



Mutare



SOCIAL MEDIA MARKETING CAMPAIGN PLAN



Executive Summary

Mutare, despite its growth, faces a challenge in expanding its social media presence to match or surpass its competitors, particularly on Twitter and YouTube. The need for a more robust and interactive social media strategy is evident to increase Mutare's brand awareness, establish thought leadership, enhance customer engagement, and improve lead generation in the competitive field of voice security.

The campaign aims to increase Mutare's follower count by 20% and engagement rates by 30% within specific timelines. Additionally, it targets a 15% increase in interactions with key opinion leaders and a 25% boost in lead generation through strategic content and interactive initiatives.

The execution of this campaign requires a strategic allocation of resources, including a dedicated team for content creation, social media management, and data analysis. The budget will cover content production, promotional activities, and tools for monitoring and analytics. The timeline spans a quarter for immediate goals, with a six-month horizon for thought leadership and lead generation objectives.

Strategically, the campaign revolves around LinkedIn and Twitter, utilizing a blend of educational initiatives, interactive engagements, and video content to establish Mutare's voice in the industry. Through webinars, case studies, and interactive challenges, the campaign is designed to not just speak but engage, thereby positioning Mutare as a beacon of innovation in voice security.

The success of this campaign can be measured by the chosen metrics—engagement rates, lead conversion, webinar signups, and website analytics, which will guide Mutare's journey, ensuring that every step is measured and every strategy is aligned with the four objectives.

To summarise, this campaign is a strategic pivot, designed to elevate Mutare's stature on social media, engrave its thought leadership in the industry, and forge meaningful engagements that translate into tangible growth. In a digital landscape where voice security is paramount, this campaign is not just timely; it's imperative, setting the stage for a narrative where innovation meets engagement, propelling the brand into a future where it doesn't just participate but leads.

Overview



Mutare currently has a growing but modest presence on major social media platforms, with its most substantial audience on LinkedIn. The engagement rates are steady, with periodic spikes around product launches and industry events. The current content strategy includes sharing industry news, product updates, and occasional thought leadership articles. Its competitors, on the other hand, have a more robust presence on social media with higher engagement rates, especially on Twitter and YouTube, where they share more interactive content such as webinars and live Q&As.

Objectives

Brand Awareness:

Goal: Increase follower count by 20% within the next quarter, by consistently publishing engaging content and increasing interaction on relevant social media platforms, thereby, enhancing Mutare's brand visibility and awareness.

Metrics: Track metrics such as reach, impressions, follower growth, and share of voice on social media.

Thought Leadership:

Goal: Gain a 15% increase in interactions with key opinion leaders on Twitter and LinkedIn within six months, aiming to elevate Mutare's position as a thought leader in the field of voice security.

Metrics: Monitor engagement rates on educational content, mentions by industry influencers, and participation in relevant discussions.

Customer Engagement:

Goal: Boost customer engagement rates by 30% on Twitter and LinkedIn through weekly interactive posts over the next two months, promoting user-generated content initiatives, and providing timely responses to queries and mentions.

Metrics: Measure likes, comments, shares, and response rates to engagement initiatives.

Lead Generation:

Goal: Boost lead generation by 25% through targeted campaigns, appealing lead magnets, and content optimized for conversion.

Metrics: Track the number of leads generated, conversion rates from social media, and the effectiveness of specific lead-generation campaigns.



Target Audience

Mutare's primary audience includes B2B enterprise-class organizations and channel partners, specifically within industries that heavily rely on secure voice communication channels like financial institutions, healthcare, and government entities. Based off of Mutare's 2023 survey most of the people discovering the company are mid to high-level management professional in cybersecurity, IT, and telecommunication sectors within these organizations, which is why we chose to focus on these audience types.



Businesses & Organizations



IT & Security Professionals



Decision Makers



Industry Influencers

These individuals, ranging from IT Managers to Chief Information Security Officers, are seasoned experts, often boasting over a decade of experience in the field. They are the backbone of medium to large-sized enterprises, where a dedicated security division is a norm rather than an exception.

These professionals are driven by a set of clear goals. They strive to shield their organizations from the myriad threats that lurk in the digital ether, particularly focusing on unwanted voice traffic which can be a significant vulnerability. Enhancing their company's security posture, reducing the risk of data breaches, and developing comprehensive cybersecurity frameworks are their daily mantras.

However, they are in a constant battle to identify and mitigate diverse forms of unwanted traffic, stay a step ahead of rapidly evolving cyber threats, and ensure their strategies align with stringent industry regulations. When it comes to solutions, this audience seeks robust, reliable tools like the Mutare Voice Traffic Filter, known for its comprehensive defense mechanisms. They value detailed analytical reports, personalized assessments, and data transparency to guide their decision-making processes.

