value and is relevant to the specific business challenges that your customers are facing.

The rise of digital marketing:

New digital channels

Customers increasingly self-educate, and they primarily do this online. You need to be present wherever it is that they go to access information. This means focusing on new channels on the web and across social networks.

The **General Data Protection Regulation (GDPR)** has had important consequences for the marketing discipline in Europe. To be GDPR-compliant and gain your customers' trust, it is vital that you assure consent across the entire customer journey and respect data privacy standards. In particular, GDPR has implications in terms of lead sharing practices. It is critical that you review your marketing practices in light of GDPR regulations and make modifications to remain compliant, transparent and trustworthy.

Targeting

Digital channels enable you to target members in your audience much more effectively. To make use of these opportunities, you need to tailor your messages to the recipients based on their specific needs as a customer and where they are in the buyer journey.

Measurement

Digital marketing allows you to collect a wealth of data. Using analytics is crucial to generate insights and gain visibility on your marketing efforts. This allows you to measure your marketing success, continuously iterate and improve your approach, and maximise your ROI.

From product-centric, transactional business to managed services:

Switch to a subscription model

Managed security services are offered as a subscription or recurring revenue model. This is a fundamental change from traditional, resale-focused business where partners are focused on closing deals, and revenue is recognised upon completion of a sale. In contrast, in subscription models revenue only builds gradually over time. Your marketing approach needs to change accordingly and focus on facilitating customer advocacy throughout the lifecycle.

"Land and expand"

While recurring revenue only builds gradually, it allows partners to grow accounts over time by tapping into up-/cross-sell opportunities. Successful partners in managed services will therefore often take a "land and expand" strategy. Your marketing team needs to be focused on facilitating these opportunities.

> In the subscription service world, marketing becomes an extension of your sales force.

Relationship with sales and customer service

As revenue builds over time in a subscription model, it is critical to foster renewals and minimise churn. Customers need to be satisfied and actively use the service if they are to retain it. Ensuring customer satisfaction requires you to continuously engage your customers and have visibility on their behaviour across the entire customer lifecycle. Your marketing function plays a vital role across all stages involved, and as a result, marketing needs to be aligned and work collaboratively with both your sales and customer experience teams to boost the overall customer experience.

A modern marketing strategy is digitally-enabled and focuses on relationship marketing.

Entering Managed Security Services and Evolving Your Marketing Strategy

Shifting your business toward managed security services is a process. While you should seek to gradually pivot toward a modern marketing strategy as part of this process, it is important to carefully manage the transition period as you enter and build up your recurring revenue business. This also concerns how you evolve your marketing approach and capabilities. You need to be sure to use the most effective marketing channels, tactics and content with respect to specific audiences and their preferences.

While there is no single "right way" of entering managed security services, your journey will likely proceed along the following trajectory:

Convert existing customers

As you are starting out in managed security, you will initially want to prioritise converting existing customers to a subscription service.

Extend the customer base

As your managed security services business grows, you will want to focus increasingly on extending your customer base by attracting net-new clients.

Grow accounts and portfolio

With more experience and a substantial customer base, you will want to increasingly shift your focus and efforts toward expanding existing accounts through up-/cross-sell. To support this motion, you should aim to expand your portfolio and offer increasingly higher-level services.

This transformation guide describes an effective modern marketing strategy suitable to support partner businesses in managed and cloud services. As your recurring revenue business grows, you will increasingly want to adapt your marketing strategy to support this evolution.

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Customer Journey in Recurring Revenue Model

Modern marketing enables a much more targeted approach compared to conventional tactics. For your content to resonate with your customers and provide value, it is critical that you tailor your engagement based on where customers are in their buying journey. This concerns the traditional marketing funnel, but in the recurring revenue model (such as managed security services) crucially also extends post-purchase and covers the entire customer lifecycle.

Traditional marketing funnel:

Exploration

Initially, customers educate themselves, investigate potential solutions to business problems they are facing, and determine investment needs.

Evaluation

At the next stage, customers construct a short list of specific technologies and determine implementation challenges and solutions.

Purchasing

The final stage before purchase includes resolving any remaining questions, determining the final solution, and negotiating terms and conditions.

It is critical to have the right marketing messages to potential customers across these stages of the buyer journey before they decide on an initial purchase of your services.

Additionally, with a recurring revenue model, you want to ensure maximum usage and ongoing consumption. Therefore, more emphasis is placed on post-purchase marketing activities, such as:

Onboarding

- Educate your customers on the business value of the services they purchased.
- Ensure the services meet your customers' business needs and that they can use them effectively.

