

Virtual Marketing Master Class Schedule

➤ **How You Can Promote & Generate Demand At No Extra Cost With Sophos**

25th May 2020 | 10am – 11 am CEST



Michel Lanaspeze,
Director of Marketing, Western
& Eastern Europe

➤ **Your Gateway to Success - Partner Portal Tour**

26th May 2020 | 10am – 11 am CEST



Anna Becker
Senior Marketing Manager
Eastern Europe & MSP EMEA



Wim Feyen
Marketing Manager
BeNeLux

➤ **Generating New Business – Where and How to Find New Customers**

27th May 2020 | 10am – 11 am CEST



Dan Skip
EMEA Sales Development Manager

➤ **Social Media: Tips for Success**

28th May 2020 | 10am – 11 am CEST



Sally Adam
Marketing Director

Social Media: Tips for Success

Sally Adam

Marketing Director

May 2020

SOPHOS

Social media is ever-changing



3

**things you need to know
to succeed with social media**

SOPHOS

1. Know your place at the table

“

*We're making a major change to how we build Facebook. ... You can expect to see more from your friends, family and groups. As we roll this out, you'll see **less public content like posts from businesses, brands, and media.***

*And the public content you see more will be held to the same standard -- it **should encourage meaningful interactions** between people.*

”

Mark Zuckerberg, January 2018

“

*As brands put together campaigns and messaging, they must remember that **they are guests at dinner**, not members of the nuclear family: their role in user feeds is delicate, valuable and should be treated with great care.*

Sprout Social Index

”

...And We're at the Kids' Table

- Friends
- Family
- News
- Funny cat videos
- #DogsofInstagram
- Movie trailer
- “Which *Saved by the Bell* character are you?” quizzes
- *Stranger Things* 4 theories
- Elon Musk’s rant tweets
- Those videos that show you random mundane stuff that’s oddly satisfying to watch
- Someone’s downfall
- Pretty much anything entertaining



- Coworkers
- That person you met one time who friended you but you don’t want to delete them cause they say crazy/entertaining stuff sometimes
- Sophos, You, and almost every other company

2.

Provide content that stops the scroll

If Content Is King, Then Engagement Is Queen



*Tweets you are likely to care about most
will show up first in your timeline.*

*We choose them based on accounts you
interact with most, tweets you engage with,
and much more.*



Twitter

...But We Must Engage Authentically

“

*To build strong, long-term relationships on social that go beyond click-and-buy, you must expose people to your brand in a visually satisfying way, link them to more information and **make authentic engagement a primary focus.***

”

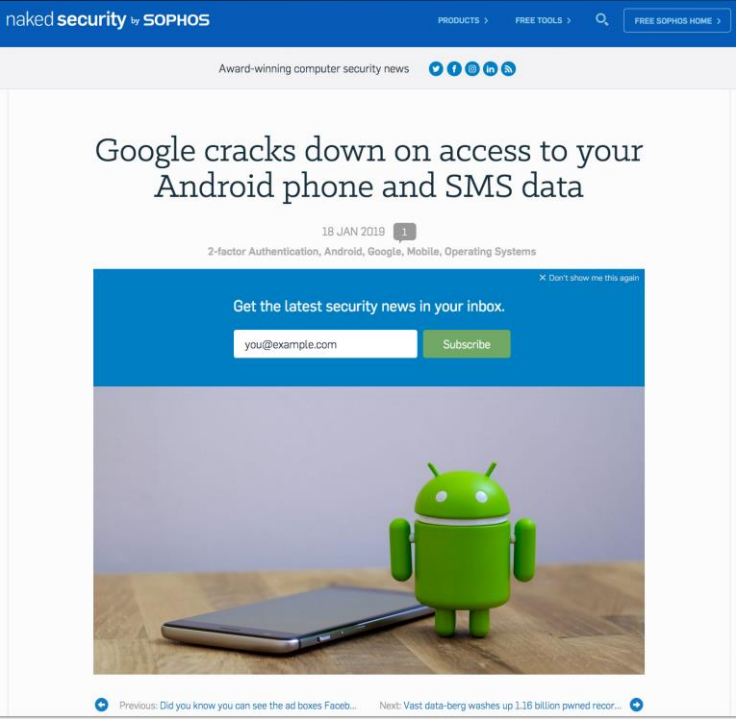
Sprout Social Index

When Things Go Wrong...