Their engagement patterns reveal a penchant for professional networking platforms like LinkedIn, where they scour for the latest advancements, industry events, and thought leadership in cybersecurity. They are keen participants in webinars, discussions, and networking events, especially those centered on voice network security and the broader realm of enterprise technology. They are constantly on the lookout for materials that shed light on voice security and the broader cybersecurity landscape, valuing insights from industry leaders, case studies, and success stories that demonstrate the tangible benefits of effective security solutions.

Customer Persona



Alex Chen
Chief Information
Security Officer (CISO)

- **Demographics:** He is a 47 years old male, holding an advanced degree in Information Security.
- **Social Media Usage:** He is active on LinkedIn for professional engagement and Twitter for real-time industry updates.
- **Behavior:** Makes data-driven decisions prioritizing security and efficiency, advocates for cybersecurity best practices, and actively engages in thought leadership within the finance industry to share innovative security insights.
- **Communication Preferences:** Prefers content like case studies and webinars that provide deep insights into voice security and engages in dynamic discussions and expert panels on LinkedIn and Twitter for the latest industry trends.
- **Goals:** Aims to establish a proactive voice security network for financial data protection, lead in cybersecurity initiatives, and drive the adoption of strict voice security protocols in finance.
- **Pain Point:** Safeguarding voice communications amidst evolving cyber threats, while educating his team on security practices and maintaining customer trust through the protection of sensitive information.
- **How to help:** Mutare's Voice Traffic Filter can offer Alex with a robust, layered defense against complex voice threats, ensuring regulatory compliance and bolstering customer trust through advanced detection capabilities that reduce the risk of security breaches in financial data protection.



Competitive Analysis

Securelogix:

Active Networks: Twitter/X, LinkedIn, YouTube

Number of Followers:

- o Twitter/X - 162
- o LinkedIn - 920
- o YouTube - 38

 Strengths	 Weaknesses	 Content Engagement
<p>Excels in voice security for enterprises, offering a comprehensive ETM® System that guards network integrity</p> <p>Has a high global reach on social media, appealing to a wide range of users</p> <p>Notable customer base in enterprises prioritizing voice and communication security</p>	<p>Complex implementation of technical solutions may limit their customer base to those with the necessary knowledge</p> <p>Has a low social media engagement, indicating a lack of effective digital marketing or presence</p> <p>Limited market focus might restrict growth opportunities in non-telecom sectors</p>	<p>It has a low engagement rate on all social media platforms, which indicating ineffective marketing or poor promotion strategies</p>

Oracle:

Active Networks: Facebook, Twitter/X, LinkedIn, YouTube

Number of Followers:

- o Facebook - 2.9M
- o Twitter/X - 820.2K
- o LinkedIn - 9M
- o YouTube - 128K

 Strengths	 Weaknesses	 Content Engagement
<p>Has a strong brand reputation and a broad international presence</p> <p>Its product suite is vast & integrates well within its existing solutions, adding to its comprehensive security framework</p> <p>It has a high global reach on social media, appealing to diverse users</p> <p>Has a strong focus on innovation and R&D, which keeps it at the forefront of technology</p>	<p>Its solutions are seen as expensive, which could be a barrier to entry for smaller businesses</p> <p>There may be complexities in effectively communicating the value proposition of its voice security services on social media</p> <p>There is a dependency on the renewal of cloud services and license support contracts, which is crucial for Oracle's financial stability</p>	<p>Its content on LinkedIn resonates when associated with events or holidays rather than just informational content, indicating the value of human-relatable content.</p> <p>Twitter engagement is generally good with higher views than other engagement actions</p> <p>YouTube attracts more views on various content types, including all the complex topics</p>



SWOT Analysis

INTERNAL

STRENGTHS	WEAKNESSES
<ol style="list-style-type: none">Innovative Security Solutions: Mutare utilizes five layers of protection that act like a firewall for voice traffic, offering robust defense at the network edge.Robocall Protection: The company's technology effectively mitigates spam calls and robocalls, which enhances network reliability.Business-Centric Solutions: Offers pragmatic and empowering communication solutions that cater to enterprise voicemail systems.Cybersecurity Expertise: Provision of cybersecurity assessments contributes to a comprehensive security strategy for clients.Partner Enablement: Mutare has a partner program that facilitates collaboration and possibly expands market reach.Insight and Visibility: Provides clients with valuable insights into their voice infrastructure which can help in making informed decisions.	<ol style="list-style-type: none">Market Reach: Mutare has limited market reach compared to larger competitors like Securelogix and Oracle, which affects industry penetration.Partner Ecosystem Dependency: There's a heavy reliance on channel partners for sales and distribution, which can be a vulnerability if partners shift their priorities.Emerging Market Challenges: The voice security market suffers from unclear terminology and acceptance, making it difficult to sell solutions.Limited Social Media Strategy: Based on the social media audit, Mutare's engagement rates on platforms are low, indicating a need for a more effective content strategy.Social Engagement Conversion: Mutare's current social media strategy may not effectively convert engagement into qualified leads, necessitating a review and update of their approach.Brand Awareness: There is limited awareness of the brand, which may affect the adoption rate of their products.

