

CYBERSHIELD SOLUTIONS

Marketing plan

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# Key details

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# The business

## Plan summary

Cyber Shield Solutions offers affordable cybersecurity awareness and protection services for small businesses and individuals. We aim to provide practical, hands-on training and tailored security audits to those who lack access to enterprise-level security.

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| --- | --- |
| What our business does  The products or services we sell. | We provide cybersecurity training, phishing simulations, malware awareness sessions, and security audits.  We sell products or services like Cyber awareness training packages, phishing simulations and security audits. |
| Our target market | Small business owners, start-ups, freelancers, and students. |
| Our unique selling point | Hands-on simulations, personalized security advice and affordability. |
| Our business goals | To increase awareness of cybersecurity risks and become a go-to provider of security education for small businesses. |

## Our vision

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| To become the most trusted provider of accessible and practical cybersecurity training for small businesses and individuals, fostering a secure digital environment across the region. |

## Our mission

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| We exist to empower non-technical users and small businesses with the skills and tools needed to protect themselves against cyber threats by delivering affordable, engaging, and customized cybersecurity training. |

## Products and services

What we’re selling.

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|  Cybersecurity awareness training packages   Phishing attack simulations   Security audit and vulnerability analysis   Personalized protection recommendations |

## Expected demand

How much of our product/service we expect customers will want to buy over the next year.

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| We expect to train and audit at least 100 small businesses or individuals in the first year, with a projected 20% quarterly growth as digital risks increase and word-of-mouth spreads. |

## SWOT analysis

*[Take an honest look at your business to identify your business’s strengths and what you could be doing better. Visit our website for more information on* [*doing a SWOT analysis*](https://business.gov.au/planning/business-plans/swot-analysis)*.]*

Our business strengths, weaknesses, opportunities and threats.

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| --- | --- |
| Strengths  What’s good about our business. |  Low-cost and practical training   Personalized services   Non-technical, user-friendly content |
| Weaknesses  What’s not so good about our business. |  New brand with limited awareness   Limited workforce to handle high volume initially |

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| Opportunities  External factors we could take advantage of. |  Rising cyber threats in the SME sector   Government support for digital security awareness   Expansion into school and university security training |
| Threats  External factors that could cause problems for us. |  Competition from larger cybersecurity firms   Customer skepticism toward new providers |

### How we’ll address each weakness and threat

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|  Run low-budget awareness campaigns on social media   Offer free workshops or webinars to build trust   Partner with educational institutions and coworking spaces   **Limited awareness** → Launch targeted digital marketing campaigns, collaborate with influencers, and utilize client testimonials to build credibility.   **Limited workforce** → Hire part-time trainers and interns; streamline training processes using pre-recorded content and templates.   **Competition from larger firms** → Differentiate by emphasizing personalized attention, affordability, and local community engagement.   **Customer skepticism** → Build trust through free trials, case studies, visible certifications, and transparent communication. |

# The market

## Market research

[Attach a copy of your research and findings to this plan. Visit our [market research](https://business.gov.au/marketing-and-advertising/do-market-research) page for more information. Market research can help you to get an understanding of problems customers face and opportunities in the market.]

Research we’ve done to analyse the market.

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| We conducted informal surveys among freelancers, small business owners, and students, and found that most had little to no formal cybersecurity knowledge. Many were unaware of phishing or ransomware and expressed interest in basic training. |

## The problem

[What issues do your potential customers face in the current market? Is there a lack of your service type in a particular suburb? Is the product supplied by other businesses expensive?]

The market problem/s that we aim to solve for customers.

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| Small businesses and individuals are highly vulnerable to cyber threats and often cannot afford professional protection services. |

## Our solution

How our business solves the problem – our unique selling point. This is how we’ll succeed in the market.

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| Cyber Shield Solutions provides affordable, easy-to-understand training and security assessments specifically tailored to small businesses and non-tech-savvy individuals. |

## Our target market

*[Not everyone will want your product or service, so make sure you identify* [*your target market*](https://business.gov.au/marketing-and-advertising/identify-your-target-market)*. This helps focus your marketing efforts and improve your chances of success. Describe your targeted customers for example by gender, age, income, location or education.]*

The group of customers that we aim to sell our products or services to.

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| --- |
|  Small business owners and start-ups   Freelancers and gig workers   College students and educators   Age: 20–45   Income: Low to Medium   Location: Urban/suburban areas with growing digital dependence |

## Sales targets

How much we plan to sell over the next year.

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|  100 training sessions in the first year   Convert 25% of free workshop attendees to paid clients   20% monthly growth through referrals and targeted promotions |

## The competition

The top 3 businesses we’re competing against, what they do well and not so well. What we’ll do differently to succeed in the market.

|  |  |  |  |
| --- | --- | --- | --- |
| Competitor name | SecureNow Solutions | CyberGuard Inc. | TechSafe Tutors |
| Strengths | Strong online presence | Reputation and team size | Academic partnerships |
| Weaknesses | Generic, expensive packages | Targets only corporations | Limited in practical training |
| What we’ll do differently | Affordable, personalized services | Focus on individuals and SMEs | Real-world simulations and active learning |

# Goals and actions

*[Try to make your goals SMART:* ***s****pecific,* ***m****easurable,* ***a****chievable,* ***r****elevant and* ***t****ime-bound. For example, increase online coffee sales by 10% over the next 12 months.]*

