

[REDACTED] CAMPAIGN PLANNER

NIS2 Directive Campaign Plan

PRODUCT/MARKETING ALIGNMENT	
Campaign Theme/Product:	Compliance
[Redacted] Critical Play:	Business Growth: Hit NN bookings target of [REDACTED] with optimized messaging, content, campaigns & events that drive pipeline generation through inbound, outbound and partner channels.
[Redacted]Critical Play:	Business Growth: Leverage global, cross-functional teams to drive year over year new ACV bookings growth of [REDACTED] through cross-selling, bundles, enterprise sales initiatives.
Product Marketing Manager	[Redacted]
KEY DATES	
Campaign Launch Date:	[Redacted]

CAMPAIGN LEAD		APPROVER
Campaign Strategy	Jason Dafnis / [Redacted]	[Redacted]
Project Manager	[Redacted]	
Lead Writer	Jason Dafnis	
PMM	[Redacted]	
SME	N/A	

SCOPE / GTM STRATEGY	
What are we promoting?	New NIS2 Directive e-book which is in development focused on [Redacted]'s use case in achieving and proving NIS2 compliance.
Who is the target audience?	- Operations & Security leaders in mid- to large-scale IT organizations located in EU member states + UK - Geography: EMEA (EU member states + UK) - Currently applicable to Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden. - Target Verticals: Finance, Government, Healthcare, Education, Technology - Buying Group Roles: Influencers & Economic Buyers - Influencers: CISO, CIO, DevSecOps Manager, etc. - Economic Buyers: VP/Director IT Operations, etc. - Leadership stakeholder titles: - Chief Information Security Officer (CISO) - Chief Information Officer (CIO) - IT Governance Manager - VP/Director IT Operations - Chief Compliance Officer (CCO) - IT Security Manager - Compliance Manager - Information Security Officer (ISO) - Risk Manager

[REDACTED] CAMPAIGN PLANNER

	- Regulatory Affairs Manager - Influencer/practitioner-level titles: - Security Architect - Audit Manager - System Administrator (SysAdmin) - Cloud Security Engineer - Security Operations Center (SOC) Analyst - DevSecOps Manager
Why are we doing this?	<i>Awareness + Demand Gen</i> - To increase awareness of [Redacted]'s use case in achieving and maintaining NIS2 compliance - Demand Gen - to convert organizations subject to NIS2 compliance standards into [Redacted] users <i>Supports one of our key marketing initiatives: Launch new [Redacted] branding & messaging to increase awareness, reinforce competitive differentiation, modernize [Redacted]'s image, and strengthen brand alignment to Perforce.</i>
How will we do this?	<i>We will promote this asset via awareness and demand gen campaigns, including:</i> Awareness: New e-book explaining the use of PaC in achieving and enforcing measures that help organizations meet NIS2 compliance at scale + email to database promoting it + social ads + PR + thought leadership focused paid media article. Demand Gen: Gated landing page, LinkedIn campaign targeting roles in target sectors, company sizes and relevant countries in the EU, Google Ads targeting key NIS2 search terms targeting relevant countries, TrenDemon promotion + SDR follow up cadence for everyone who downloads the asset. SDR cadence: ~13 steps including calls, ~6 emails, LinkedIn outreach. Offer content for the various action items that can help organizations achieve and prove NIS2 compliance, like compliance assessment, zero-trust, RBAC, MFA, drift remediation, change management, documentation & reporting, desired state management + offer Business Value of [Redacted] white paper.
What does success look like?	Awareness Metrics: organic traffic, SEO rankings, organic key events (downloads, form fills) <i>Demand Gen Metrics (asset will be gated):</i> <i># of MQLs – [Redacted]</i> <i># of Meetings – [Redacted]</i> <i>MQL-Meeting Conversion Rate - [Redacted]</i>

[REDACTED] CAMPAIGN PLANNER

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Desired Response / Outcome

What do we want the target audience to do? How do we want them to respond? What is the CTA?

CAMPAIGN MESSAGING			
Topline Message	[Redacted] helps organisations achieve and maintain system-wide compliance with key NIS2 requirements, ensuring consistent configuration of security hardening measures without adding manual work and toil to already overburdened teams.		
Supporting Messages	<i>C-level/Director: Maintain cybersecurity measures for NIS2</i> compliance in huge systems to reduce the risk of an incident and so you don't get surprised by huge fines. <i>Influencer/Practitioner: Figure out NIS2 faster</i> and stay compliant with less tweaking and toil.		
Competitor Name	No primary [Redacted] competitor (e.g., [Redacted], [Redacted], [Redacted]) currently has any content or messaging targeting NIS2. Other brands with a digital presence in the NIS2 space, but without an infrastructure automation/configuration management play, include: [Redacted] (password manager) [Redacted] (cloud platform/CDN) [Redacted]		
TARGET CUSTOMERS: PLACE AN "X" IN BOX BELOW CUSTOMERS WHO WE ARE TARGETING FOR THIS CAMPAIGN			
PE CUSTOMERS	OSP CUSTOMERS	COMMUNITY	PROSPECTS
			X

