

# Cisco Security for Small Business

Partner Campaign Playbook



# Background & Campaign Overview

# What to expect in this playbook

- Get to know the Cisco Security for Small Business partner marketing campaign on Marketing Velocity Central.

[Launch Marketing Velocity Central Campaign](#)

- Get familiar with campaign messaging, creative, target audiences, and example customer journeys.
- Choose the plays you want to plan for and execute depending on your business objectives.
- Follow the guided steps and best practices (for both sales and marketing) to successfully execute and measure a Cisco Security for Small Business campaign with new and existing end users.
- Align with your sales team and practice leads to provide them with the resources and insights they need to continue the customer conversation and leverage the most impactful incentives and programs.

# Cisco Security for Small Business campaign overview

Security is a top priority for small businesses, making it a huge opportunity for you. With a growing global market (\$6.5B+) rich in high-margin service opportunities and predictable, long-term recurring revenue streams.

Just like any organization, small businesses need to secure the network, endpoints, cloud, email, data, and applications – but often with far fewer resources. They need to focus their energy on growing their business, not worrying about security. They need a trusted partner, like you, that can advise on how to do it effectively, for the long term, and with limited resources.

Block the latest web-based threats with Cisco Umbrella®. Instead of passwords, authenticate users attempting to access the network using Cisco Duo®. Prevent cyber-attacks with Cisco Advanced Malware Protection (AMP), the world's largest Security Intelligence platform. And guard network entry points with Meraki MX® or Cisco Next-Generation Firewalls.

You can win over small and medium business owners by helping accelerate their growth and securing their future.

## **This campaign includes**

**Sales enablement content:**  
Including BDM deck and  
Tip Sheet

**Marketing activity content:**  
Including messaging guide,  
email/social/web copy  
blocks

**Shareable content:**  
Including cobrandable  
infographic, AAG, videos,  
etc.

# Why market and sell?



Cisco is a recognized leader in security



# Why act now?

## The volume of threats is continuing to grow

- 72% of SMBs say they have experienced a cyber attack in the past year
- The average cost of a compromise in 2019 is \$1.24m, and the average cost for business disruption is even higher at \$1.9m. This is up from 2017 by \$1.02m and \$1.2m respectively.

## The time to respond to a cyber attack has increased

- 74% of SMBs say their time to respond has either increased or stayed the same. Only 26% say they have managed to decrease their time to respond.

## Attacks are becoming more targeted and sophisticated

- 69% of SMBs agree that attacks are becoming more targeted and sophisticated (phishing and social engineering attacks are the most frequent attack vectors).



Securing  
your network



Protecting your  
employees' devices



Security for your users  
wherever they are



Protect your  
passwords



Cisco Talos threat intelligence is embedded across the entire Cisco security portfolio.

# Messaging



# Cisco Security for Small Business Value Proposition



Your security experience simplified

Cisco helps organizations who may be feeling overwhelmed about security threats and the associated costs. It's our aim to help you become empowered. With Cisco, you can be confident that your security is in order so that you can concentrate on driving your organization forwards.

- Protect your users everywhere they go
- Greater protection with less effort
- Free your team for what's most important
- Consolidate without compromise
- Compliance made easier
- Frictionless security for your employees



Security that works as fast as you do

Things happen quickly in small businesses, so Cisco designed their security to match. With Cisco's threat intelligence, you'll receive protection for previously unknown threats in under 10 minutes – the fastest time to remediation in the industry.

- Leverage the unrivaled breadth of intelligence from Cisco Talos
- Separate critical incidents from the noise, so you can act on what's important
- Update policies and implement new capabilities with just a few clicks



Security that grows with your business

Security should limit threats, not your business. Cisco security helps you breathe easier. As your business grows and takes on new challenges, you won't have to keep changing your security strategy every six months. Take full advantage of the resources and expertise that Cisco includes in their products, to take your business to new heights.

