**Marketing & Advertising for LevelBlue Cybersecurity – Roles & Responsibilities**

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**1. Brand Positioning & Messaging**

**Role:** Define, maintain, and evolve the company’s cybersecurity brand identity and positioning in the market.  
**Key Actions:**

* Develop and update the brand strategy deck to align with market shifts.
* Create and maintain audience-specific messaging frameworks and value propositions.
* Produce brand guidelines covering tone, visuals, and usage standards.
* Build customer journey maps and brand awareness metric reports.
* Leverage social listening AI (MarketBetter.ai) to monitor brand sentiment in real-time.
* Lead executive branding reviews and incorporate stakeholder feedback.

**2. Campaign Planning & Execution**

**Role:** Plan, budget, and oversee integrated marketing campaigns across multiple channels.  
**Key Actions:**

* Draft campaign briefs, launch playbooks, and channel checklists.
* Create media plans with budget allocations based on ROI projections.
* Prepare budget recommendation presentations for senior leadership approval.
* Manage accounting procedures including contract management, PO’s, invoicing, and payments.
* Oversee campaign launches, track status, and manage A/B testing initiatives.
* Leverage project management AI assistants (Asana, Monday) to track action items and timelines.
* Produce campaign retrospective reports and maintain a creative asset inventory.

**3. Content Marketing**

**Role:** Engage multiple organizations to produce and distribute engaging content to drive awareness and demand.  
**Key Actions:**

* Maintain a content calendar covering analyst reports, webinars, whitepapers, e-books, and videos.
* Apply predictive content scoring to modify and optimize conversion.
* Commission and manage blog posts, case studies, and thought leadership pieces.
* Collaborate on creating infographics, data visualizations, and video scripts for campaigns.
* Develop SEM / SEO keyword content plans to optimize visibility (customizer file).
* Manage relationships with content syndication vendors to ensure proper distribution, compliance, and brand consistency.
* Track and analyze content syndication performance and adjust strategies accordingly.
* Analyze content performance and refine planning and budgets based on insights.

**4. Digital Advertising**

**Role:** Develop and manage paid media strategies to execute on maximized reach and conversion strategies.  
**Key Actions:**

* Design and launch paid search, social, demand gen, and content syndication ad campaigns.
* Create display ad packs, SEM configurations, and retargeting setups.
* Optimize bids, CPA, and channel attribution models.
* Monitor ad creative performance and refresh assets as needed.
* Use AI bidding algorithms (Google Ads) to optimize spend in real-time.
* Track and analyze campaigns for performance and ROI impact.

**5. Market & Competitor Intelligence**

**Role:** Monitor market trends and competitor advertising activities to inform strategy.  
**Key Actions:**

* Produce competitive ad landscape and SWOT analysis reports.
* Conduct cybersecurity trends and threat intelligence research.
* Maintain buyer persona documentation and insights.
* Create persona insight modeling from CRM and behavioral data using segmentation tools for ad targeting.
* Leverage LLM processing to scan large volumes of market reports and extract key points efficiently.
* Deliver market sizing and go-to-market opportunity reports.
* Lead persona and pricing and packaging targeting strategies.

**6. Performance Analytics & Reporting**

**Role:** Measure and communicate performance across programs, channels, campaigns, and assets to key leadership.   
**Key Actions:**

* Build and maintain analytic dashboards for program-level performance.
* Create channel-specific metrics reports and campaign-level ROI analysis.
* Produce asset-level engagement scorecards and KPI trend reports.
* Prepare executive summary reports for organizational and senior leadership readouts.
* Deliver forecasting models and make actionable recommendations for quarterly ad strategies.
* Develop dashboards (MarketBetter.ai, SFDC, PBI) to identify successes, anomalies, trends, and optimization opportunities.
* Develop and train agency teams on dashboard usage and data interpretation.

**7. Lead Generation & Nurturing**

**Role:** Drive high-quality leads through targeted ad campaigns and nurture programs.  
**Key Actions:**

* Collaborate to develop lead magnets such as analyst reports, eBooks, whitepapers, videos, and webinars.
* Design and manage targeting sequences and ABM (account-based marketing) programs.
* Team with web org to create and optimize dedicated landing pages for ad conversion.
* Define MQL process flows and lead scoring models.
* Deploy scoring models to prioritize accounts with high engagement and propensity to convert.
* Manage content syndication vendor contracts and deliverables to meet lead volume and quality targets.

**8. Team & Stakeholder Collaboration**

**Role:** Coordinate with internal teams, agencies, and leadership to ensure alignment and execution excellence.  
**Key Actions:**

* Facilitate stakeholder meetings, workshops, and alignment sessions.
* Produce agency scopes of work and manage deliverable timelines.
* Coordinate with content syndication partners to ensure smooth execution and integration with marketing channels.
* Distribute internal training materials and collaboration templates for ad campaign development.
* Maintain clear documentation of decisions and stakeholder feedback.
* Lead cross-functional project initiatives and conflict resolution.
* Deploy vendor performance reports to monitor SLAs for agencies and syndication partners.
* Generate collaboration documents, SOWs, and recap reports from ongoing meetings.