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**What is Our Vision?**

Our vision at the Fortify marketing team is to create a brand-new platform that markets the core values of Fortify as a company to the organisations/business's/institutions that need them most.

In order to do this, we need to clearly define what Fortify is, and what we offer. Fortify is a platform that connects volunteer cyber security professionals with organisations that need help strengthening their system security, by addressing security issues and gaps in cyber security awareness. Fortify is targeted towards small businesses and non-profit organisations that do not have the adequate resources to field dedicated cyber security teams, and it is our overall goal to provide a platform for our volunteers to both advertise their cyber security expertise, as well as develop security controls and models that are needed.

Furthermore, it is important to state, that our long-term vision here at the Fortify marketing team is to establish ourselves as a non-profit organisation that markets itself Australia wide, thereby to raise the collective security posture and protect against cyber threats.

**What is our Mission?**

**Fortify Marketing Mission Statement: ‘Connect, Assess, and Secure Your Business with Our Cyber Security Professionals’.**

Our purpose at the Fortify marketing team, is to give small businesses and organisations the ability to assess their current security posture and improve their security capabilities by connecting them with professional volunteers who can further spread awareness of cyber security practises. By doing so, we also provide our local cyber security professionals with the opportunity to network and broaden their skillsets.

**What Are Our Core Values?**

The core values of the Fortify marketing team incorporate the following:

* Raising Awareness in relation to cyber threats and the need for comprehensive security initiatives.
* By creating a vibrant marketing implementable nationwide, Fortify is making Australia a safer country to invest and do business in.
* Providing our volunteers with the opportunity to not just showcase their cyber-security skillset, but also network with other like-minded cyber security professionals, and attain unparalleled real-world experience in the I.T field.

**Marketing Campaign Strategies:**

Below is a dot-point express of how Fortify seeks to spread it’s company vision.  Below is a more detailed approach:

* Volunteering
* Webinars / online campaigns
* Spreading our Company Motto through these initiatives: - *‘Matchmaking Tool for Experience’*.

**Marketing Pitch for small organisations:**

As part of recruiting volunteers for small organisations, we have identified certain qualities that make volunteering beneficial for their work environment. These are all questions which provide insight on what introducing volunteers through Fortify could be like. Given that we are in our planning stage, we have listed multiple points which will eventually become tangible marketing techniques.

**Why is Cybersecurity important for small organisations?**

Cyber attackers look for vulnerabilities in every business irrespective of its size. In fact, small businesses often fall prey to malicious attacks since they are usually under protected due to a lack of resources and funding. This is where we see volunteers fitting in and is how we market relevant organisations to them. This matchmaking service provided by Fortify is essential since one malicious attack can yield a potential data breach, loss of clients and a revenue shortage. Ultimately, Fortify ensures that adequate cyber protection is always within reach by offering options to smaller organisations at no additional cost to them. We stand by you almost as the middle-man, connecting your organisation to cyber experts who are willing to volunteer their time, skills and knowledge to secure your business.

**How can cyber experts help businesses improve cybersecurity?**

Cyber experts by profession are equipped with relevant skills and experiences which allows them to protect an organisations security infrastructure. Cyber experts are able to identify certain practices such as whether basic password conventions are being enforced, if virtual private networks are implemented (VPNs) on all network connected and whether corporate devices are kept up-to-date. They are also able to penetrate the organisations network or database to examine its level of security, this allows them to create vulnerability reports that address how specific vulnerabilities could be patched across the whole organisation. Therefore, entry-points discovered by any cyber expert allows an organisation to choose how their vulnerabilities are addressed before they are taken advantage of by a cybercriminal. Nonetheless, a cyber security expert has a scope which consists the following tips:

* Ways to **Secure Networks by using a firewall** and encrypting information.
* **Improve Password Protection** by **enforcing multifactor authentication** that requires additional information besides a single password to gain entry.
* **Monitor Personal Devices** Used by Employees for business purpose by **implementing policies** that grant your network administrator access to install automatic security updates, monitoring software, and routine password changes to protect business.
* **Limit Data Access** by establishing policies giving guidelines on how employees should protect identifiable information and other sensitive data and also implementing role-based access.
* **Training the staff** on emerging cyber threats and ways to mitigate them. Also **conducting mock cyber drills** to test the knowledge of staff on cyber security.

**The benefits of volunteering for corporates include:**

Being involved with local community by providing cyber expertise support to the smaller organisations to **(1)** Strengthen company’s CSR image to consumers and help boost sales, **(2)** Enhance brand visibility both internally and externally and **(3)** Improve employee morale and help in skill development!

**Marketing Pitch for Volunteers:**

As part of recruiting volunteers, we have identified certain qualities that make volunteering favourable. These are all questions which provide insight on what volunteering could be like with Fortify. Given that we are in our planning stage, we have listed multiple points which will eventually become tangible marketing techniques.