- Manage risk more efficiently as you grow
- Stay one step ahead with Talos threat intelligence that anticipates what's next
- Invest with confidence in security that's designed for the future of working.



# Leverage free trials

Cisco offers a variety of these products via a free trial for your customers to leverage. These free trials have proven to be excellent bottom-of-the-funnel offers in your demand generation efforts. Learn more [here](#).



Cisco® Threat Response



Duo Multi-Factor Authentication



Cisco Stealthwatch®



Cisco Umbrella®



Cisco AMP for Endpoints



Email Security

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# Audience



# Small Business Security buyer persona

1

C-Level,  
Executive,  
Founder

2

IT/ Network  
Manager

3

Managed Service  
Provider

4

Line of Business /  
Business Operations

« Thinking about security for my business is overwhelming. I don't have the time or resources to manage a complex security deployment. I need an easy solution that works with my business not against it, and one that can grow with the needs of my business. »



Small businesses are  
hit by 62% of all  
cyber attacks

69 days

Industry average to  
contain a breach

*(Ponemon 2018 Cost of a Data Breach Study)*

58%

Small businesses say  
they lack visibility into  
their employees'  
password practices

# Buyer concerns



## **Risk and threats/ successful breaches**

Constant onslaught of attacks and successful breaches. I just need to know I'm protected. I need to be able to tell my boss we're protected.

Cisco's response: Prevent breaches to keep your customer's business moving.



## **One size doesn't fit all**

We're a unique business with unique requirements. We need security that's flexible enough to meet our specific needs in management and deployment.

Cisco's response: Flexible management and security options to meet your customer's specific needs.



## **Talent shortage**

I have limited resources, staff, and time, and I can't keep up. Without extra help, I can't be strategic, only reactive.

Cisco's response: Automate operations to help your customers save time, reduce complexity, and work smart.

# Demand generation



# Campaign assets

## Background and enablement

- BDM Presentation Deck
- Partner Tip Sheet



## Marketing planning

- Email Copy Blocks
- Social Media Copy Blocks
- Landing Page Copy
- Messaging Guide



## Shareable content

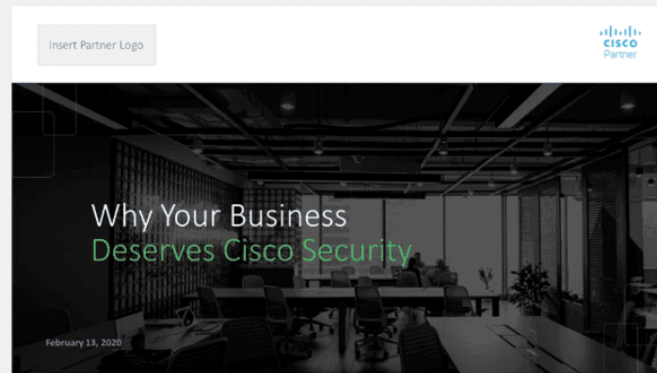
- Co-brandable Infographic
- Co-brandable AAG
- Video



## Distributor content

- Distributor to Partner Copy Blocks

# Background and enablement



Why Cisco Security for Small Business BDM Deck



Why Cisco Security for Small Business Partner Tip Sheet

# Marketing planning

Partner to Customer Campaign

Why Cisco Security for Small Business  
Customer Copy Blocks

Length	How
- 25 Words	You don't have to be an expert in security to protect your business. You just need a simple unified security platform and a partner who puts you first.
- 25 Words	Cisco Security takes you from overwhelmed to empowered. Cisco's powerful combination of firewalls, endpoint security, cloud security, and user administration can help keep your business humming by detecting threats earlier, faster, and with more ease.
- 25 Words	Your customer, business, and financial data are on the line—don't risk them. Cisco Security protects your digital business with continuous threat protection from one of the biggest security research teams in the world.
- 50 Words	Small business moves fast. Innovation and productivity are fueled by technology, but it needs to be secure. If your can't securely access their applications and data, productivity slows to a crawl. If systems can't connect, innovation doesn't happen. And if the network goes down, everything comes to grinding halt. Cisco Security protects your digital business with continuous threat protection. Simple and effectively. So you can get back to building your business.

