

# Life Beyond Outbreaks

Marketing In Today's Threat  
Environment

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**In-Focus Marketing**

# What Is Outbreak Marketing?

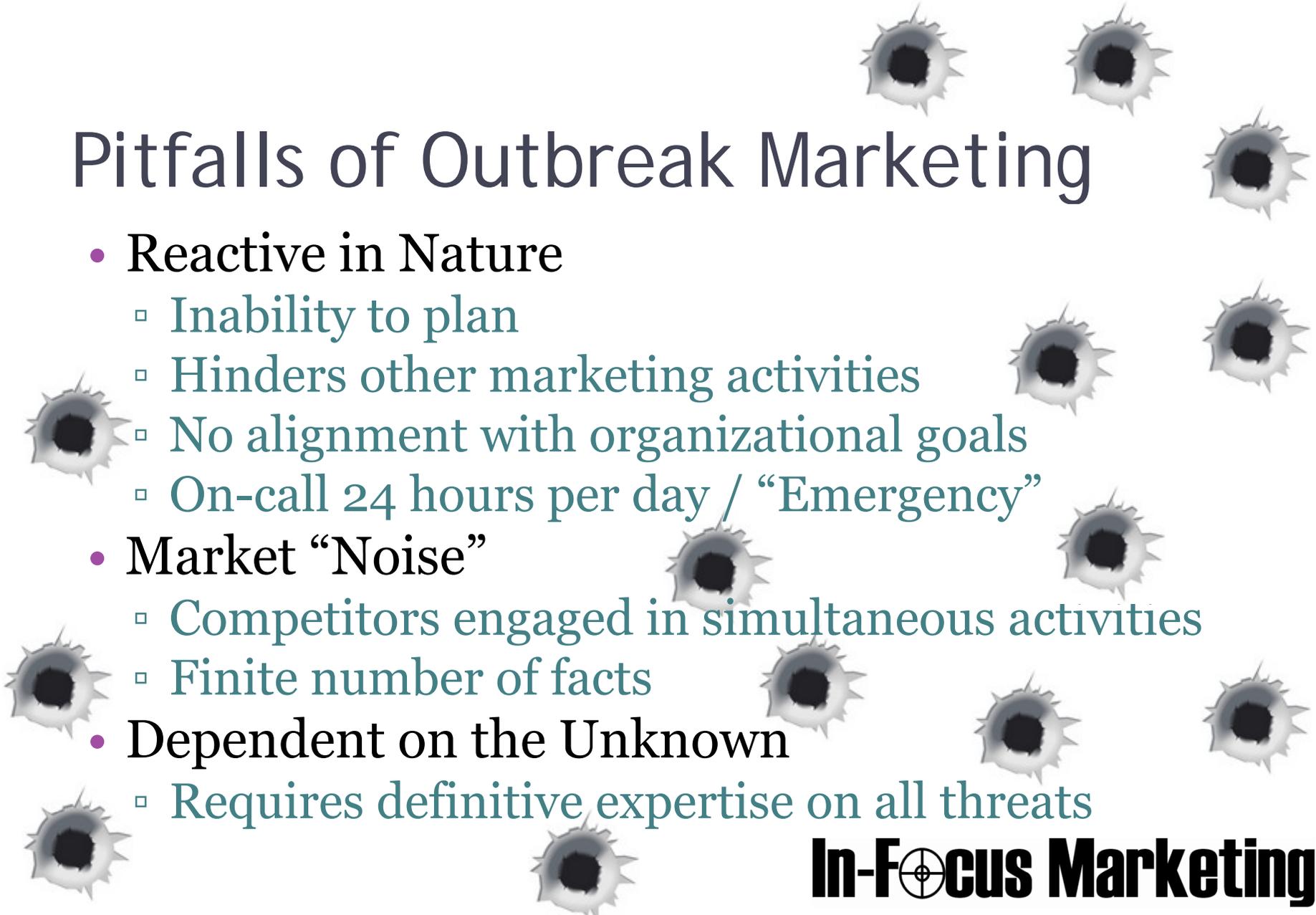
- Outbound Response to Malware Outbreak
  - Advertising
  - PR / Press Activities
  - Partner Communications