Expansion

- Monitor usage of service and identify gaps.
- Educate and create awareness of additional services not purchased (up-/cross-sell opportunities) that will deliver on business outcomes and increase value to customers.

Loyalty & Renewal

- Continue to educate customers to drive active usage.
- Ensure renewal of service and promote customer loyalty.
- Focus on building relationships and fostering trust.

In the subscription service world, your marketing function becomes an extension of your sales force. As the customer journey extends post-purchase and covers the entire customer lifecycle, marketing plays a key role in maintaining the relationship and educating the customer to ensure success and retention.

Targeting and Segmentation

Given the opportunities to target customers more effectively, you should carefully segment your target audience and tailor your marketing campaigns based on the specific needs and buying behaviour of those segments. Common ways of defining your target market include:

Company size

Are you targeting small businesses? Their requirements and buyer behavior are different from those of large enterprises or midmarket customers.

Vertical

Tailor your marketing approach to the specific vertical needs and seek to specialise where you have expertise and can provide value. Users from the financial industry will have different needs than, for example, end users in the public sector.

Technology

Tailor your marketing efforts around the specific technology solution that is the focus of your campaign, and highlight use cases, business outcomes, and best practices to increase relevance.

To further target your messaging, you may want to consider the following:

Persona-based marketing

A "persona" is a user type that shares similar characteristics in terms of their behaviours, goals and desires. For instance, you may want to tailor your marketing efforts toward CFOs who share similar concerns and priorities when it comes to evaluating a product and approaching IT procurement decisions. The more you can tailor your approach to the specific attributes of the personas you engage, the more effective your marketing efforts will be.

Account-based marketing

Depending on your circumstances and business mix, it may be financially viable and profitable to deliver personalised account-based marketing to key target prospects and clients.

Leveraging Traditional and Digital Marketing Channels

Successful marketing requires using the right channels to reach your target audience. This includes traditional marketing channels such as direct mail, field marketing, events and offline, mass market advertising. However, the digital age provides a wealth of new channels. Effective digital marketing means using these channels and incorporating them into your marketing approach. The most important digital channels include:
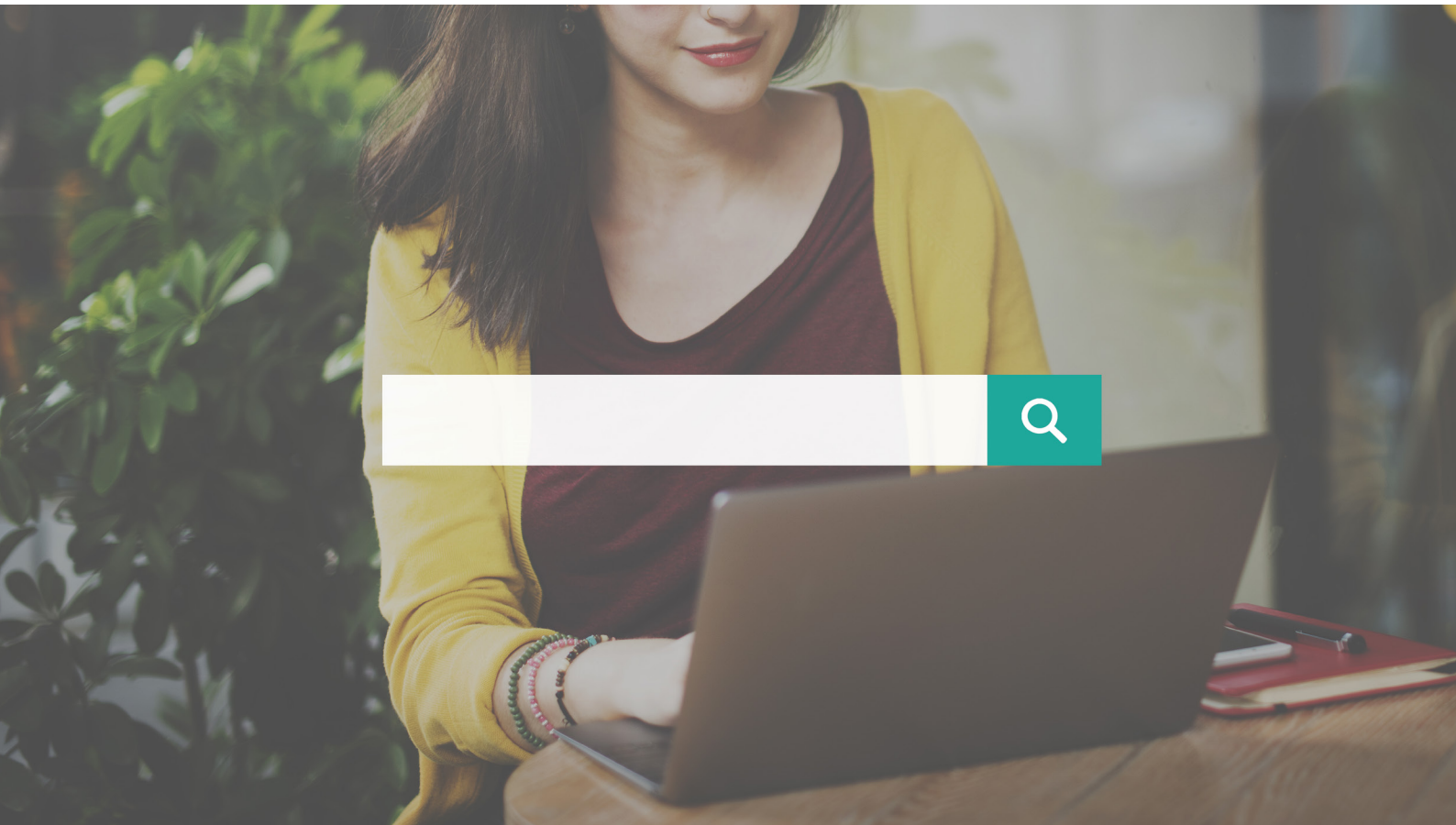
Your web presence