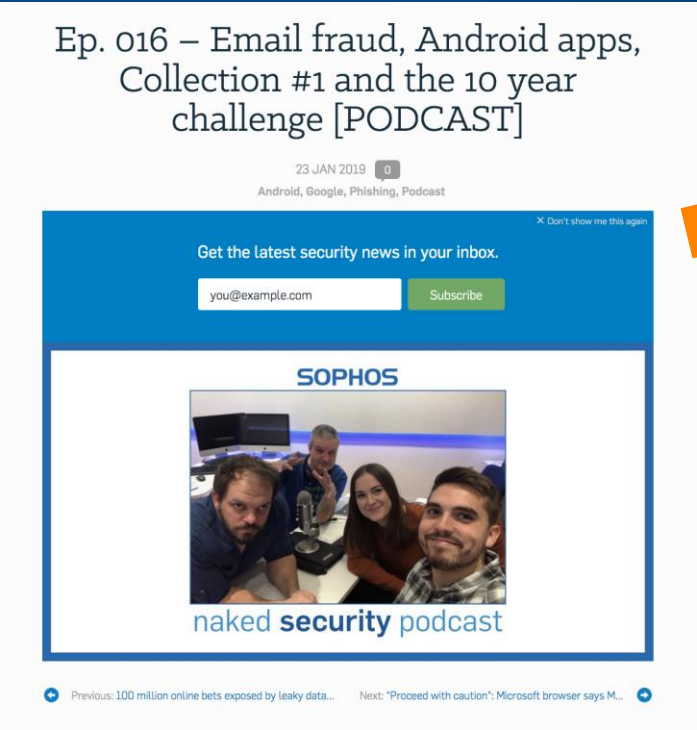


start with a
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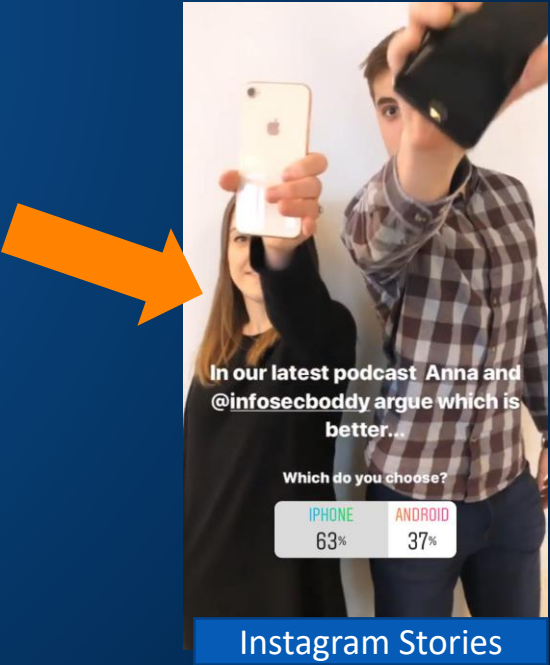
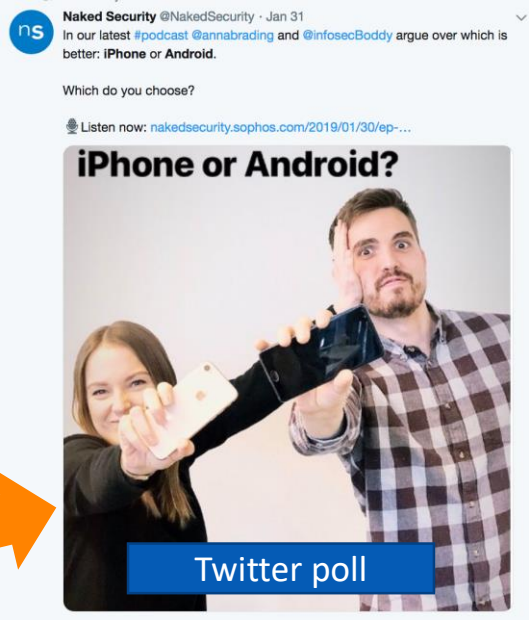
Engaging Well



