



PARTNER MARKETING BRIEF

PENETRATION TESTING CAMPAIGN

Generate new opportunities with this ready-made integrated marketing campaign.

INTRODUCTION

Cyber security continues to be a top priority for businesses in all sectors and the continued rapid adoption of new technologies increases customers' exposure to risk. This has increased the opportunity to position and sell penetration tests by demonstrating how they form a fundamental part of a good risk management strategy.

To help you generate new sales opportunities for Bulletproof penetration testing services, we have put together a marketing campaign toolkit consisting of:

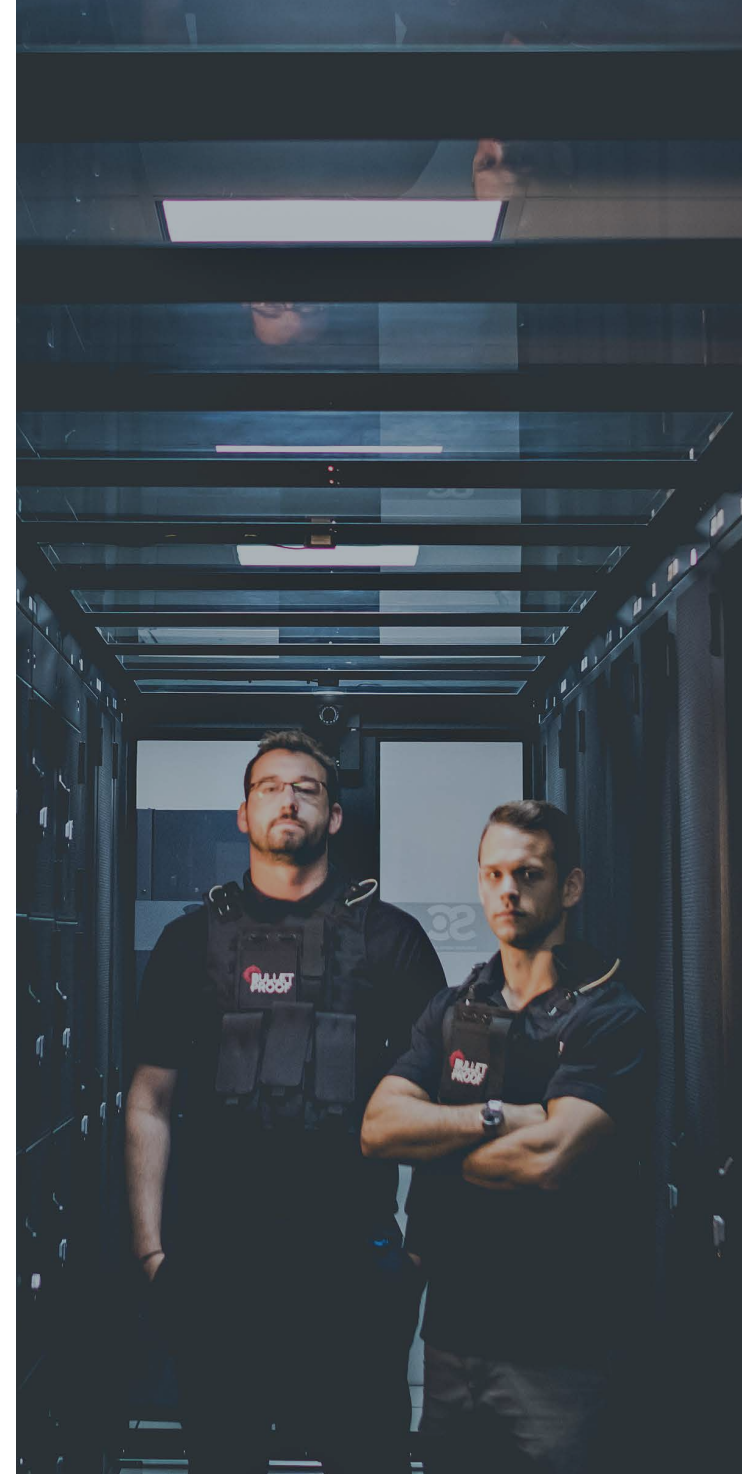
- Content assets to create awareness of penetration testing and generate interest
- Content assets to engage leads and open discussion around new opportunities
- Sales enablement collaterals to assist your team with their sales

This document takes you through the campaign and includes:

- An explanation about the advantages of Bulletproof penetration tests
- An overview of the key messages for your customers
- A summary of the marketing and sales tools created for partners
- An example campaign plan showing how you can use these assets together
- Details of how to get further support and information from Bulletproof

The central message of the campaign is:

**CARRY OUT REGULAR PENETRATION TESTS TO IMPROVE YOUR
CYBER SECURITY AND PREVENT BUSINESS-DAMAGING BREACHES**



THE OPPORTUNITY FOR PARTNERS

SIGNIFICANT TRENDS

- 1 The shift to remote or hybrid office-and-remote working has only been accelerated by COVID-19, with many large organisations acknowledging it will be the norm going forward. This shift in working has introduced new risks and increased existing ones, making it even more important for businesses to find and fix their vulnerabilities
- 2 Cyber security attacks increase steadily year-on-year, and their impact is significant. 60% of small businesses close within 6 months of being hacked, and with the average cost of recovery coming in at £2.9 million, even the largest enterprise needs to ensure they are protected
- 3 More and more organisations need to demonstrate compliance, either in response to increased regulatory scrutiny or to customer demand. Many regulatory standards - including PCI DSS, ISO 27001 and FCA - stipulate regular penetration tests

THIS LEADS TO AN INCREASED NEED FOR PENETRATION TESTING

- 1 To secure both the company and their customers against increasing, varied cyber threats
- 2 To instil confidence in stakeholders and customers that every step has been taken to secure themselves
- 3 To meet compliance regulations and demonstrate security best practice

**IT ALL ADDS
UP TO CREATE
DEMAND, AND
OPPORTUNITY FOR
BULLETPROOF'S
PENETRATION
TESTING
PARTNERS**

WHY CHOOSE A BULLETPROOF PENETRATION TEST?