Having an optimised website is key to successful digital marketing. As customers increasingly go online to research solutions, they need to be able to find you. Your web presence needs to be optimised for search engine algorithms, which means you need to stay on top of best practices for website design, search engine optimisation (SEO), and search engine marketing (SEM). This also includes having highly relevant and frequently updated content that addresses your customer's concerns. This needs to be complemented with up-to-date metadata and tags to maintain relevance and ensure that you rank highly across search engines. Your web presence needs to be optimised for the digital user, including allowing for a consistent experience across devices and channels, so practices such as responsive design are key. You may want to think about leveraging technologies such as mobile apps or chatbots to enhance the user experience.

Digital advertising

As business users increasingly spend time online, the chances to reach them through digital advertising are increasing. It is important to first determine which channels your customers use, and then align your marketing campaigns with user behaviour. Engage your customers by using the targeting opportunities that the digital space offers. There are many opportunities to spread your message via SEM and display advertising, including mobile ads and sponsored advertising in social media networks.

Social networks

Online professional networks are an increasingly important source of information for business users, especially during the later phases of the purchasing process. Social networks such as LinkedIn and Twitter provide an opportunity to disseminate and amplify your message; e.g. sharing blogs. In addition, social media enable interactivity and allow you to turn the customer engagement into a two-way conversation. Users can publicly provide direct feedback and engage with you and their peers. As a result, social networks are among the most trusted sources for prospective buyers. Moreover, increasingly the lines between social and business networks are blurring. Savvy partners encourage their employees to set up social media accounts and leverage them to build relationships and engage with prospective and current buyers. Given these developments, social selling has become an important tool for partners to reach and influence customers.

According to IDC's
2018 Channel Survey,

68%

of European partners are currently investing or have plans to invest in **omni-channel and modern marketing**.

Source: IDC European Channel Survey, January 2018 (n=302)

An effective marketing approach requires you to be present in the channels that your customers use. These include traditional marketing channels, which you should not neglect. While you build up your managed security services business, you need to run both traditional and digital marking in parallel. As you reach higher maturity levels in digital marketing, there will be an increased need for automation of processes to execute your marketing strategy at scale and as you tap the full potential of digital marketing techniques. Traditional marketing will be particularly relevant to generate interest among your existing customers and inspire them to use managed services.

Content and Messaging Tactics

Modern marketing offers many opportunities to target specific buyer audiences, but to make effective use of this potential you need to tailor and personalise your messaging accordingly. Customers need the right information at the right time and in the right channels. As you create an effective content strategy you should consider the following:

Customer success

Traditionally, marketing was focused on creating a pipeline and supporting the sale of products. In managed services, the focus of your marketing content needs to shift from your product portfolio in the traditional sales funnel toward retention and customer success. Your profitability depends on renewals and active usage of your service, so your marketing team needs to support your customers throughout the entire lifecycle. Marketing for customer retention is distinct from customer acquisition marketing, and its relevance increases as your managed security services evolve and represent a growing share of your revenue.