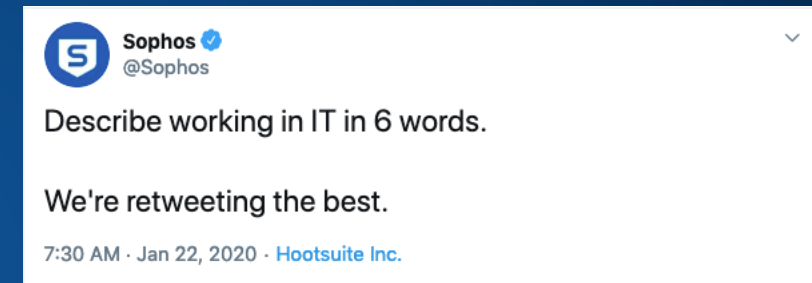
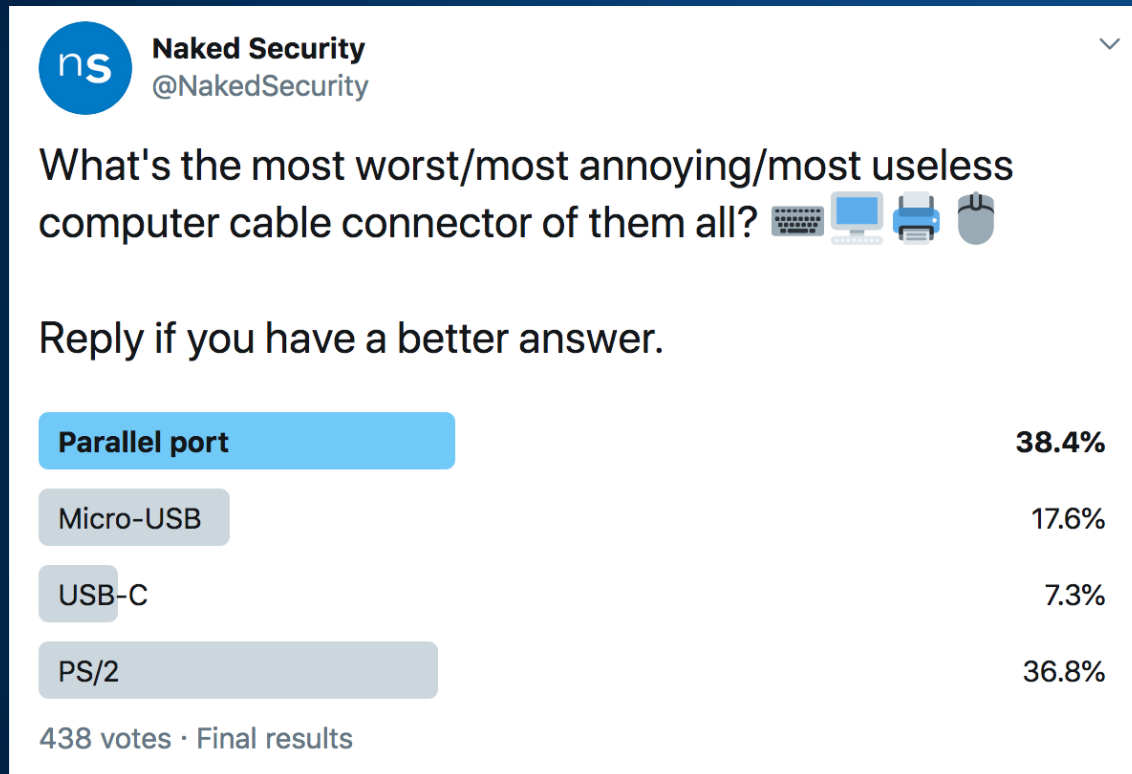
Naked Security article