*Up to 80% of the firm's marketing budget  
set aside for this purpose!*



# Why Engage In Outbreak Marketing?

- Press/Media Attention
- Fear As a Motivator
- Increased Sales Opportunities
- Desire to be a Knowledgeable Source/Trusted Advisor



# Pitfalls of Outbreak Marketing

- Reactive in Nature
  - Inability to plan
  - Hinders other marketing activities
  - No alignment with organizational goals
  - On-call 24 hours per day / “Emergency”
- Market “Noise”
  - Competitors engaged in simultaneous activities
  - Finite number of facts
- Dependent on the Unknown
  - Requires definitive expertise on all threats

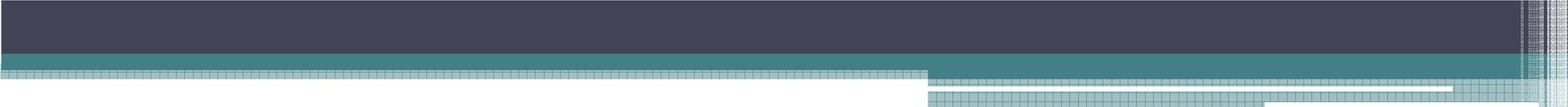
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# Marketing Strategy - 101

- Planned
  - Predictive/purposeful timeline
  - Aligned with organizational goals
  - Consistent
- Meaningful
  - Clear & concise
  - Speaks to target market
- Measurable
  - Corresponds with established budget
  - ROI



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# A New Approach - Threat Marketing

- “Proactively Reactive”
  - Message
  - Timing
  - Audience

# A New Approach - Threat Marketing

- Message
  - Coincides with company strategy and communications plan
  - An exercise in *restraint*

*RESULT:*

Fewer – but more *valuable* – communications

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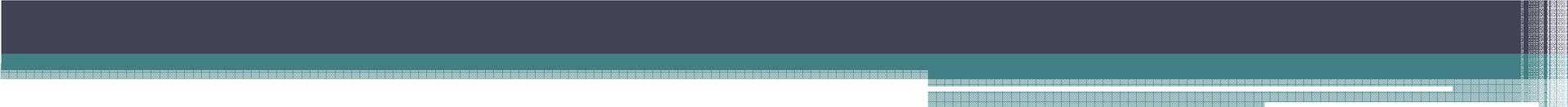
# A New Approach - Threat Marketing

- **Timing**
  - Regularly scheduled communications
  - Timely response to new threats!

*RESULT:*

*Supports* your on-going position,  
rather than *diverting* from it

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# A New Approach - Threat Marketing

- Audience
  - Customers and prospects
  - Press and media
  - Channel partners

## *RESULT:*

You are viewed as a trusted *advisor*,  
rather than a self-serving *opportunist*

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# A Delicate Balancing Act

## Desired Results

- Regular Communications
- Media Share of Voice
- Trusted Advisor
- Knowledgeable Source

**VS.**

## Implicit Danger

- Law of Diminishing Returns
- Quality of Media Placements
- Message Dilution
- Self-Serving Braggart

1. Pick *one or two* key topic areas!
2. Limit Communications to *only the most notable!*

# Major Components of the Plan

Determine Area  
Of Expertise

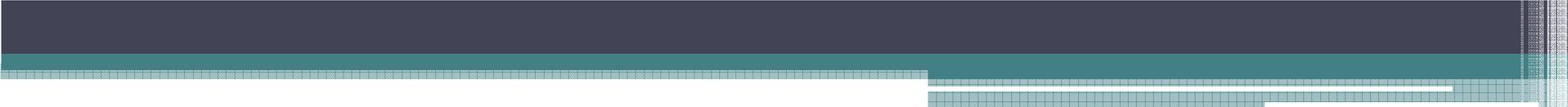
Respond to  
Specific  
Threats

Content  
Syndication  
Program

Increase  
Objective  
Communications

Revamp  
Company  
Website

Channel  
Partners



Determine Area  
Of Expertise

- Focus, Focus, *Focus!*
- Choose One or Two Areas of Strength
  - Superior products or technology
  - Specific knowledge or expertise