Messaging

Increasingly, IT purchase decisions follow a strategic rationale and are influenced or even determined by business users instead of IT. Given the change in buyer personas, the strategic importance of technology, and the rise of digital channels, your marketing content needs to shift from a traditional focus on technology and demand generation to producing content that educates users, highlights business value and explains how your value proposition addresses specific business requirements. End users need credible, informative content that helps them solve challenges and deliver business outcomes. Given the potential to target specific buyer audiences, focus on relevant end-user themes and use cases from a business context. Your messaging needs to be geared toward explaining the value proposition for managed security services and the business benefits they deliver to customers. In addition, you should seek to tailor your approach to specific personas and verticals.

Campaigns

Digital marketing offers the potential to target audiences and tailor your messages to them, including based on where they are in their customer journey. Given these opportunities, you should seek to design and execute dedicated managed security services campaigns.

Content format

In addition to the message itself, its format should also match the requirements of the digital space. To be engaging and effective, online content should be visual, dynamic and interactive as much as possible. Avoid static and generic content and ensure your web presence and digital channels are frequently updated. Shorter, bite-size content that is easily consumed and shareable is ideally suited to today's online consumption habits. Try to create a variety of content types, such as live streams, video blogs, thought leadership publications, demonstrations, consultant tips, and customer testimony and references. In either case, it is critical to ensure that your content is relevant to your audience and where they are in their buying journey.

Messenger

Beyond content and format, "who" delivers a message is equally relevant. Content from authoritative sources and built on scientific methods will lend higher levels of credibility to your content. You may want to invite clients to participate in content creation and share their content with other clients and prospects. Likewise, try to leverage influencers in your market to add value and make your online presence a go to place for expertise. In addition to that, encourage your own employees to serve as influencers and ambassadors of your brand. In all of this, make sure you use the potential of social media to help amplify your message and to engage with your customers in a two-way conversation.

Download facility

Consider offering a download facility to offer a limited version or trial period of your solution in order to generate new leads. These types of download options can serve as very effective tools for lead generation and may help reduce your customer acquisition cost and speed up sales cycles.

However you devise your content strategy, in modern, digitally-enabled marketing it is key to create visually-led, dynamic, unique and compelling content that is relevant to your audience.

Objectives, KPIs and Measurement

Modern, digitally-enabled marketing offers new opportunities for measurement to evaluate success, improve performance and generate insights. To make use of this potential you should consider the following:
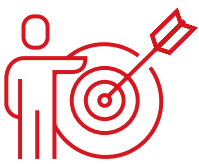
Set objectives

To be able to evaluate the success of your marketing efforts, it is important that you define explicit goals at the outset of a campaign and track relevant metrics.
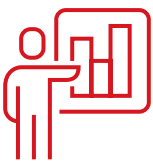
Collect and leverage data

In digital marketing, everything is trackable. You can generate a wealth of data that will allow you to evaluate your performance, improve your marketing efforts and increase your ROI. Moreover, you can generate additional insights into your customers and prospects by applying analytics solutions.

New KPIs

Traditional marketing KPIs include awareness and lead generation. Beyond those, you should think about and track additional KPIs in digital marketing in conjunction with your managed security services business. Savvy partners focus on new metrics such as customer lifetime value (CLV), active usage and Net Promoter Score (NPS).
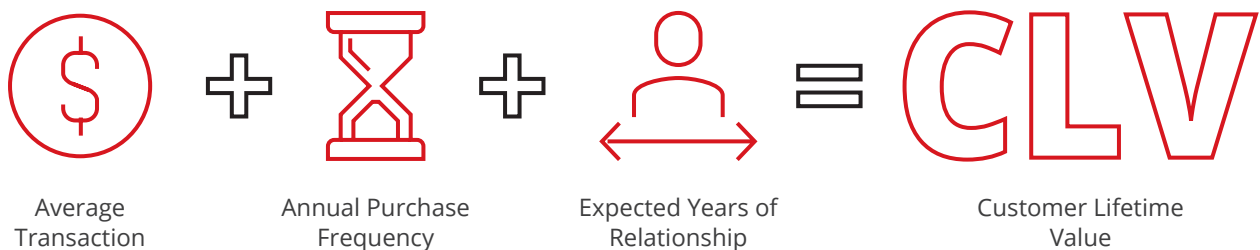
Customer retention

As your managed security services business grows, your profitability increasingly depends on successful customer retention. As a result, marketing's key objective and focus will gradually shift from customer acquisition to marketing for customer retention and success. Digital tools and KPIs serve as important enablers for relationship marketing to support this evolution.