EXTERNAL

OPPORTUNITIES	THREATS
<ol style="list-style-type: none">Social Media Optimization: The company's established presence on LinkedIn & Twitter can be leveraged for marketing & thought leadership, potentially converting followers into leads.Growing Market: There's an increasing demand for cybersecurity solutions, particularly in voice security, among enterprises.Generative AI Threats: The rise of new AI-generated cybersecurity threats presents an opportunity for Mutare to provide cutting-edge solutions.Standardization: An opportunity to develop and establish industry-standard terminology that could become the benchmark.Employee Advocacy: Encouraging employees to advocate for Mutare on social media could strengthen the brand's credibility and amplify its reach.Influencer Engagement: Leveraging partnerships with influencers like Five9 could amplify Mutare's voice and product offerings to a broader audience.Customer Education: By educating potential customers, Mutare can increase the market's understanding and need for their products.	<ol style="list-style-type: none">Generative AI Competition: Increasing availability of Generative AI applications could pose a threat if competitors leverage this technology more effectively.Strong Competition: Established competitors like Securelogix & Oracle dominate the market, providing comprehensive solutions.Technological Evolution: The rapid evolution of technology requires constant innovation & adaptation.Regulatory Changes: The regulatory landscape around cybersecurity is shifting, which could introduce new compliance challenges.Cybersecurity Landscape Complexity: Increasing complexity of cybersecurity threats requires continual investment in research & development to keep solutions effective & relevant.Customer Education: As the market is new & terminology is unclear, there is a risk of potential customers not fully understanding the value or necessity of Mutare's offerings.Social Media Presence of Competitors: Competitors like Oracle have a significant presence on social media, which could overshadow Mutare's efforts if not countered with a strong strategy.



Social Media Audit

Social Media Benchmarks

As of: March 15th

Channel	Follower Count	Post Frequency	Average Engagement Rate	Content Type	Other Observations
Facebook	164	0	157 likes 6 reviews	Informational, Community driven, Sales pitches	No post since 2020
Twitter	319	5 /week	1 like 30 views	Informational, Community driven, Sales pitches	LinkedIn posts repurposed here
LinkedIn	2,000	5 /week	6 likes 1 comment	Informational, Community driven, Sales pitches	Low engagement rates
YouTube	65	1 (bi-monthly)	50-200 views	Informational, Community driven, Sales pitches	No engagement except views

Mutare's social media presence consists of Facebook, X (Twitter), LinkedIn, and YouTube. With Facebook not being used since 2020 and YouTube being used for specific events, most of the activity is on LinkedIn and X. For both platforms, it is clear that while the presence is maintained with regular posts, the engagement levels do not meet the expectations set by the follower count, particularly for LinkedIn. The frequency of posts on the two platforms is good and the content quality and mix is solid but could benefit from some changes that focus on being more community driven. The engagement seems to be primarily internal, indicating a need for strategies that extend reach and resonate with the external target audience. The target audience seems to be most active on LinkedIn, but the content strategy might need to be refined to engage them better.



Social Media Audit

LinkedIn

- **What's Working:** Consistent posting frequency with five posts per week indicates an active presence. A diverse content mix of informational, community-driven, and sales pitches may cater to different interests within the audience.
- **What's Not Working:** Engagement rates are low considering the follower count, indicating that content may not be resonating enough with the audience or reaching the right people.
- **Which audience is engaging:** Most of the engagement comes from within the company, suggesting that employees or associates are interacting with the content more than external viewers.
- **Lessons/Hypotheses:** Content could be more tailored to engage Mutare's target audience outside of the company. Increasing the variety of content formats (like video, infographics, interactive posts) might improve engagement. Highlighting case studies, testimonials, or industry insights could attract more professionals in the field.