Partner to Customer Campaign

Why Cisco Security for Small Business  
Partner to Customer Email Copy

IMMEDIATE	How. Your security experience simplified.
Subject Line	Experience Frictionless Security How to keep your business secure
Banner Headline	Cisco Security takes you from overwhelmed to empowered. Simple and secure.
Body Copy	Opening 1: You don't have to be an expert in security to protect your business. You just need a simple unified security platform and a partner who puts you first. Opening 2: You don't have to be an expert in security to protect your business. You just need a few essential security technologies and a partner who puts you first. Check out <a href="#">this video</a> to learn how Cisco's platform embeds security across your business. [Partner Name] can help you provide a frictionless security experience for everyone in your business. They'll be able to access any application securely, no matter where they are, what device they're using, or where the application lives. So you can get back to building your business. <b>Ready to get started?</b> Talk to a security advisor and learn how to get complete protection for your business. [Let's Talk Security]

Partner to Customer Campaign

Why Cisco Security for Small Business  
Partner to Customer Social Posts

Topic	Post Copy
Your security experience simplified?	Cisco Security takes you from overwhelmed to empowered. Do from one or two people doing everything, to an integrated and open system that does the heavy lifting for you. [Insert CTA/CTA]
Security that works as fast as you do.	Cisco Security comes with an entrepreneurial mindset, just like you. Our powerful tools keep you safe as your business pursues what's next. It's security that works as fast as you do. [Insert CTA/CTA]
Security that grows with your business.	Security should keep threats, not your business. As your business grows and takes on more challenges, you won't have to keep changing your security strategy every six months. Take full to take your business to new heights with Cisco Security. [Insert CTA/CTA]
General security awareness	When the network is down, your business isn't up. Small businesses are hit by 62 percent of all cyberattacks. Keep your business secure by detecting threats earlier, faster and with more ease. Experience Cisco Security. [Insert CTA/CTA]
Free Trial - ASP for Endpoints	Are your employees' devices protected? Test your endpoint security today with a 30-day ASP for Endpoints free trial.
Free Trial - SSO	80% of security breaches involve compromised passwords. Make sure your users are who they say they are. Verify your users with multi-factor authentication from Cisco Duo. [Try Duo for free.]
Free Trial - Umbrella	Your users have left the building. Are they protected? [Try Cisco Umbrella for free.]

Partner to Customer Campaign

Why Cisco Security for Small Business  
Customer Landing Page 1

Section	Copy
Headline	Security should limit threats, not your business.
Body	Keeping your employees safe and your business protected, is at the heart of what we do. [Partner Name] can help keep your security simple, because reducing complexity can make all the difference. We know that things happen quickly in your world. Here's a quick look at Cisco's security platform that works as fast as you.
Asset	[View Brochure]
CTA / Offer	You don't have to be an expert in security to protect your business. You just need a partner who puts you first. As a Cisco [Smart Certification Type] Partner, we have the expertise to secure your business, and to send. Let's start the conversation by scheduling a 30-minute call to discuss your business needs. Simply complete the form and we'll contact you to find a time that works best for you.