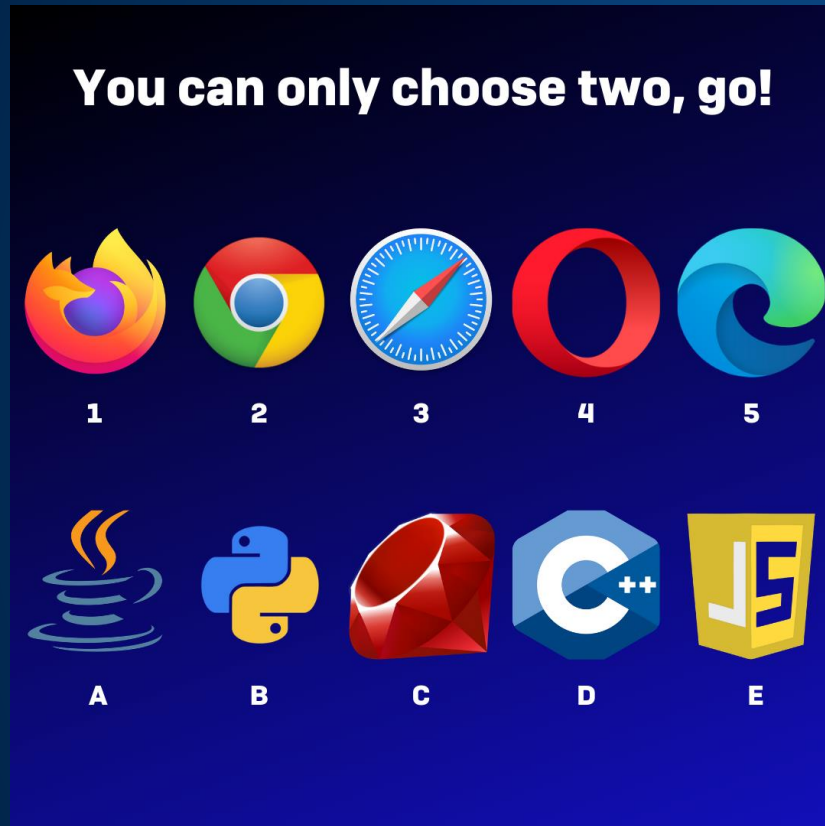
Podcast



Engagement Hacks



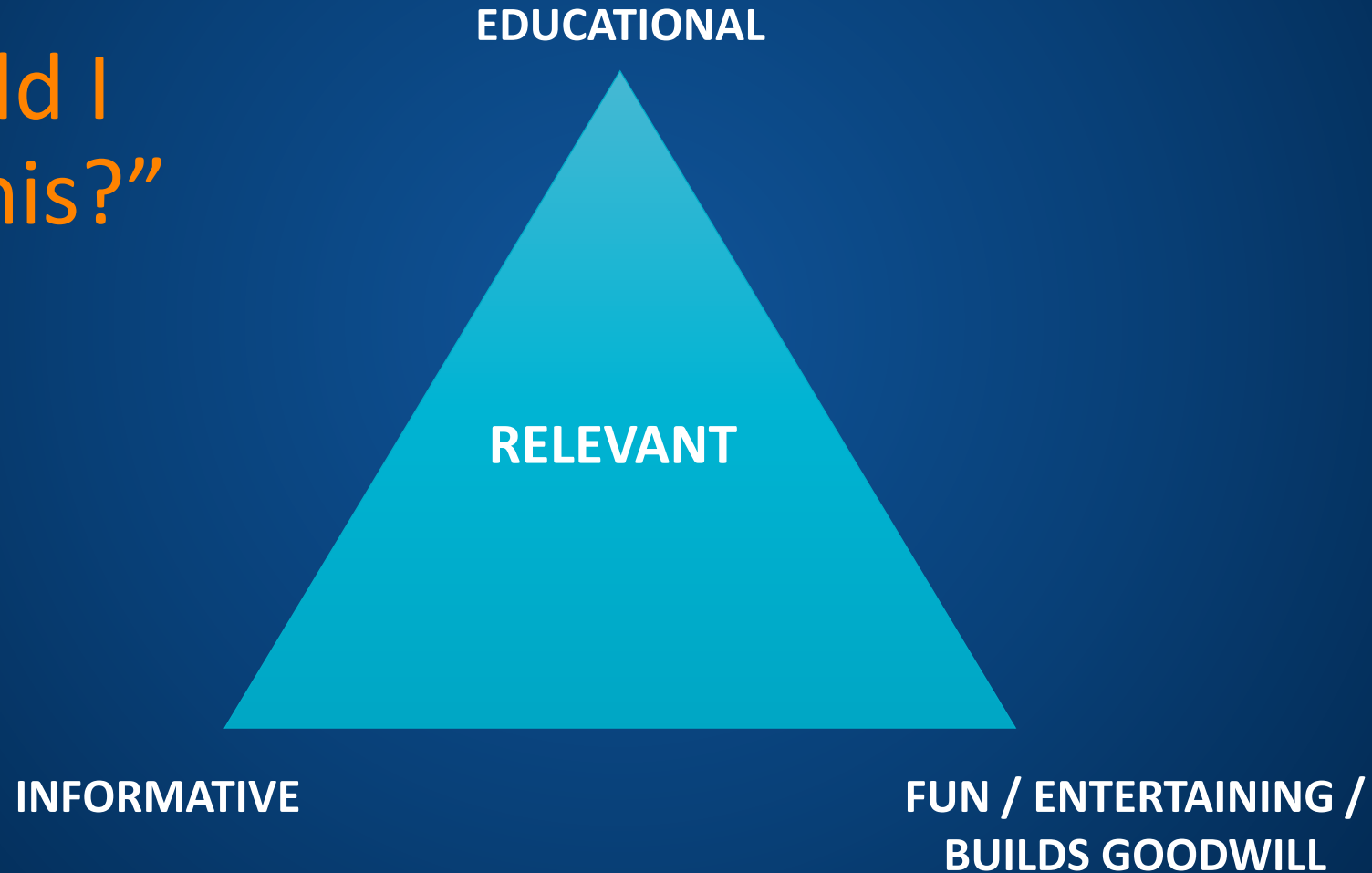
Engagement Hacks



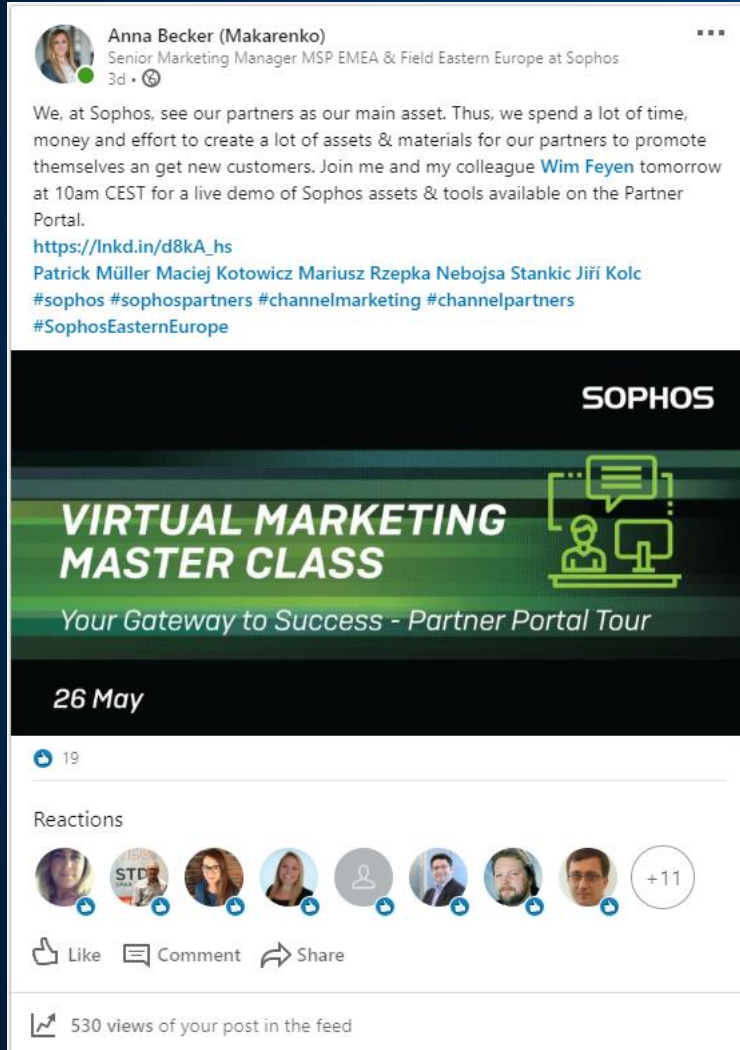
Twitter:	74 likes, 143 comments, 6 retweets
Facebook:	12 likes, 53 comments.
Instagram:	57 likes, 25 comments.
LinkedIn:	2 likes
Total engagement:	380

Our Social Media Philosophy

“Should I
share this?”