## Goals for next year

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| --- | --- | --- | --- |
|  | Train 100+ clients in basic cyber hygiene | Conduct 20+ security audits | Grow Instagram and LinkedIn page to 2,000+ followers |
| Actions to achieve goal | * Host free monthly cybersecurity awareness webinars * Partner with 5+ coworking spaces to offer on-site sessions * Start a blog featuring weekly cybersecurity tips | * Create and upload engaging YouTube videos for awareness * Offer discounts through a client referral program * Set up a professional website with lead-capturing forms | * Launch a targeted social media advertising campaign * Create and upload engaging YouTube videos for awareness * Offer discounts through a client referral program |
| Due date | 1/01/2026 | 1/01/2026 | 1/01/2026 |
| Who’s responsible | **Cybersecurity Training Lead** | **Security Audits Manager or Lead Auditor** | Social Media Manager |

## Goals for the next 3 years

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| --- | --- | --- | --- |
|  | **Reach 500+ clients served** | Launch a mobile app with interactive awareness quizzes | Expand services to include educational institutions and NGOs |
| Actions to achieve goal | * Hire part-time trainers to support service expansion * Apply for start-ups funding or relevant cybersecurity innovation grants * Set up a client onboarding system | * Develop and test a minimum viable product (MVP) for the mobile app * Apply for start-ups funding or relevant cybersecurity innovation grants * Launch the app on both iOS and Android | * Launch awareness campaigns targeting schools and colleges * Hire trainers with experience in the education sector * Partner with NGOs for cyber awareness drives |
| Due date | 1/01/2028 | 1/01/2028 | 1/01/2028 |
| Who’s responsible | **Client Success Manager** or **Program Coordinator** | **App Development Team Lead** or **Product Manager** | **Outreach Coordinator** or **Partnerships Manager** |

# Marketing strategy

## Product or service

Where our products/services fit in the market. What makes them different from our competitors’ products/services.

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| --- | --- | --- |
| Product/service | Description | Unique selling point |
| Cybersecurity Awareness Training | Interactive workshops, real-life phishing simulations, and personalized audits | Non-technical, practical, affordable training for small businesses and individuals |
| Security Risk Assessments | On-site and remote evaluations of digital infrastructures to identify vulnerabilities and recommend solutions | Customized assessments with actionable steps, specifically designed for small business environments |
| Cybersecurity Policy Drafting | Creation of easy-to-follow, tailored cybersecurity policies for employees and management | Business-specific policies written in simple language for non-technical staff, promoting real-world implementation |

## Price

[Explain your [pricing strategy](https://www.business.gov.au/products-and-services/develop-a-pricing-strategy) and why you chose it. Does the price cover all costs such as staff, production and operations? Have you added a profit margin? What price will your target market bear? Do your prices account for any seasonal variations in costs?]

How we set the prices for our products/services.

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| --- |
| We will charge:   * PKR 5,000 for a basic training session * PKR 10,000 for a full audit and report Our pricing includes operational costs and a 25–30% profit margin, while staying competitive and affordable. |

## Place – our sales and distribution channels

*[How will you deliver your product or service to customers? Think about your target audience when you decide on distribution channels.]*

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| --- | --- | --- |
| Channel | Used for | Details |
| Website | Selling cybersecurity training services | Main platform for booking services, 40% of total sales |
| Social Media Platforms | Promoting services and interacting with leads | Instagram and LinkedIn DMs used to convert 25% of leads |
| Webinars & Workshops | Educational outreach and service promotion | Held monthly; convert 15% of attendees into paying clients |

## Promotion and advertising

[Choose channels that suit your target market. For example, social media use varies across different age groups. Learn about [choosing the best channels to communicate with your customers](https://business.gov.au/people/customers/communicate-with-customers).]

The channels we’ll use to promote and advertise to our target customers.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Activity | Channel | Details | Estimated cost | Target date |
| Awareness Campaign | Instagram | Daily posts, reels, testimonials, infographics | PKR 10,000 | *1/05/2025* |
| Lead Magnet Webinars | LinkedIn/Zoom | Free webinars with call-to-action for paid training | PKR 5,000 | 1/05/2025 |
| Referral Program Launch | Website | Discount for bringing a friend/customer | PKR 2,000 | 1/05/2025 |
| Sponsored Ads | Facebook | Targeting freelancers & small businesses in Pakistan | PKR 15,000 | 1/05/2025 |

## Marketing review

[Describe how you’ll regularly review the impact of your planned marketing activities. What were the results for the promotional period? What were your sales figures? How many new/repeat customers did you receive? How many visitors to your website?]

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| --- | --- | --- | --- |
| Marketing activity | Date of review | How we’ll measure the impact | Results |
| Awareness Campaign | 1/07/2025 | Social media insights, engagement | Reached 15,000 users on Instagram, 1,200 likes, 150 shares, 300 followers gained |
| Lead Magnet Webinars | 1/07/2025 | Attendees, conversion rate | 80 attendees, 20 converted to paid training (25% conversion) |
| Referral Program Launch | 1/08/2025 | Referrals generated | 30 new clients referred, 5 repeat purchases |
| Sponsored Ads | 1/08/2025 | Click-through rate, leads | 3.5% CTR, 400 clicks, 60 qualified leads |