25, 50, 250 word Copy Blocks

Email Copy Blocks & Template

Social Copy Blocks & Kit

Customer Landing Page Copy & Template



# Distributor content



Distributor to Partner Copy Blocks

### Why Cisco Security for Small Business

To Partner Copy Blocks

Length	Copy
- 25 Words	72% of SMBs say they have experienced a cyber attack in the past year. Protect and reduce your customer's digital business with continuous threat protection from Cisco's platform approach.
- 25 Words	Take your small business customers from overwhelmed to empowered with Cisco's platform approach, a powerful combination of threat, endpoint security, cloud security, and multi-factor user authentication.
- 25 Words	Small Businesses need to focus their strategy on growing their business, not worrying about security. They need a trusted partner, like you, that can deliver 24/7/365 effectiveness, for the long term, and with 100% resolution. Show your customers the power and simplicity of Cisco's Security platform.
- 25 Words	Security is a top small business concern, and a growing global market, with a recurring revenue. Don't just sell products. Win by selling security business value and a scalable platform approach from Cisco.
- 50 Words	Protect customer's digital business with continuous threat protection - one of the largest security issues in the world.

With Cisco's Security platform, you can back the latest web-based threats with Cisco Umbrella. Instead of password, authentication, users attempting to access the network using Cisco Duo. Prevent cyber-attacks with Cisco Advanced Malware Protection (AMP), the world's agent Security Intelligence platform. And protect network entry points with the Cisco Secure Network Firewall.

FAQ Content

### Frequently Asked Questions: Cisco Scale Plays

**Q What is a scale play?**

A A scale play is a comprehensive, time-limited, partner-driven sales motion made up of repeatable offers focused on a single technology and across a specific business problem or customer pain point for small business.

**Q How is a scale play different from a sales play?**

A A scale play targets a single technology to respond to a specific customer pain point, and sales plays are cross-architecture offerings focused on business outcomes. In addition, scale plays are designed to be partner-driven, while sales plays are driven by internal Cisco sales with partner support. However, both types of plays rely on data and leverage proven best practices including tailored assets and both on- and off-network solutions for customers.

**Q Who is the target audience for scale plays?**

A Scale plays are focused on Cisco partners who, in turn, will use the resources provided to target their own small business customers. Each scale play will include onboarding, customer offers, pricing, and marketing and demand generation support.

**Q Why should partners care?**

A The TAM in small business is a multi-billion dollar opportunity and growing. Cisco is inviting partners and supporting partner profitability with a mix of components, including a deal registration discount offering, SF, AMP, Duo, and Secure Network Firewall. Small businesses are looking for partners who can shield them from the critical challenges they face and help them realize business value from technology solutions.

**Q What resources are available to support sales efforts?**

A All partner efforts will be supported by always-on email and social media campaigns to build awareness and demand. Partners will also have access to a range of resources including support resources, lead lists, demos, webinars, competitive briefings, and ordering guides. Promoting, through on- and off-network and across key email, social media, and leading blogs, and customer-facing assets like reports, videos, or e-guides, and more.

**Q When will the first scale play be available?**

A The first scale play (focused on security) will launch on April 1, 2023, with execution through distribution from Q4 FY23 to Q1 FY24. Assets and resources that make up the scale play will remain available to partners even after the end of Q1 FY24.

For more information visit <http://cisco.com/cisco/scaleplay-partner>

<p><b>Sales play</b></p> <ul style="list-style-type: none"> <li>Commercial market</li> <li>IT-architecture solutions</li> <li>Business outcomes</li> <li>Customer oriented</li> <li>Long sales cycle</li> </ul>	<p>→</p> <p>→</p> <p>→</p> <p>→</p> <p>→</p>	<p><b>Scale play</b></p> <ul style="list-style-type: none"> <li>Small Business market</li> <li>Single technology offers</li> <li>Specific pain point</li> <li>Partner oriented</li> <li>Short sales cycle</li> </ul>
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Distributor to Partner Copy Blocks

### Why Cisco Security for Small Business

Security is top of mind for small business, and it's driving a growing, global market, with a recurring revenue. Don't just sell products. Win and increase your profitability by selling security business value and a scalable platform approach from Cisco.

#### Your Security Opportunity

- The number one priority of small businesses is to protect their security and privacy capabilities
- Opening global markets for you
- High-margin service opportunities and predictable, long-term recurring revenue.