Twitter

- **What's Working:** Regular posting frequency (5 times a week) shows a commitment to maintaining an active presence on the platform. A diverse content mix of informational, community-driven, and sales pitches may cater to different interests within the audience.
- **What's Not Working:** Engagement is minimal with an average of only 1 like per post and low views, suggesting content may not be effectively reaching or engaging the intended audience.
- **Which audience is engaging:** The audience on Twitter is not clearly defined, but the low engagement rates suggest that it might not be reaching the intended target audience effectively.
- **Lessons/Hypotheses:** The content on Twitter might need to be differentiated from LinkedIn rather than just repurposing the same posts to cater to the different audience behaviors and preferences on Twitter. Experimenting with Twitter-specific content like hashtags, trending topics, and engagement with other users might improve performance. Analyzing the Twitter audience and tailoring content to their preferences and behavior could yield better engagement.



Social Media Strategy



Based on its target audience, LinkedIn and Twitter should be the primary platforms for Mutare's social media strategy. LinkedIn is the leading professional network and is crucial for B2B engagement, while Twitter offers real-time engagement and news updates. YouTube could be an additional platform for sharing video content which can increase engagement and retention. Mutare must also consider the exploration of specialized forums and cybersecurity communities for targeted content sharing and thought leadership.

While Mutare has excelled in leveraging industry trends and news for its posts, it should also consider adopting the 4-1 rule. This strategy entails sharing four pieces of content from others within the community for every one piece of self-promotional content. Below, we've outlined several tactics supported by industry data, specifically designed to resonate with the identified customer personas. This approach aims to enrich Mutare's social media presence comprehensively.

Recommended Social Media Tactics



Educational Content Creation

Develop and share in-depth blog posts, white papers, and case studies that highlight the urgency and sophistication of voice phishing and the effectiveness of Mutare's solutions. Use statistics and real-world examples to underscore the need for Mutare's voice security solutions, tapping into the increase in cyber threats due to generative AI and the demand for advanced cybersecurity measures.



Interactive Social Media Initiatives

Host Q&A sessions, AMAs (Ask Me Anything), and polls/surveys to foster community and engagement. Create a series of interactive challenges like the Mutare SecureCall Challenge to engage the audience and provide actionable insights into their security posture. Interactive posts garner 23% more engagement than standard posts.



Engagement Through Video Content

Create tutorial videos, webinars, and product demos and distribute them across social platforms. Highlighting Mutare's five layers of protection can be particularly effective. Employ storytelling in videos to explain complex technical concepts in an engaging manner. Videos increase retention rates by 52% more than non-video users, which can be instrumental for long-term engagement.

Social Media Strategy



Customer Testimonial Campaigns

Share customer testimonials and success stories to build trust and showcase the value of Mutare's services. Statistics show that customer testimonials can increase effectiveness of marketing by 62%.



Influencer Collaborations

Partner with industry influencers and thought leaders to expand reach and build credibility within the cybersecurity community. Influencer marketing yields a \$6.50 return for every dollar spent, making it a cost-effective strategy.



Targeted Social Media Advertising

Utilize LinkedIn ads targeting IT professionals to drive targeted lead generation. According to HubSpot, LinkedIn is 277% more effective for lead generation than Facebook or Twitter, making it the most ideal platform for Mutare.

Measurement (ROI)

- Content engagement rates, such as likes, comments, shares, and mentions
- Lead Conversion Rates
- Webinar Signups
- Website Analytics
- Download Metrics



Content Strategy

Given the outlined social media strategy plan and the focus on Mutare's voice security solutions, here's an elaboration on the content strategy:

Content Pillars

- **Thought Leadership:** Share whitepapers, case studies, and blog posts weekly on LinkedIn to establish Mutare as a leader in voice security.
- **Product Education:** Post bi-weekly tutorial videos and webinars on Twitter and LinkedIn demonstrating Mutare's product effectiveness.
- **Community Engagement:** Conduct monthly Q&A sessions and weekly interactive polls/surveys on Twitter and LinkedIn to drive engagement.
- **Customer Success:** Share bi-monthly customer testimonials on LinkedIn and Twitter, illustrating the real-world impact of Mutare's voice network security solutions
- **Cybersecurity Updates:** Curate daily news and insights about voice security threats on Twitter and LinkedIn to keep the audience informed.
- **Humor & Relatability:** Post relevant memes or light-hearted content on Twitter and LinkedIn every other week to humanize the brand and increase approachability.

Posting Cadence



3-4 posts per week (mixed content types)



Daily posts with a mix of curated content, polls, and community engagement

Mutare should continue and possibly enhance promoted ads on social platforms, particularly on LinkedIn, where B2B audiences are more receptive to such content and it has been shown to be more effective for lead generation. It's crucial, however, to continually assess the performance of these ads and adjust targeting and messaging accordingly to ensure a positive ROI. Overall, the content strategy should reflect a balanced approach, emphasizing the importance of providing valuable, engaging content to the community while supporting these efforts with well-targeted paid promotions to amplify reach and generate leads.