Social Media Is a Team Sport



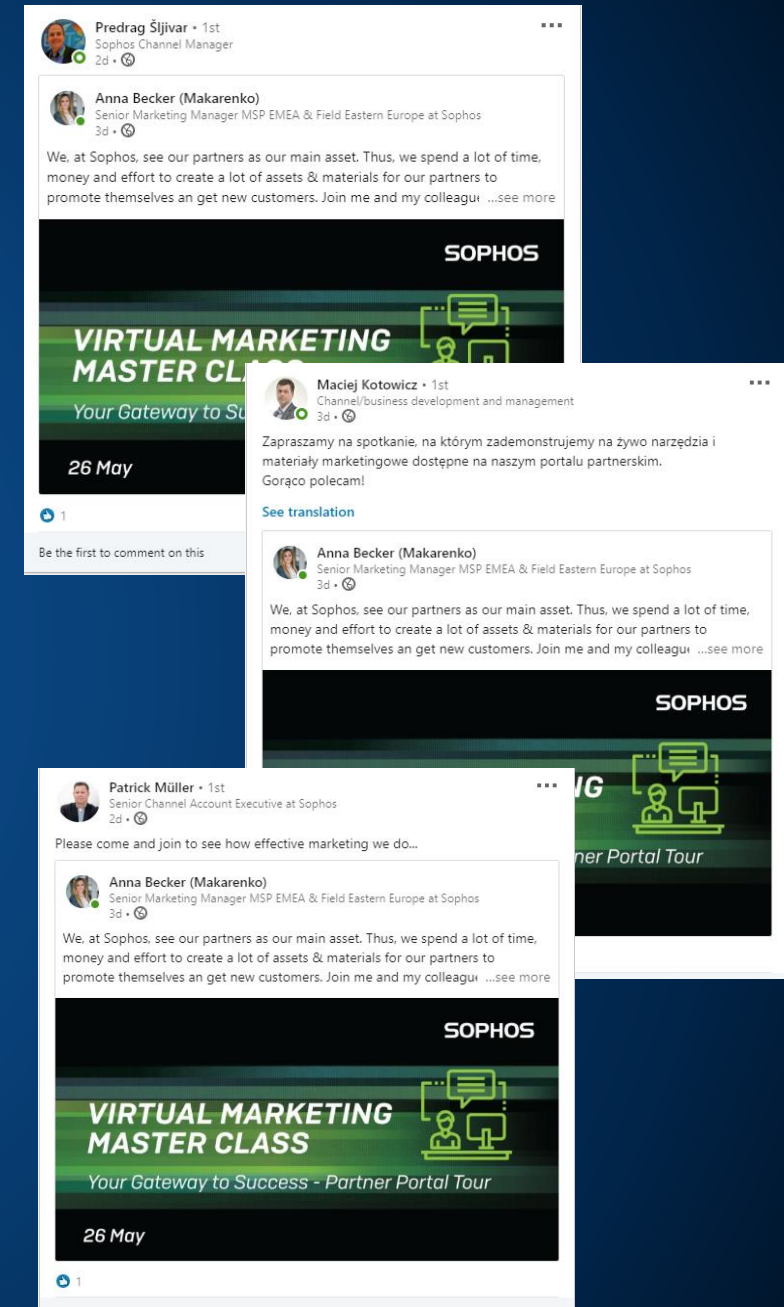
Sales Team A
LIKE



Sales Team B
COMMENT



Sales Team C
SHARE



3.


Adapt your content for each platform

January 2020



TOP 3



Sophos
@Sophos

While the likelihood you might be targeted by a nation-state is low, preparing for such a circumstance might still be a useful strategy.

Help protect against sophisticated attacks with this security readiness checklist.

Read more here: news.sophos.com/en-us/2020/01/...

SOPHOS

Security Readiness Checklist

<input type="checkbox"/> Multi-factor authentication: Require MFA	<input type="checkbox"/> Patch: Eliminate known vulnerabilities
<input type="checkbox"/> Application control: Watch for unauthorized use	<input type="checkbox"/> Phishing awareness training: Educate users
<input type="checkbox"/> Advanced anti-malware tools: Defend against unknowns	<input type="checkbox"/> Credential hardening: Password management



BOTTOM 3



April 2020



TOP 3



 **Sophos** 
@Sophos

⚠ Hackers are busy exploiting coronavirus in their attacks. Here are some scams you should be keeping an eye out for.