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# Major Components of the Plan

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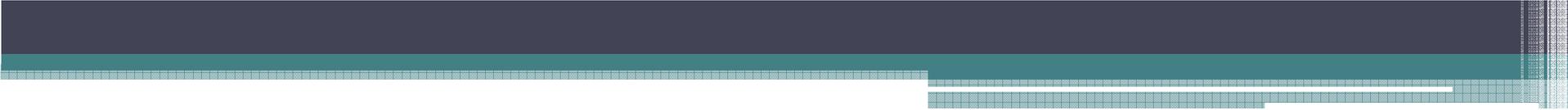
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**Increase Objective  
Communications**

- Response Should *Supplement* Your Regular Activities!
- Regular Objective Communications Gain Industry Prominence
  - Fortnightly newsletters
  - Monthly editorial
  - Quarterly statistics/analyses
  - Webcasts/audiocasts

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# Major Components of the Plan

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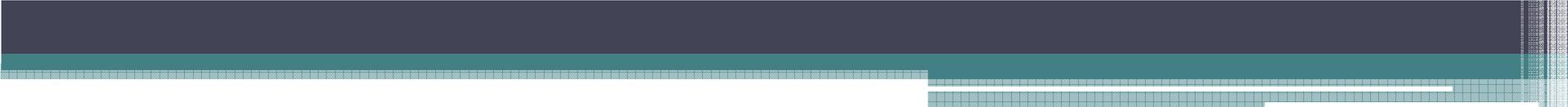
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Respond to  
Specific Threats

- Corresponds to Area of Expertise
- Interesting, New, Unique, or Fits with Earlier Company Statement
- All Responses *Must* Be:
  - Timely
  - Accurate
  - Thoughtful
  - Unique

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# Best Practices

Determine Area  
Of Expertise

Respond to  
Specific  
Threats

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- Education Oriented,  
Rather Than Product-  
Oriented
  - Articles
  - White papers
  - Statistics/analyses
  - Webcasts/audiocasts
- Or, it Can Be a Micro-Site

# Best Practices

Determine Area  
Of Expertise

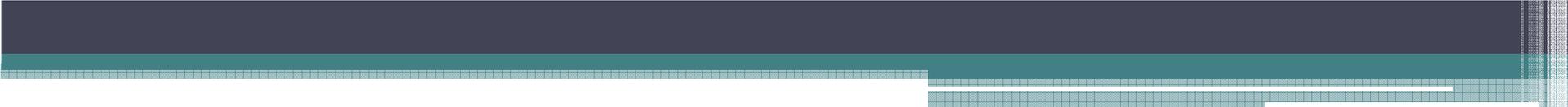
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**Content  
Syndication  
Program**

- Don't Keep Good Content to Yourself – Spread it Around!
  - Press/media
  - Partners
- Others Using Your Content is Credibility  
Money Can't Buy

# Best Practices

Determine Area  
Of Expertise

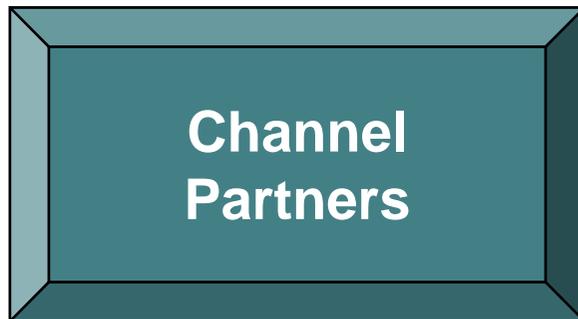
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- These are Your *Customers!*
  - Extend your reach
  - Spread your messages
- Knowledge is Power
  - More likely to sell what they've been sold on
  - More likely to make an “easy” sale
    - Tools
    - training

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## Conclusion ...

- Outbreaks Are Largely a Thing of the Past
- Provoke Through Depth of Understanding, Rather Than Through Sensationalism
- *Proactive Strategy* Needs to Replace Reactive Behavior
  - Planned
  - Meaningful
  - Measurable

# Thank You!

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