Influencer Collaboration Program

Mutare & Five9



The influencer collaboration program is designed to leverage the influence of the software company, Five9, in promoting Mutare's innovative voice security solutions. This campaign aims to revolve around the central theme of protecting the voice channel and will highlight Mutare's role as an industry leader.

The program's goals are to increase Mutare's brand awareness among enterprise - class organizations and channel partners, highlight its industry leadership and innovative solutions, and drive lead generation and engagement on LinkedIn and Twitter.



Influencer Marketing Strategy

- **Selection of Influencer:** Five9, a highly regarded company in the technology and cybersecurity space, will serve as a corporate influencer. Known for their advanced software solutions and strong presence in enterprise tech, Five9's endorsement will carry significant weight within the target audience.
- **Brand Alignment:** Five9's expertise in customer service and cloud contact centers intersects with Mutare's focus on voice security, making them an authentic voice to communicate the need for secure voice data transactions.
- **Platform Focus:** LinkedIn will be the primary platform for long-form content and webinars due to its professional network, while Twitter will be utilized for timely updates, news, and interactions to amplify reach and engagement.
- **Influencer Credibility:** Five9's credibility is derived from its industry reputation and its vast network of enterprise clients. With a strong following on LinkedIn & Twitter, it has good credibility and authenticity within the enterprise technology community. Their advocacy for Mutare will be seen as a testament to the quality and necessity of Mutare's solutions.



Promotional Tools and Strategies

- **Content Sharing:** Five9 will share content that illustrates the importance of voice channel protection, including whitepapers, infographics, and short videos created by Mutare.
- **Live Events:** Joint webinars and live Q&A sessions, co-hosted by Five9 and Mutare, will highlight the synergy between both companies' products and discuss voice channel protection, enhancing the perceived leadership of both brands.
- **Case Studies:** Five9 will present case studies that illustrate successful integrations of Mutare's solutions, providing tangible proof of the benefits and effectiveness of the products.
- **Promotions and Giveaways:** Collaborative promotions, like exclusive Five9 customer discounts on Mutare services or special access to premium features, will incentivize engagement and product trials.

Influencer Collaboration Program

Mutare & Five9



Collaboration Benefits



For Mutare: Leveraging Five9's respected position and customer base will boost Mutare's visibility in key markets, enhance its brand reputation, and can potentially lead to increased sales and strategic partnerships.

For Five9: By associating with innovative security solutions from Mutare, Five9 can offer added value to its customers and reinforce its commitment to comprehensive communication solutions. The collaboration also provides content for Five9 to engage and grow its audience. Through this partnership, Five9 can tap into Mutare's network, potentially opening up new business opportunities and collaborations.

Program Execution



- **Agreement Terms:** A formal agreement will outline the collaboration's scope, expectations, deliverables, and compensation, which may include performance-based incentives.
- **Content Calendar:** A jointly developed content calendar will ensure alignment between both companies' marketing strategies and facilitate a coherent campaign rollout.
- **Performance Tracking:** Using analytical tools to track engagement, conversions, and audience growth will measure the campaign's effectiveness and inform future strategies.
- **Regular Strategy Meetings:** Mutare and Five9 will hold strategy sessions to evaluate the campaign's progress, exchange feedback, and adapt the strategy as necessary for optimal results.

Through this collaboration, Mutare will not only benefit from Five9's market presence but will also solidify its standing as a thought leader in voice security, creating a mutually beneficial partnership that fosters growth and innovation. Both the brands will benefit from cross promotion, expanding their reach to each other's audiences. This mutual exposure would ultimately lead to increased followers and engagement on LinkedIn and Twitter.



Campaign Mockup

Goal and Objective

Increase Mutare's LinkedIn follower base by 20% and engagement rate by 10% over the next quarter, aiming to enhance brand awareness and establish Mutare as a thought leader in voice security.

The objective of this campaign is to drive traffic to the Mutare website, particularly focusing on the Voice Traffic Filter product page, aiming for a 20% increase in visits from LinkedIn.

Execution Plan: Mutare ThoughtWave Series

The execution plan involves a blend of organic and paid strategies to amplify Mutare's expertise in voice security. The campaign will utilize LinkedIn as the primary platform for distributing thought leadership articles, hosting webinars, and sharing whitepapers, all designed to educate and engage the target audience of IT and cybersecurity professionals.