Demand Generation Plan

TASK	TIME NEEDED	YES/NO	ASSIGNED	LAUNCH DATE	NOTES
Google AdWords	21 days	Yes	[Redacted]	9/23	
Landing Page	16 days	Yes	[Redacted]	9/23	
Blog	10 day	Yes	Complete	Complete	
Email	10 day	Yes	[Redacted]/Jason	9/24	
LinkedIn Ads	9 days	Yes	[Redacted]/Jason/[Redacted]	10/7	Jason to consult [Redacted]

[REDACTED] CAMPAIGN PLANNER

		Yes	[Redacted]	9/25	Create new NIS2 orchestration
TrenDemon General	8 days				
Social (Organic)	5 days	Yes	[Redacted]/Jason	9/24	
White Paper / E-book	8 days	Yes	Jason	9/18	
SDR Cadence		Yes	Jason	9/23	
Paid Media Article		TBC	[Redacted]/Jason	10/1	

Timeline:

	Timeline								
Channel	9/16	9/23	9/30	10/7	10/14	10/21	10/28	11/4	11/ 11
Google AdWords									
Landing Page									
Blog									
Email									
LinkedIn Ads									
TrenDemon General									
Social (Organic)									
White Paper / E-book									
SDR Cadence									
Paid Media Article									

Communication Plan

INTERNAL COMMS	RESPONSIBLE	DELIVERY METHOD
Executive Team	N/A	N/A
Sales Leaders	[Redacted]	Email / Slack / Sales Call
Sales Teams	[Redacted]	Email / Slack / Sales Call
XDR Teams	[Redacted]	Email / Slack / XDR Call
Product Team	N/A	N/A
Other Brands	N/A	N/A

Assets to promote

Need to Develop:

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New [Redacted] NIS2 Directive e-book

Ready to go:

- [\[Redacted\] blog: NIS2: Compliance Requirements, Deadline & Instructions for the NIS2 Directive](#)
- [\[Redacted\] white paper: Enforcing Better Zero Trust Security with \[Redacted\] Enterprise](#)
- [\[Redacted\] blog: Role-Based Access Control \(RBAC\): Security Benefits + RBAC Examples for Automated Access Management](#)
- [\[Redacted\] blog: CIS Benchmarks Explained: Levels & Steps for Quick CIS Benchmark Compliance](#)
- [\[Redacted\] blog: DISA STIGs: Who Needs Them & How to Enforce DISA STIG Compliance](#)
- [\[Redacted\] use case page: Continuous Compliance: Maintain Security Standards Automatically with Policy as Code](#)
- Security & Compliance Case Studies:
 - o [LV= \(UK insurer\)](#): *"LV= is also able to satisfy auditors and prove remediation efforts with [Redacted] 's automated, comprehensive, human-readable reports with evidence of how [Redacted] enforces a desired, compliant state continuously."*
 - o [Swiss Re \(Zurich-based reinsurance provider\)](#): *Enforces security baseline configurations hardened against CIS Benchmarks on every server*
 - o [DBS \(Singapore-based financial services group\)](#): *Reduced staff dedicated to fixing drift by 77% (from a team of 13 to just 3 people); built a self-service infrastructure "marketplace" for quickly delivering infrastructure components with security baselines enforced*
 - o [FINRA \(US securities regulator\)](#): *"[[Redacted]] allows us to rapidly roll out ... any new security compliance configurations imposed upon us by our information security team as well as our external regulators."*

Questions:

- Have we defined [Redacted] 's full use case in achieving and proving NIS2 compliance? Should we focus on one primary use case/benefit or offer the breadth of [Redacted] 's capabilities as a solution for enforcing NIS2-compliant security configurations?
 - o *As with most mandates, our use case comes predominantly from supporting the objectives of the tenets of the mandate. This includes things you have noted above (e.g. patching, secure baseline enforcement, zero trust, RBAC) to name a few that we have discussed recently. I think we should include the consideration of a number of these (i.e. power of automation) as no one [Redacted] feature singly 'does' NIS2 – they all bubble up to simplifying the required tasks. The magic is that we can repurpose much of the same messaging as most regulations have a similar foundation of "be secure!"*

[REDACTED] CAMPAIGN PLANNER

- *I don't feel it's realistic to identify the use cases per vertical due to the broadening of the sectors that are now covered by NIS2.*
- Should messaging consider the potential for each member state to adopt NIS2 in its own way (which will have to happen on October 17)? Or should we treat NIS2 as a singularly enacted, uniformly addressable compliance standard?
 - *NIS2 is a directive rather than a regulation and will be interpreted by member states. However, members must have what is called "minimum harmonization" which establishes a common basis that the members can then build upon with stricter rules if desired. To avoid too much confusion, we should treat it as one entity but acknowledge that there are nuances possible.*
- How long will this campaign be relevant?
- Do our competitors have any capabilities here? Are they putting effort into PPC?