**Target Audience:** Here at the Fortify Marketing team, our target audience is divided into two categories, which are clearly derived from our company vision and mission statement. It is our goal here at the Fortify Marketing team to market ourselves to small businesses and non-profit organisations that do not have the adequate resources to field dedicated cyber security teams.

**Long-term aspirations -** our long-term vision here at the Fortify marketing team is to establish ourselves as a non-profit organisation that markets itself Australia wide, thereby to raise the collective security posture and protect against cyber threats.

*See appendix for specific target audience examples.*

**Why volunteer for Fortify?**

Fortify is your ***matchmaking tool for experience.*** We connect you with relevant organisations where you are able to showcase your skills, knowledge and experience. Kickstart your career or enhance how versatile you could be by demonstrating. We hope to inspire more individuals & corporations to channel their passion and expertise, give back to the community, gain useful experience and inspire a secure and affordable cyber world to everyone.  Through Fortify we believe you are able to not only kickstart your career but also enhance how versatile you could be. Collaborating in different environments shows a sense of character and independence.

**The benefits of volunteering for individuals include:** .

* Opportunity to develop new skills
* Networking & Employment prospects
* Gain a sense of accomplishment and confidence
* Opportunity to earn continuing professional education (CPE) credits.

**The process of becoming a volunteer:**

We have two methods which will help us recruit volunteers, such as direct filtering through the sites updated job descriptions or via an online forum which links you with what we call the ‘best fit’. Each approach depends on how we chose to market Fortify and whether we want to direct future volunteers to our site or to our forum.

On the Fortify site you will find a dedicated menu split between ‘organisations’ & ‘volunteers’. From here you will be asked about your skills, experience, availability and preference. You will be able to filter through these options as well. This will allow you to view tailored job descriptions which you can apply to through Fortify. If you are directed to Fortify through one of our online forums, you will be able to answer more detailed questions. This speeds the process of connecting you with a relevant organisation.

**Volunteer Management System:**

The create of a spreadsheet or a database of all volunteers information will become your volunteer management system. This is basically your yellow pages of volunteers and can be used in the future. This is necessary because sometimes volunteers aren’t recruited due to a lack of job roles at the time. Ultimately, gather personal data such as the person’s name, their area of expertise, their level of experience, skills and interests. The more information the better.

*We have included a sample Volunteer Management System in the appendix section of this document for visualization purposes. This will highlight in more detail, the fundamental processes of becoming a volunteer at Fortify.*

**How to recruit more volunteers – things to consider in future recruitment:**

These are areas we can market to create a sense of participation, reward and enthusiasm. There are various ways to attract volunteers and understanding them gives a wider scope for how the implementation stage of this proposal should be developed.

* 1. The easiest way is via **the Fortify site**, people may stumble on our site for various reasons, therefore advertising our mission and our need for volunteers in the front and centre of the site could be beneficial. This could lead to a specific page or to a volunteer management system where they can sign up.
  2. Another method is done by **hosting an open day**. This is similar to university open days and should be intended to answer any queries and introduce potential volunteers to the incentives of working with Fortify. This is also great because some people may find it intimidating to sign up online and prefer an in-person approach. This essentially provides them with a way to find out more. It can be set up as an information online either virtually or in-person, accommodating for various schedules.
  3. **Host a fun event** on the day to engage volunteers. This could be through educational games, quizzes or challenges and may include prizes or coupons.

1. Use current methods of today to market and advertise job positions. This can be done through **online job board databases** or via **social media networks** such as LinkedIn. This allows people to filter through specifics such as the type of industry, location, role and availability amongst other factors as well to find ads that fit their interests and expertise. If potential volunteers make it this far an online forum could be provided to them to fill out. This personal data would be stored into a volunteer management system or database.
2. If you struggle to find volunteers, then **advertises for virtual helpers**. This approach is very attractive in a society that finds much freedom from a ‘working from home’ position. This is great as it allows them to complete tasks without the need of training or trying to fit into the company’s corporate environment, while also taking some of the pressure off the teams back.
3. **Advertise in schools and universities**. This includes **creating infographics and flyers**. You can even go as far as getting permission to engage during certain classes or even ask to send out an email to the whole department of Information Technology. This is clever because students are always looking for opportunities to prove themselves and expand their experience. It aids their career and helps you find relevant matches. It’s a win-win!

**APPENDIX**

**Process Of Becoming a Volunteer at Fortify**

**The Registration process:**

Prospective cyber-security professionals who wish to register themselves as part of the Fortify team will need to complete a specialised form. This form will be completed on the Fortify company website, and will include the following information:

* Personal Details
* Demonstratable Skills in Cyber Security (Relevant Qualifications)
* Previous Experience. --> Applicants will need a minimum of 5 years working experience as a Cyber Security Professional to be considered.
* Industry-Specific Preferences. I.e. -> Where does the individual work best? System Development, Risk Assurance, Penetration Testing etc.
* Availability.