#### Value of Cisco Security

- Cisco security allows SMBs to create a comprehensive and unified security offer for all customers, ensuring operational efficiency and helping to meet customers' long-term business and security software reduce costs associated with implementing complexity.
- Cisco AMP integrates with the Cisco Security Cloud platform, allowing SMBs to offer self-managed threat detection and response with SIEM/SOC capabilities to their clients.
- SMBs get flexible and simplified licensing for Cisco Cloud Security solutions like Umbrella, Duo, and Secure Network Firewall. All available via your Distributor on a monthly consumption model (MCM).
- Protect yourself and take advantage of no asset license via Umbrella MCM, Duo MCM for endpoints, and SecureNetwork Cloud with the Cisco Secure MCM platform.

**Conversation Starters**

Do you consider your business at risk of a cyberattack? Why? Why not?

72% of SMBs say they have experienced a cyber-attack in the past year.

What would happen if the information you use to run your business were not available for 2 weeks? How do you need to notify all your customers about a breach?

80 percent of small and mid-sized businesses that are hacked go out of business within six months. Protect your Security Assets. Protect your Security Assets.

Over the past year, how do you think your view of the risks of cyberattacks?

Has cybersecurity become more important to your business?

How do you plan anything to improve your cybersecurity posture? A risk assessment?

Disti to Partner 25, 50, 250 Word Copy Blocks

Cisco Scale Play FAQ Guide

Why Cisco Security for Small Business MSP Tip Sheet

# Shareable content



**Why Your Business Deserves Better Security**

When the network is down, your business isn't up. Small businesses are hit by 62 percent of all cyberattacks, about 4000 per day. It's time to get more serious about your security. Keep your business secure by detecting threats earlier, faster and with more ease. Here's why your business deserves Cisco security.

**Your security experience simplified**

Cisco helps organizations who may be feeling overwhelmed about security threats and the associated costs. It's our aim to help you become empowered. With Cisco, you can be confident that your security is in order so that you can concentrate on driving your organization forward.

- Protect your users everywhere they go
- Greater protection with less effort
- Free your team for what's most important
- Consultable without compromise
- Compliance made easier
- Enterprise security for your employees

**Security that works as fast as you do**

Things happen quickly in small businesses, so Cisco designed their security to match. With Cisco's threat intelligence, you'll receive protection for previously unknown threats in under 10 minutes – the fastest time to remediation in the industry.

- Leverage the unrivaled breadth of intelligence from Cisco Talos
- Separate critical incidents from the noise, so you can act on what's important
- Update policies and implement new capabilities with just a few clicks

**Security that grows with your business**

Security should limit threats, not your business. Cisco security helps you breathe easier. As your business grows and takes on new challenges, you won't have to keep changing your security strategy every six months. Take full advantage of the resources and expertise that Cisco includes in their products, to take your business to new heights.

- Manage risk more efficiently as you grow
- Stay one step ahead with built-in threat intelligence that anticipates what's next
- Invest with confidence in security that's designed for the future of working.

Why Cisco Security for Small Business Co-Brandable AAG



**Why Your Business Deserves Better Security**

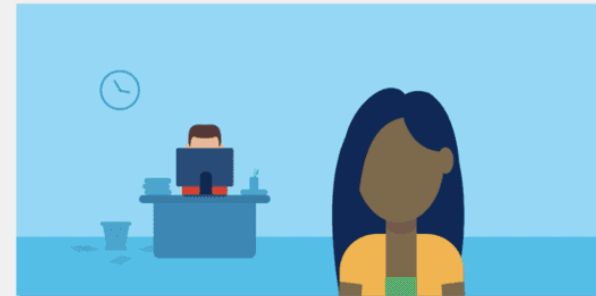
Protect your business with the strongest security team on the planet.

Security should limit threats, not your business. Cisco security helps you breathe easier. As your business grows and takes on new challenges, you won't have to keep changing your security strategy every six months. Take full advantage of the resources and expertise that Cisco includes in their products, to take your business to new heights.

