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**What is Our Vision?**

Our vision at the Fortify is to create a brand-new platform that markets the core values of Fortify as a company to small business, organisations, and 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 demonstrate their cyber security expertise, as well as to gain knowledge of contemporary cybersecurity solutions.

Our long-term vision at Fortify 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.’**

Our mission at the Fortify is to provide support and guidance to small businesses and organisations 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 best 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 incorporates the following:

* Raising Awareness among small businesses regarding cybersecurity and imminent threats to a business. And the importance and the necessity of comprehensive security controls.
* By creating a novel market initiative to make Australia a safer country to invest and do business.
* Providing our volunteers with the opportunity demonstrate and develop their cybersecurity skills and network with other cybersecurity professional to obtain valuable industry experience the cybersecurity domain.

**Marketing campaign strategies:**

The main campaign strategies will be based on

* Volunteers who challenge the existing Cybersecurity business model
* Free Cybersecurity and Awareness for Small Business who do not have the capacity
* Making Australia a safer for future investors

**Advertisement Strategy**

Fortify’s advertising strategy will be focused on four criteria. The advertisement strategy must comply with volunteer recruitment strategy and service offerings of Fortify. The applicability of the criteria will be depending on the situations and events that Fortify is participating.

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| * Display | Show and tell Fortify’s story as fast visual using leaflets, banners, small digital boards. Fortify marketing team is responsible of creating and displaying the content. And to be displayed in selected events and locations. |
| * Video | Fortify service, volunteer, and customer related advertisements via short video. Fortify marketing team is responsible of creating and managing content, registering, and publishing the videos in authorised platform.   * You tube * Instagram * Facebook |
| * Mobile | Advertising via mobile phones and other mobile devices.   * Text/SMS * Facebook/Instagram/Snap Chat ads * In-Game adds * Push Notifications |
| * Native | Paid media advertisements including TV, Radio, and Newspapers. |

**Marketing Strategy for small organisations:**

Fortify will be targeting small business who do not have the capacity invest in cybersecurity and/or the knowledge about cybersecurity that could have severe impact to their business, or they intentionally neglect under the impression they are safe. Our marketing strategy will be focused on educating these entities about cybersecurity and make pathways to invest in appropriate technology or services.

**Why does small organisations need cybersecurity expertise?**

* Irrespective of the type or size of your business, every entity is vulnerable to cyberattacks.
* You need an expert to guide you through your cybersecurity journey.
* You must follow cybersecurity best practices to improve your cyber resilience to proactively prevent and deter cyberattacks before materializing.
* You must conduct regular self-assessment to identify gaps in your environment including your staff.

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

Threat actors are looking for vulnerabilities in any business to exploit, regardless of the size. Often small businesses are the victims of cyberattacks because they are vulnerable due to a lack of resources and funding. This is where the volunteering fit in when we market ourselves to relevant organisations and our matchmaking service make the connection between volunteers and small businesses. Our ultimate goal will be to ensures that help is within reach, and we are there for small business to achieve adequate protection without any cost. Fortify will be your middleman, we connect you with cybersecurity experts who are willing to volunteer their time, skills, and knowledge to secure your business.

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

Cybersecurity experts have the knowledge and experiences of current technology and trends, industry best practices, regulatory requirements and specially the behaviour of threat actors to protect small business from cyberattacks. They can assess your environment to identify the gaps against best practices like “keeping systems and application up to date” and regulatory compliance like “protecting Personally Identifiable Information (PII) are adequately secured and protected” or assess if your perimeter defences are penetrable. Cybersecurity experts are able to tell the strengths and weaknesses and guide to maintain strengths and overcome vulnerabilities by implementing technical controls and governance.

Some of the key areas Fortify volunteers will focus are,

* Automate Software Updates
* Automate System Backups and Data backups
* Strengthening Authentication – Passphrases and Multifactor Authentication
* Employee Training – Onboarding, Compulsory Regular Awareness Training, and Incident Response Training.
* Access Control – Role Based Access Control on Need-to-Know basis.
* Enforcement – Policies, Standards, Procedures and Guidelines

**The benefits for a small business by employing a volunteer:**

Fortify volunteers are local and from the same area as a small business is and by employing a volunteer small business can

* Display Social Responsibility (CSR) by engaging a local to help secure their customers, employees, and data.
* Enhance brand visibility engaging local talent who understand the locale and culture.
* Boost employee morale by engaging them with experts and help them improve their knowledge and skills.