On Twitter, the campaign will engage in industry discussions and share bite-sized insights, promoting real-time interaction and broadening Mutare's thought leadership reach. Sponsored content on LinkedIn will target specific demographics within the IT and cybersecurity sectors, ensuring the campaign's content reaches the right audience, thereby increasing engagement and lead generation potential.

Execution Plan: Mutare SecureCall Challenge

The execution plan involves launching an immersive and interactive experience on social media platforms, specifically targeting IT and cybersecurity professionals. The campaign will use paid advertisements on LinkedIn, which is ideal for reaching a professional audience, and on Twitter for wider exposure. These ads will guide users to a dedicated platform where they can participate in the SecureCall Challenge, an engaging tool designed to evaluate their organization's voice network security.

To ensure continuous engagement and drive participation, a series of retargeting strategies will be employed, including follow-up emails and reminder ads to encourage users who haven't completed the challenge to do so. Success will be measured through specific metrics such as the number of assessments completed, leads generated, and engagement levels with the campaign content. By providing value through the challenge and follow-up content, the campaign aims to not only identify security gaps for participants but also to position Mutare as a key solution provider in voice network security.



Mutare ThoughtWave Series



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Unlock the future of voice security with Mutare ThoughtWave Series. Explore insights and secure your network today! Register -> <https://bit.ly/3P2PGGG> ... see more

16 likes 5 reposts
Like Comment Repost Send



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Unlock the future of voice security with Mutare ThoughtWave Series. Explore insights and secure your network today! Register -> <https://bit.ly/3P2PGGG> #vishing #phishing #socialengineering #webinar #telecom #AI #GenAI

40 interactions
Comment Retweet Like Save Share

Campaign Concept

Mutare ThoughtWave Series is based on the educational content creation strategy and is centered around establishing Mutare's thought leadership in the voice security field with the goal of driving more traffic and generating leads.

Visual Theme

Incorporate Mutare's primary brand colors of purple and violet with accents of white for text and CTA for a professional and innovative feel.

Messaging & CTA

"Navigating the Future of Voice Security – Insights by Mutare"

"Explore Insights," "Secure Your Network"

Audience and Platform

IT and cybersecurity professionals, and decision makers on LinkedIn and Twitter.

Timeline

Implement over a 3-month period with new content released periodically. Best time to post would be during weekdays, particularly Tuesdays and Thursdays, during business hours (9 AM to 2 PM).

The campaign kicks off on April 1st, with engagement posts scheduled every Tuesday and Thursday. A mid-campaign review is set for May 15th, leading up to the campaign's conclusion on June 30th.

Mutare SecureCall Challenge



Mutare, Inc. 1,767 followers 9h ...

Feeling secure about your voice network? Think again! Take Mutare's SecureCall Challenge and uncover the truth. Strengthen your defenses now! ...see more

Mutare SecureCall Challenge

Are you confident in your voice network's security? Test your defenses, explore our solutions, and take the first step towards improved security.

Get a Free Assessment Click Begin Your Challenge to start your journey to a more secure network today!

Begin Your Challenge

16 Like 5 reposts



Mutare, Inc. @MutareInc •14h

Feeling secure about your voice network? Think again! Take Mutare's SecureCall Challenge and uncover the truth. Strengthen your defenses now!

#vishing #phishing #socialengineering #webinar #telecom #AI #GenAI

Mutare SecureCall Challenge

Are you confident in your voice network's security? Test your defenses, explore our solutions, and take the first step towards improved security.

Get a Free Assessment Click Begin Your Challenge to start your journey to a more secure network today!

Begin Your Challenge

40 Like 100 Retweet 100 Heart 100 Bookmarks 100 Share

Measurement (ROI)

- Completed Assessments
- Leads Generated
- Follow-up Inquiries

Campaign Concept

Mutare SecureCall Challenge is an interactive campaign idea that focuses on inviting IT & security professionals to assess their voice network security. By engaging the audience, Mutare can uncover security gaps in various industries and provide effective solutions to the participants.

Visual Theme

A modern, sleek interface using violet and purple gradients for a dynamic look, with black & white as secondary accent colors for highlighting interactivity.

Messaging & CTA

"Test Your Defenses with the SecureCall Challenge"
"Begin Your Challenge," "Get a Free Assessment"

Audience and Platform

IT and cybersecurity professionals, and decision makers on LinkedIn and Twitter.

Timeline

Implement over a 3-month period with new content released periodically. Best time to post would be during weekdays, particularly Tuesdays and Thursdays, during business hours (9 AM to 2 PM).