With Cisco's integrated approach to security, you get:

- One step ahead with built-in threat intelligence that anticipates what's next
- Invest with confidence in security that's designed for the future of working.

Why Cisco Security for Small Business Co-Brandable Infographic

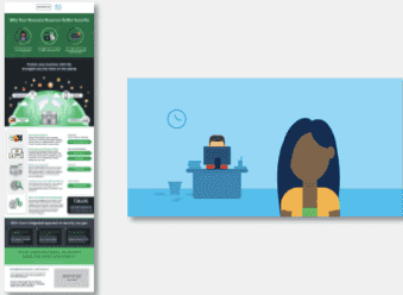


Firepower 1K Video

# Suggested partner to end user journey flow (direct)

Email : Why Cisco Security for Small Business

ToFu



MoFu



BoFu



- Why Cisco Security for Small Business Infographic
- Firepower 1K Video

- Why Cisco Security for Small Business AAG

- Free Trials

Your Cisco Page

# Suggested partner to end user journey flow (paid)

Drive-To: paid + social

Length	Desc
~ 25 Words	Has your small business been identified as a security risk? You've got several options: a third-party security platform, or a partner who can help you stay secure.
~ 25 Words	Cisco Security offers you the most advanced in investment. Cisco's powerful combination of hardware, software security, cloud security, and our advanced cloud-managed security management platform. All in one. All in one place.
~ 25 Words	Your customers, partners, and employees are all in the same place. So are you. Cisco Security makes your digital business safe. It's the only security solution that works in the cloud. It's the only security solution that works in the cloud. It's the only security solution that works in the cloud.

- Social Copy Block
- Advertising Copy Block

Type	Desc
Video	Cisco Security offers you the most advanced in investment. So, how do you get it? You've got several options: a third-party security platform, or a partner who can help you stay secure.
Image	Cisco Security offers you the most advanced in investment. So, how do you get it? You've got several options: a third-party security platform, or a partner who can help you stay secure.
Image	Cisco Security offers you the most advanced in investment. So, how do you get it? You've got several options: a third-party security platform, or a partner who can help you stay secure.

Section	Copy
Headline	Security should be a threat, not your business.
Body	Keeping your employees safe and your business protected, is at the heart of what we do. Because having a safe business is the only way to grow. And growing is the only way to succeed. So we've built a security solution that works in the cloud. It's the only security solution that works in the cloud. It's the only security solution that works in the cloud.
Asset	We know that things happen quickly in your world. Here's a quick look at Cisco's security platform that works to help you stay secure. [See Infographic]
CTA / Offer	You don't have to be an expert in security to protect your business. You just need a partner who puts you first. As a Cisco (Smart) Contributor Type/Partner, we have the expertise to secure your business, and to win. Let's start the conversation by scheduling a 30-minute call to discuss your business needs. Simply complete the form and we'll contact you to find a time that works best for you.

Your Cisco page

ToFu

- Videos
- Infographic



MoFu

- AAG



BoFu

- Free Trials



Why Cisco Security for Small Business

# Links to MVC Campaigns (by region and language)

## AMER

[English](#)

Spanish\*

Portuguese\*

French\*

\* coming soon

## EMEAR

[English](#)

German\*

Italian\*

Spanish\*

French\*

Dutch\*

## APJC

[English](#)

Thai\*

Vietnamese\*

Korean\*

Japanese\*

Traditional Chinese\*

Simplified Chinese\*

# Additional resources

[Brand Exchange](#)

[The Source Security Partner eBook](#)

[Cisco Security Free Trials](#)

[Cisco Security Demo Zone](#)

[Cisco Security Small Business Site](#)

[Selling Security for Partners](#)

[Security Partner Community](#)

Thank you for reading

# Cisco Security for Small Business

Marketing Velocity Central Campaign Playbook