Visibility across the customer lifecycle

Success and profitability in managed security services depends on maximising the CLV; i.e., the expected net profit you will derive from the entire relationship with a customer. As a result, your entire organisation needs to be focused on facilitating customer success. But doing this effectively requires visibility of customer behaviour and interactions across the entire lifecycle. It is important that you log and monitor all customer touchpoints, which is why you need to integrate your marketing system with your customer service and CRM systems to gain full visibility of customer interactions. Moreover, you need to manage all touchpoints across all channels in a coordinated manner to ensure a consistent user experience. Pursuing an approach focused on customer success requires your marketing team to be aligned with and work together with your sales and customer experience teams.

$$\text{Average Transaction} + \text{Annual Purchase Frequency} + \text{Expected Years of Relationship} = \text{CLV (Customer Lifetime Value)}$$

Marketing Resources and Skills

Effectively practicing digital marketing requires new skill sets that many partners do not currently have in-house. Getting access to the right skills may involve 1) training current members of your marketing team, 2) hiring new, digital-native marketeers, and 3) relying on third-party agencies for marketing services. Which approach works best depends on the specific situation of any given partner organisation, but typically partners will rely on a mix of these options.

In any case, it is important to understand the kinds of skills that are needed for effective marketing in the digital era, which include:

- **SEO and SEM skills**
- **Pay-per-click ads and banners**
- **Audio-visual skills for image/video production**
- **Social media/mobile apps**
- **Expertise using digital marketing platforms**
- **Ability to analyse data, draw insights and define actions**
- **Expertise in customising content and the timing and delivery of content**
- **Product strategy to create core solutions (single or multivendor) and develop augmented products that incorporate partners' own services and/or intellectual property**

It is important that new hires are fully integrated with existing teams so you can execute a coherent marketing strategy, as you will need to operate both traditional and digital in parallel as you grow your managed services business.

# CX and Relationship with Sales

Customer Experience (CX) is your customers' holistic perception of your brand and product/service. CX is the result of every interaction customers have with your organisation. As your profitability in managed and cloud services depends on the customer lifetime value, CX is critical to your success. Customers will only renew their subscriptions if they are satisfied with the service and actively use it. As a result, it is vital to focus your entire organisation on ensuring a great experience for your customers. As your managed security services business grows, marketing plays an increasingly important role in facilitating CX throughout the customer lifecycle. To do this effectively, marketing needs to be aligned and work together with other business functions supporting CX, especially sales and customer service.

Customer experience is the

top strategic business priority

among European companies, according to the IDC European Vertical Market Survey.

Source: IDC European Vertical Market Survey, 2018 (n=2,759)

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Given the changing buying behaviour and journey in managed and cloud services as well as the importance of customer retention in the recurring revenue model, your marketing team essentially becomes an extension of your sales force. This has several implications for your marketing team and how it relates to your sales organisation:

○ Traditionally, there used to be a clear handoff between marketing and sales, but increasingly the lines between the two functions are blurring. Increasingly, marketing bears responsibility for both lead nurturing and conversion. To be most effective in this new world, there should be constant collaboration between your sales and marketing teams throughout the buyer journey, as well as through the post-purchase customer journey.

○ To perform this role effectively and align with sales, your marketing team needs to be trained on your product portfolio and should also be involved in sales training.

○ Ideally, a combined marketing and sales function should develop messaging around business outcomes.