Bulletproof are experts in cyber security and our innovative services offer your clients the best defence against threats.

Choosing Bulletproof as your penetration testing partner guarantees:

RELIABLE EXPERTISE

Our experienced penetration testers are all qualified by industry-recognised bodies such as CREST and Tigerscheme.

QUICK TURNAROUND

We schedule test dates in fast with reports delivered within five working days of test completion, meeting your client's tightest deadlines.

CUSTOMER PORTAL

Makes tracking test status simple and ensures secure delivery and access to final reports.

CLEAR, COMPREHENSIVE REPORTING

Every report contains a high-level executive summary analysing business impact alongside detailed technical risk assessment and remediation guidance.

COMPETITIVE COSTS

Our tests are reasonably priced with annual framework and volume-based discounts available.



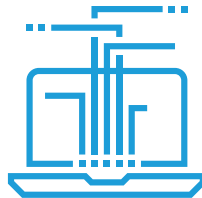
WHAT KINDS OF TESTS CAN BULLETPROOF PROVIDE?

Bulletproof provide the complete range of penetration testing services:



WEB APPLICATION

Uncovers vulnerabilities and insecure functionality, including authenticated and API testing.



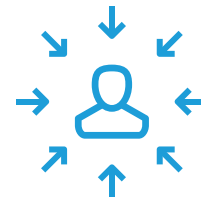
NETWORK & INFRASTRUCTURE

External or internal testing of infrastructure including services, patch levels and configurations.



MOBILE APPLICATION

Secure your software development cycle and discover insecure app functionality.



SOCIAL ENGINEERING PREVENTION SERVICES

Maximise your employee's security vigilance by simulating a targeted attack by hackers.



RED TEAM SECURITY TESTING

Identify weaknesses in physical and cyber security defences with a simulation of a real-world attack.

TARGET CUSTOMER

The typical customer for a Bulletproof penetration test is the director or a senior decision-maker within the IT department.

They need a penetration test quickly, and want to be reassured it will be carried out to a high standard, but they may need help understanding what kind of test is needed or how best to evaluate penetration testing services.

Although businesses across all vertical markets require penetration tests, they are particularly important for industries who handle large amounts of customer data and/or have high regulatory requirements:

- Retail
- Technology
- Finance
- Insurance
- Healthcare
- Education



CAMPAIGN OVERVIEW

The assets highlighted are designed to work together to create an integrated marketing and sales campaign. This complements Bulletproof messaging on penetration testing, creating greater market awareness and driving demand for penetration testing services.

CAMPAIGN APPROACH

CREATE AWARENESS

- Generate interest via content on partner website and social media
- Partner can complement with online advertising and relevant PR

BUILD ENGAGEMENT

- Outbound email marketing activity using content to drive interest
- Outbound telemarketing into partner database
- Lead conversion through content on partner website

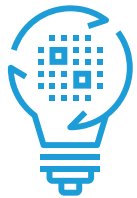
GENERATE OPPORTUNITIES

- Engage through sales consultation and scoping
- Sales present Bulletproof services as solution to customer problems

YOUR CAMPAIGN TOOLKIT

The following assets are available to partners as part of the campaign:

CREATE AWARENESS



Key insights in penetration testing

Co-brandable infographic revealing common security flaws and insights.



Articles

2 x article outlines for partners to easily create blog posts, social media, newsletters or supporting PR.



Social media

Examples of social media posts designed to capture attention.



Email

Email copy to highlight the importance of regular penetration tests and the partnership with Bulletproof.

BUILD ENGAGEMENT



Email

2 x email copy to create urgency and enable lead capture with whitepaper.



Security first:

An essential guide to penetration testing

Co-brandable whitepaper providing a complete guide to pen tests, from the requirement right through to the process. Can be used to capture leads for nurture.



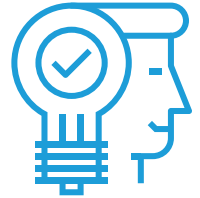
Landing page

Example copy for building a lead capture landing page to host the whitepaper.



Case study

Demonstrates how Bulletproof penetration tests provide clear security outcomes.



Cheat sheet

Assists partner salespeople with outbound prospecting.

GENERATE OPPORTUNITIES



Sales presentation

Co-brandable Powerpoint deck for partner sales people presenting Bulletproof penetration tests to prospects.



Penetration testing packages

Customer-facing guide to tests available with space for partner pricing.



How to prepare for your penetration test

Single page document ensuring clients know what they need to provide for and what to expect from their penetration test.

As a Bulletproof partner, we anticipate you will want to combine these assets and schedule campaign activities to suit your own marketing strategy and timescales. These assets have been designed to work together to create maximum impact, and can be complemented by other partner-led activity such as advertising, web events and PR.

Download your campaign toolkit here:
<https://www.bulletproof.co.uk/partner-resources>

ADDITIONAL SUPPORT

Full support is available to Bulletproof partners wishing to use this campaign to market and sell Bulletproof penetration testing services.

We can provide:

- Marketing support to explain campaign assets and how these should be implemented for maximum impact
- Training for sales teams wishing to deepen their understanding of penetration tests and the partner opportunity
- Support for partner events featuring penetration testing and cyber security

To take advantage of enhanced support or if you have any other enquiries about this campaign toolkit, please contact the Bulletproof Channel Partner team at partners@bulletproof.co.uk