**Marketing Strategy for Volunteers:**

Volunteering is not free labour, and they are not low-skilled. Fortify must always emphasise that and treat volunteers as our employees and have continues volunteer engagement programs and motivate them by demonstrating appreciation for their contribution.

**Target Audience:** We have two targeting categories, experienced and non-experienced. The experienced cybersecurity professional who are willing to contribute to the society as individuals or as Corporate Social Responsibility (CSR), and non-experienced category will be the university students and graduates.

**Why volunteer for Fortify?**

Fortify is the matchmaking tool between volunteers and small business***.*** We connect volunteers with small business do demonstrate their skills, knowledge, and experience and a kick-starter into their career or broaden their experience. This marketing strategy must show volunteers a sense of achievement and be proud by highlighting what volunteers can achieve while contributing to the society.

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

* Opportunity to develop new skills
* Networking & Employment prospects
* Gain a sense of accomplishment and confidence
* Continues professional growth.

**The process of becoming a volunteer:**

The process of becoming a volunteer must be a simple, welcoming, and free. We must have several avenues to engage with volunteers. Fortify website must provide an effortless self-assessment tool to every volunteer, and upon completion of assessment volunteers will be directed to a second page for Expression of Interest (EOI). Fortify recruitment team must review and respond every EOI within the Service Level Agreement (SLA). Fortify leadership and recruitment teams will conduct the interviews. Successful volunteers will receive a confirmation email from Fortify with an online registration form. Every registration will be automatically recorded in Volunteer Management System. Please refer appendix for registration details.

**Volunteer Management System:**

The Volunteer Management System will be managed by Fortify recruitment team and system will be supported by the technology team.

**Strategy for sustainable recruitment program**

For Fortify to maintain a sustainable recruitment program we must market our success stories to a broader audience. We must continuously engage and communicate with universities and companies to emphasize our mission and vision, advantages of engaging in volunteering with us. Following are avenue to maintain sustainable volunteer recruitment program.

* Fortify Website: Who we are, what we are doing and our success stories
* Partnerships with universities and Vocational Training Institutes: Internship programs and professional year
* Partnerships with Cybersecurity vendors: Use corporate social responsibility initiatives
* Refer a friend: Encourage and reward current volunteers to refer a friend
* Social Media campaigns: Make use of all Social Media platform
* Media engagements, news articles, cybersecurity journals and news boards
* Cyber Security Forums: Participate in panel discussion and/or open information desk Australian Cyber Security Conference, AusCERT Annual Conference etc.
* Partnerships with large retailors for incentive and discount programs

**Sustainability Plan:**

Fortify Marketing is responsible for developing a sustainable funding strategy for capital expenditures and operational expenditures.

* “Donate Button” on the website
* Advertisements – Television, Radio, News Paper, and Billboards
* Targeted Fundraising – Events and Entertainment
* Corporate Sponsorships
* Memberships
* Shareable (allowing donors to share their donation in preferred platform)
* Personalised approach, Recognition and Gratitude

**APPENDIX**

**Process Of Becoming a Volunteer at Fortify**

**The Recruitment Process:**

1. Self-Assessment
2. Expression of Interest (EOI)
3. EOI Acceptance
4. Application
5. Interview
6. Registration
7. Clearance – Police clearance and Working with Children
8. Onboarding and Induction

**Information for Registration:**

Following information will be requested from all volunteers during registration process.

* Name (First and last names)
* Contact details (Mailing address, Phone number and email (option to select preferred method))
* Experience (Not mandatory)
* Preference (Willing to travel, preferred sector and preferred working hours/time)
* Availability (Working days or Weekend)

**Modes of Interaction and Content Delivery:**

* Direct volunteer and client interaction
* Online and virtual (Website, Video conferencing and Telephony)
* Webinars and Podcasts
* Videos and Publications

**Target Audience for Organisations:**

* Small Businesses – Locally owned and operated small businesses engaging in ecommerce
* Education institutes – Small to Medium public and private sector entities
* Charitable organisation – Locally operated charities and not for profits organisations
* Start-ups – Future entrepreneurs