Read more: [news.sophos.com/en-us/2020/04/...](https://news.sophos.com/en-us/2020/04/)

<h3>Coronavirus scams to watch out for</h3>	<h3>Coronavirus phishing</h3> <p>Beware of emails, SMS, and WhatsApp messages from unknown sources with information on coronavirus. Often hackers impersonate legitimate organizations and people to trick you into clicking links, sharing personal data, and even sending money to their 'worthy cause.' Be extra suspicious with messages about coronavirus. If you don't know and trust the source, don't click, don't share, don't reply. Always look at the email address used to send the email and not just the display name.</p>
<h3>Home delivery phishing</h3> <p>With many people waiting on home delivery of essential items, hackers are impersonating delivery services. Their goal: to trick you into clicking malicious links or con you into paying extra 'delivery' fees. Remain vigilant, even if you're expecting a delivery. And treat SMS as notifications, not links.</p>	<h3>Extortion emails</h3> <p>Using extortion emails, hackers threaten to give your family coronavirus unless you pay them. Often these threats include a small piece of information about you to make it more believable. Don't send any money. Don't reply. Don't worry - it's all lies.</p>



BOTTOM 3



This Used to Work

Create asset



Copy and paste to social



Hope users *leave* the social platform to see asset

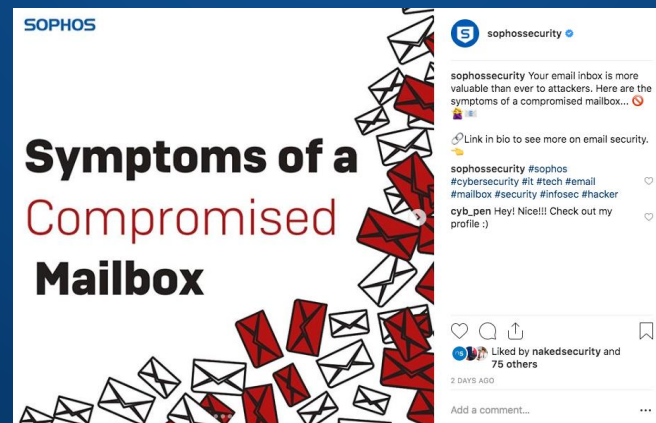


Adapt Adapt Adapt

Create asset



Adapt for social, hope users engage with the asset *on platform...*



...and then leave social platform to *learn more*

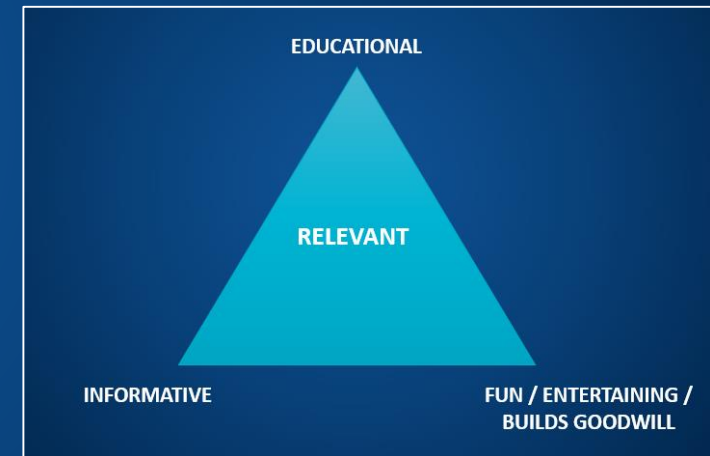
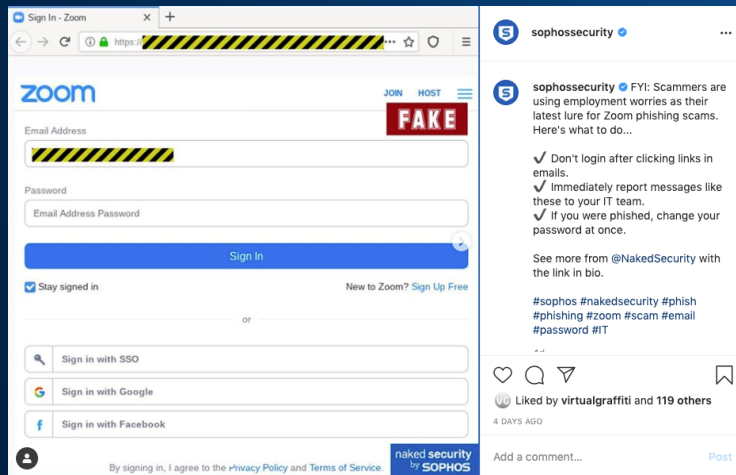