**The Recruitment Process:**

Prospective cyber-security professional volunteers who have been shortlisted from the registration process, will then undergo a more specialised recruitment process to ensure that they are the right fit for Fortify. The recruitment processes will include the following fundamental points but are likely to be updated throughout the gradual growth & expansion of the Marketing sector.

* Video Interview (Applicants will answer 2 company questions which will then be sent to Fortify’s Marketing team for evaluation).
  + Questions will change on each individual application, but an example of a potential question could include: “Describe a time when your contributions to a task or project made a positive impact on others?”
* In-Person Interview / Zoom Interview (Applicants who are successful in the video interview will then be provided with the agreed upon time to complete an in-person interview with the Fortify Marketing team. This will serve as a chance for applicants to best showcase their knowledge in Cyber-Security and express why they would make a great addition to Fortify and its values/vision.

**Sign On Process (Legal)**

Applicants who are successfully shortlisted and subsequently hired will then be sent to the Fortify Legal team who will sign off on their successful acquisition into Fortify. This process will include the signing of the necessary legal documentation, including an terms and conditions agreement with company policies.

**Marketing Plan:**

In order to market Fortify to prospective organisations and potential volunteers, the marketing team has shortlisted 4 crucial marketing steps which will become part of any future action-plans! These steps include:

* Using Fortify website to create & spread awareness.
* Seeking volunteers from corporate institutions via representatives, as well as professional networking.
* Using online campaigns via LinkedIn, Facebook, Instagram and other social media applications.
* Advertisements - Can take the form of handouts, online ads, televised etc.

**Modes of Interaction and Content Delivery:**

In delivering our marketing tools, the Fortify Marketing team will primarily focus on utilising the two following methods:

* Physical Mode: Face to Face Interactions between Marketing Clientel and representatives of prospective clients.
* Virtual Mode: Webinars / interactive content. Based on the Fortify website as well as on external applications (Zoom, Webinars etc).

**Target Audience for Organisations:**

The specific organisational target audiences highlighted as priority marketing clientele here at Fortify Marketing includes the following:

* Small businesses --> Must be locally owned and free from international financeers!
* Public Schools – Secondary – how to protect their systems
* Tafe (e.g. -> Chisolm)

*Note: Organisations are listed at the current preliminary stage of Fortify’s marketing development process and is liable to be changed/updated/revised in the future.*

**Target Audience for Volunteers:**

The specific target audience in relation to prospective volunteers is geared towards individuals matching the following criteria:

* IT Experts  --> Broadly speaking, this includes Software Engineers, Programmers, Dev Ops Personnel.
* Cyber Security Professionals
  + Minimum of 5 years' experience working in one/more: Strategy Dev, Risk Assurance, Analytics, Clientel.
* Independent / newly formed small business owners.  --> Must have opened a small business within the last 5-10 years, that matches the appropriate values of Fortify (NO TRANSNATIONAL CONGLOMERATES).

**Sustainability Plan:**

In order to sustain the inevitable long-term expenses and costs that will be incurred throughout the marketing process, the Fortify Marketing team has outlined 3 primary sustainability initiatives that will be implemented at the onset of the commencement of any and all marketing projects. These include:

1. **Donation from corporates and individuals Stakeholders–** Donations will be advertised and recommended to prospective cooperates and individual stakeholders within Fortify. At this stage, donations will not be considered as mandatory, and will be optional.

*See sample donation pitch below*

1. **Nominal registration fee from organisation's seeking support -** Organisations that seek services from Fortify will be required to pay a nominal registration fee. This fee will be done on a case-by-case basis and will be in line with the specific costs attributed to their needs.
2. **Government funding –** Since much of Fortify’s current target audience comprises of non-profit organisations, Fortify reserves the right to apply for the appropriate government funding needed to facilitate the functioning of our company. However, it is the recommendation of the Marketing team that government funding only be applicable after the approval of all various departments within Fortify, and subject to review and discussion at 6-month intervals.

*Note – The Sustainability plan has been created in accordance with Fortify’s current scope, and the realisation of any long-term marketing goals may require the updating/changing/revising of the current Sustainability Plan.*

**Our Donation Pitch:**

*“Support Fortify – Existence of Small businesses can dramatically by altered by the selfish acts of cyber criminals. We need your support to prevent cyber-attacks and assist victims of cyberattacks to rebuild their businesses.”*

[***DONATE NOW***](https://cyberpeaceinstitute.org/donate)***!***

**Marketing Pitch Timelines:  (Tri 2 2022)**

* Fortify Marketing Tactical Project Plan Completion- **ETD:  10th August – 14th**.
* Create our project PowerPoint as a pitch to gain enrolments into fortify from future students - **ETD: Week 6**
* Create a Handover document which clearly outlines all our achievements, limitations, and next steps: **ETD: Week 8**