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Employee Advocacy Program



Brand Story

Mutare positions itself as the leading authority in voice traffic security, offering innovative solutions for enterprise-class organizations. With more than three decades of experience,

Mutare has transformed the way businesses communicate by securing their voice channels and combating the rising threat of unwanted voice traffic. As cyber threats evolve, particularly with the advent of Generative AI, Mutare's Voice Traffic Filter (VTF) stands as a vanguard to protect against robocalls, spam calls, and voice phishing (vishing), thus ensuring the integrity of voice network infrastructure for its clients.

Employee Stories to Feature

Challenge and Resolution Narratives

Employees can share stories highlighting the challenges posed by sophisticated voice network threats and how Mutare's solutions, such as the VTF, have effectively neutralized these threats, reinforcing the company's position as a leader in the industry.

Client Transformation Experiences

Case studies from employees detailing the transformative impact of Mutare's solutions on client operations can resonate strongly with the audience. These stories could focus on how clients overcame security threats with Mutare's assistance.

Inside Look at Mutare

Employees can provide insights into the day-to-day operations and the culture of innovation at Mutare. This could include stories about how the company's values and technology have empowered them to contribute meaningfully to the field of voice security.

Target Audience Engagement

- Engaging IT and Security Professionals:** Stories from the technical team can discuss how Mutare's technology is pioneering protection against the latest cybersecurity threats. This content would appeal to IT and security professionals responsible for safeguarding communication networks.
- Decision-Maker Influence:** Testimonials from senior team members, like product managers or strategists, can influence decision-makers in organizations by showcasing the strategic advantages of Mutare's voice security solutions.
- Industry Authority Appeal:** Stories that depict Mutare's employees actively participating in industry conferences, engaging in thought leadership, or contributing to cybersecurity standards can attract attention from industry influencers and build authority.



Crisis Response Plan

Pre-Crisis Planning



In this digital age, Mutare must be vigilant and prepared to manage its reputation, especially during crises. First step is to appoint a Designated Crisis Manager or a dedicated team with the authority to oversee and navigate through turbulent times on social media. This person or team, equipped with advanced monitoring tools like Google Alerts, will be the first line of defense, swiftly detecting and responding to any mention of Mutare or its products online.

To enhance their effectiveness, the crisis management team should undergo comprehensive training, honing their skills through scenario-based exercises and learning decision-making processes tailored to social media crises. Developing clear decision trees and protocols will empower them to act decisively and efficiently, ensuring Mutare's response is both timely and appropriate.

Moreover, by identifying the key stakeholders, Mutare can craft nuanced communication plans, ensuring that messages are tailored and resonate with each audience. Through these strategic preparations, Mutare can maintain its composure and integrity, even when facing the unpredictable storm of a digital age crisis.



During Crisis Planning

At the first sign of trouble, the designated crisis manager must spring into action, leveraging a meticulously crafted crisis communication plan. Utilizing decision trees, the manager will navigate the complexities of the crisis, determining the most appropriate initial response. Mutare must also promptly acknowledge the situation on social media, demonstrating its dedication to finding a resolution. This commitment is reinforced through regular, transparent updates that inform stakeholders of the evolving situation.

A centralized information hub, such as a dedicated section on Mutare's website, becomes an invaluable resource, offering stakeholders a consistent source of accurate information. Moreover, by monitoring social media channels and interacting with stakeholders, Mutare can address concerns, answer queries, and offer support, ensuring that the community feels heard and valued.

The social media crisis manager must work in lockstep with the broader crisis response team, ensuring that messages are consistent and strategies are aligned. Through these concerted efforts, Mutare can navigate the turbulent waters of a crisis, maintaining trust and integrity.



Crisis Response Plan

Post-Crisis Planning



This critical introspection involves dissecting the crisis response, identifying strengths, and pinpointing areas for enhancement. Such an evaluation not only sheds light on the efficacy of the executed plan but also paves the way for constructive revisions. With insights in hand, Mutare must then refine its crisis response strategy, integrating learned lessons and innovative approaches to fortify against future challenges.

Rebuilding trust is paramount in the aftermath. Mutare should articulate its dedication to rectification and prevention, maintaining transparency about the measures being implemented to avert similar situations. Regular progress updates can further cement stakeholders' confidence in Mutare's dedication to accountability.

Moreover, the commitment to vigilance remains unwavering, with ongoing monitoring of social media to swiftly catch and address any lingering sentiments or emerging concerns. Engaging proactively with stakeholders reinforces Mutare's commitment to its community, illustrating an enduring pledge to regain and nurture the trust and confidence vested in its brand.