Customer service

CX

Sales   **Marketing**
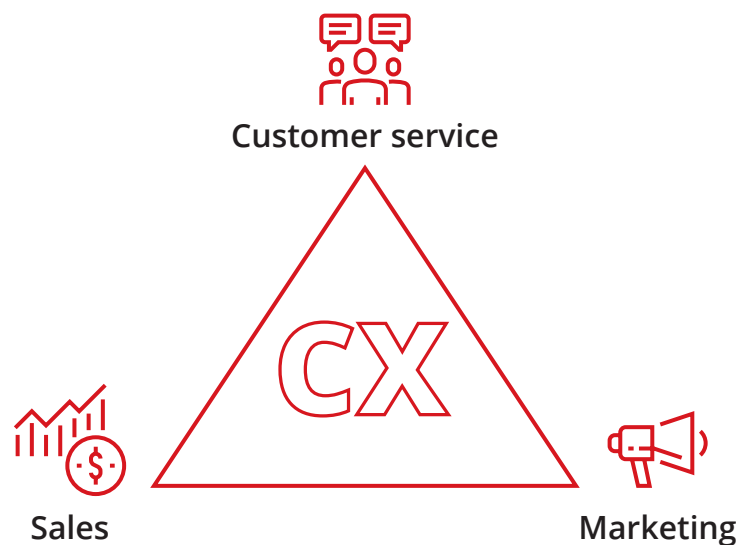
To be successful in managed security requires your entire organisation to focus on CLV as a key metric. Your marketing team plays a critical role in this approach and needs to focus on customer advocacy throughout the entire lifecycle. Specifically, this means:

○ Your marketing team shares responsibility for active customer engagement. To do this effectively, your marketing team needs to be in sync with both the sales and customer service teams. All three functions need to work collaboratively to support customer success, as securing renewals is paramount in the recurring revenue model.

○ Key metrics for your marketing efforts in this model are customer satisfaction, usage and retention. Increasingly, NPS serves as a proxy to assess customer advocacy.

Marketing Ecosystem

Effective modern marketing in managed services and cloud is challenging. The good news though is you are not alone. Instead, you can (and should) tap into the wider ecosystem to support you in defining and executing a modern marketing strategy to support your investments in managed security services.

Sources of support include:

Vendor support

Vendors offer support around training and marketing resources. Contact technology suppliers such as Trend Micro to learn how they can support business partners in their journey in managed security services.

Joint value proposition

Think about how can define a joint value proposition with technology or other partners that includes your own services wrap. Articulating the value of an augmented product or solution is key in effective marketing.

According to IDC's
2018 Channel Survey,

85%

of European partners say that **marketing and lead generation** as a function of **distribution** is of medium or critical importance to them.

Source: IDC European Channel Survey, January 2018 (n=302)

Distribution

Distributors offer a wealth of marketing support to business partners as they introduce new managed services and cloud-based solutions into their portfolio.

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Call to Action

Getting started:
0–6 months

Recommendations to get started in managed security services

Pursuing growth:
6–18 months

Recommendations to advance in managed security services

Becoming mature:
18+ months

Recommendations to excel in managed security services

Getting Started: 0–6 Months

Embrace modern marketing in terms of what you create and which channels you choose to promote it. To support this, consider the following:

Dedicated marketing function

Plan for a dedicated marketing function, pinpointing individuals or teams that have shown early interest or promise in this space. Ensure that this team is focused on delivering the value proposition message for managed security services and the business benefits they deliver to customers.

Vendor support

Leverage vendor marketing initiatives but, crucially, look for ways to personalise this to your brand and customer base.

Define and execute campaigns

Pilot managed security services campaigns trialled to target specific customer types, and then measured closely for their effectiveness, providing a strong foundation on which to build further. Closely analyse trial/pilot digital campaigns and run again as part of a continuous improvement cycle.

Targeting

Begin targeting specific buyers with a view to becoming more vertically specialised.

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Pursuing Growth: 6–18 Months

Priorities to grow your managed security services business and accelerate your transformation include:

Alignment with sales

Align dedicated marketing teams with sales so that together they can track the customer journey. The combined marketing and sales function should begin developing messaging around business outcomes, through a highly aligned approach.

Refine targeting

Encourage marketing teams to consider buyer personas, and how they can best be targeted. Consideration should be given to investing in, or developing, marketing measurement tools that can measure key metrics.

Communicate value proposition

Bolster the highly targeted messages spread by your marketing team with a strong focus on the value proposition your company offers.

Becoming Mature: 18+ Months

As you expand and optimise your managed security services business, your marketing strategy should continue evolve to ensure success and profitability by focusing on the following:

Iterate and improve

Your dedicated marketing team should have a continuous improvement mindset and be looking to analyse and measure the success of modern marketing campaigns on an ongoing basis.

Optimise targeting

Continue to focus messaging and collateral on specific target buyers and industries, but target them with information about business outcomes and value.

Specialise and target verticals

Expand areas of specialisation, targeting a wider selection of vertical markets to target with highly focused marketing efforts. Employ sophisticated measurement and targeting techniques to specific customer verticals.

Automation potential

Look for opportunities to automate marketing tasks and processes to increase efficiency and support a growing managed security services business.

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