AW -Simulations Labs [Ad Optimization] - December 09

Meeting Purpose

Onboard Admireworks for ad optimization and align on strategy.

Key Takeaways

- Admireworks needs ad platform access (Meta, LinkedIn, Google Ads, Reddit) and a budget from Bashar Marza to begin planning.
- The platform is a "build-your-own" tool for custom cybersecurity challenges, not a content library. This is a critical distinction for ad messaging.
- A new persona, "CTF Organizers," was identified as a high-value target who can drive recurring revenue by hosting their client work on the platform.
- Admireworks' scope is paid ads and email; organic social media is out of scope.

Topics

Ad Campaign Kickoff

- **Budget:** Undefined. A budget from Bashar Marza is required to create an ad strategy.
- **Platform Access:** Admireworks requires edit/analyze access to all ad and analytics platforms.
  - **Existing:** Mixpanel, Google Analytics, LinkedIn.
  - **New:** Google Ads, Reddit.
  - **Meta:** Admireworks will request access to the page; an ad account must be created.
- **Cold Outreach:** The team will use Instantly, as the internal SendGrid account is unavailable.
  - **Action:** Bashar Marza must approve purchasing subdomains for Instantly.

Product Walkthrough & Core Offering

- **"Build-Your-Own" Platform:** The platform is a software tool for users to create custom cybersecurity scenarios and competitions.

- ○ **Process:** Users build individual scenarios → group them into competitions (CTFs, assessments) for individuals or teams.
- ● **Key Feature: Isolated Environments:** Each participant gets a unique, isolated instance of a challenge.
  - ○ **Significance:** Prevents "hacking" between competitors and ensures a fair, independent experience for everyone.
- ● **Future Marketplace:** A content marketplace is planned but has no timeline. The current focus is the "build-your-own" software.

Persona Strategy

- ● **New Persona: CTF Organizers:** A high-value target who builds CTFs for paying clients.
  - ○ **Value Prop:** Organizers can focus on content creation while the platform handles all infrastructure (hosting, servers).
  - ○ **Strategic Impact:** This persona can drive high Customer Lifetime Value (CLTV) by using the platform for all their client projects.
- ● **Existing Personas:** Community Builders, Enterprises, and Educators.

Next Steps

- ● **Simulations Labs Team:**
  - ○ Provide Admireworks with edit/analyze access to LinkedIn.
  - ○ Secure budget approval from Bashar Marza.
  - ○ Get approval from Bashar Marza to purchase Instantly subdomains.
- ● **Admireworks (Youssef):**
  - ○ Request access to the Meta page and create the ad account.
  - ○ Create Google Ads and Reddit accounts.
- ● **Admireworks (Esraa):**
  - ○ Share the ad strategy and timeline with the team.
  - ○ Confirm the scope of work (paid ads/email only).