Metrics



Metrics will help in tracking the effectiveness of each marketing activity and overall success of the campaign. Here's a proposed set of KPIs and analytical tools tailored to each objective:

Brand Awareness



To elevate our brand awareness, we are concentrating on three pivotal KPIs:

- Reach, to measure the breadth of our audience
- Impressions, to quantify content views
- Shares, to assess the virality of our messaging

We're leveraging platforms like LinkedIn Analytics and Campaign Manager, along with X Analytics and Twitter Ads Manager, to gather these insights and adjust our strategies accordingly.

Thought Leadership



For thought leadership, our focus is on enhancing engagement rates, tracking the ratio of interactions (likes, comments, and shares) to impressions. The number of mentions by industry leaders and participants in relevant discussions also serves as critical KPIs, signaling our influence and prominence within the sector. Tools such as LinkedIn's suite and Twitter Ads Manager provide the analytics to monitor these metrics.

Customer Engagement



Customer engagement is gauged through the volume of likes, comments, shares, and the responsiveness of our engagement initiatives. Same as before, LinkedIn Analytics, Campaign Manager, X Analytics and Twitter Ads Manager, are the analytics tools that would play a significant role in capturing these data points, enabling us to fine-tune our approach to foster stronger connections with our audience.

Lead Generation



The lead generation objective is assessed by monitoring website clicks, webinar signups, ad clicks, and return on ad spend (ROAS). These KPIs offer a direct reflection of the effectiveness of our conversion pathways and advertising efforts, and are directly linked to ROI. We'll calculate the cost per lead and conversion rates, which will help in estimating the ROI of our social media tactics. Utilizing the aforementioned analytics tools (LinkedIn Analytics, Campaign Manager, X Analytics and Twitter Ads Manager), we can track these metrics to ensure our lead generation strategies are not only yielding a substantial number of leads but also driving quality engagements that translate into business growth.

Estimating ROI will involve benchmarking these KPIs against the costs of our tactics, including content creation, ad spend, and manpower. ROI calculations will be tailored for each objective, ensuring we can accurately measure the return on our social media investments and adjust our strategies for maximum effectiveness.

Conclusion



Mutare, an established enterprise technology company, specializes in software solutions that enhance voice channel security. The proposed social media marketing campaign aims to elevate brand awareness, establish thought leadership, boost customer engagement, and drive lead generation. Targeting IT and security professionals, decision-makers, and industry influencers, this campaign leverages educational content, interactive strategies, and video engagement to solidify Mutare's position in the cybersecurity domain.



Recommendations

- **Content Diversification:** Develop a mix of educational and interactive content that resonates with the target audience, emphasizing Mutare's unique value proposition in voice security solutions.
- **Thought Leadership:** Establish Mutare as a thought leader by creating in-depth articles, whitepapers, and case studies that address key industry challenges and solutions.
- **Video Engagement:** Utilize video content, including tutorials, webinars, and product demos, to enhance user engagement and retention.
- **Interactive Initiatives:** Foster a sense of community and gather valuable feedback through Q&A sessions, polls, surveys, and challenges like the Mutare SecureCall Challenge.

Investing in this social media marketing plan is pivotal due to the compelling data and insights derived from Mutare's research and the target market analysis. The increasing threats in voice security, coupled with the lack of awareness among businesses, underline the necessity for a robust marketing strategy. Mutare's distinctive approach, with its advanced Voice Traffic Filter technology and five layers of protection, offers a unique solution that is critical for businesses seeking to safeguard their voice networks.

The proposed social media marketing campaign for Mutare is not merely a promotional endeavor but a strategic move to address a critical and emerging threat in cybersecurity. By engaging the target audience through a mix of educational content, interactive strategies, and thought leadership, Mutare can significantly enhance its market position, drive lead generation, and contribute to a safer digital environment for businesses. The investment in this campaign is justified by the potential to not only elevate Mutare's brand but also to impact the broader cybersecurity landscape positively.



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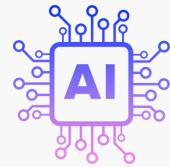
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AI Prompts



1. **Image generation for the customer persona:** Depict Alex Chen, a 40-55-year-old CISO in finance, in an office, displaying professionalism and expertise in cybersecurity. Include elements of advanced security solutions and symbols representing his engagement with renowned cybersecurity brands.
2. **Image generation for the Mockup post 1:** Create a webinar post graphic with a purple and violet background, showcasing "Navigating the Future of Voice Security – Insights by Mutare" in white and light green text. Include green CTAs, targeting IT and cybersecurity professionals.
3. **Image generation for the Mockup post 2:** Create a simple advertisement image to post on social media for 'Mutare SecureCall Challenge', targeting IT experts. Show a violet and purple interface and black and white text. Include 'Test Your Defenses' message, 'Begin Your Challenge', , & 'Get a Free Assessment' CTAs.