Authenticity

True areas of expertise

Offer genuine benefit

Stick to the triangle



Sophos Support



#1 Use Our Social Content

Naked Security

- Industry news
- Multiple daily posts on all platforms



Sophos Corporate

- Sophos products, resources, news
- Multiple daily posts on all platforms



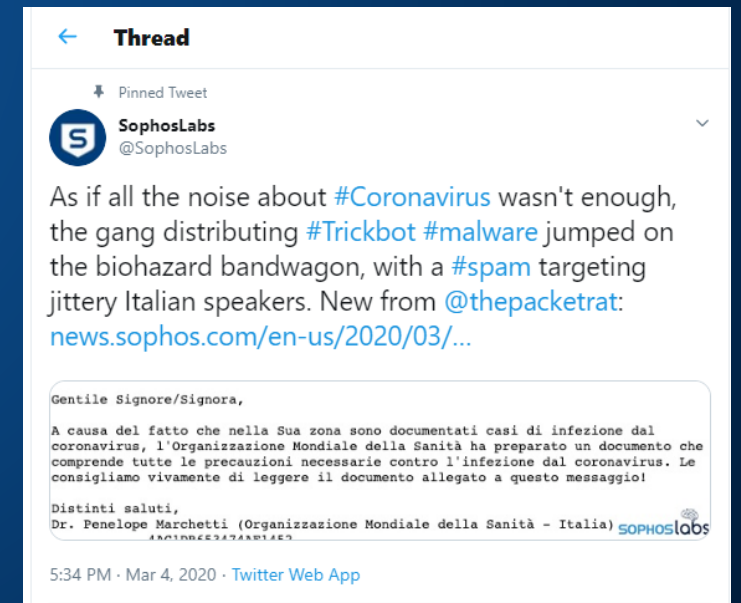
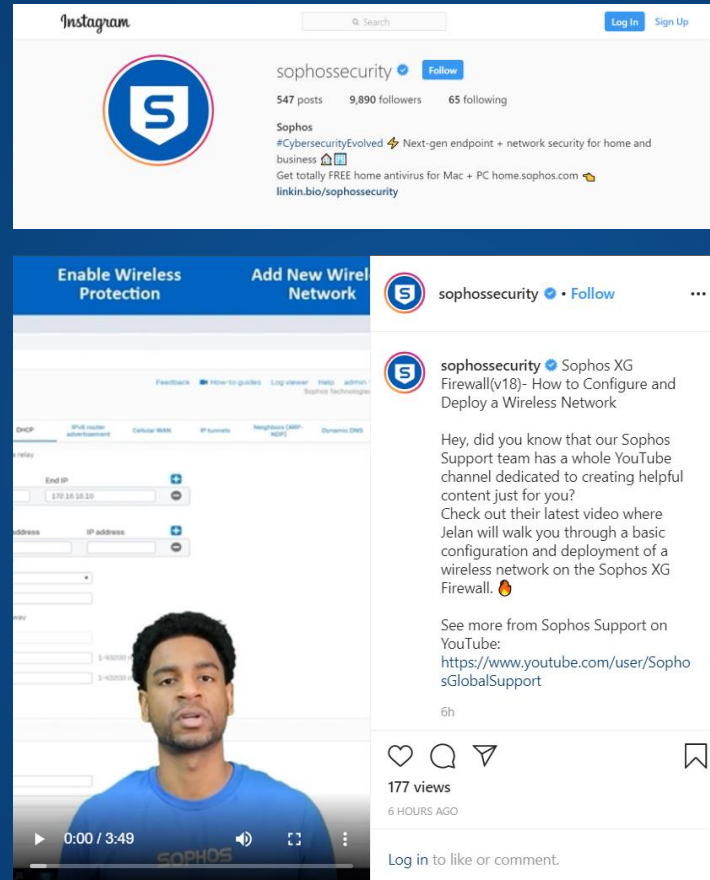
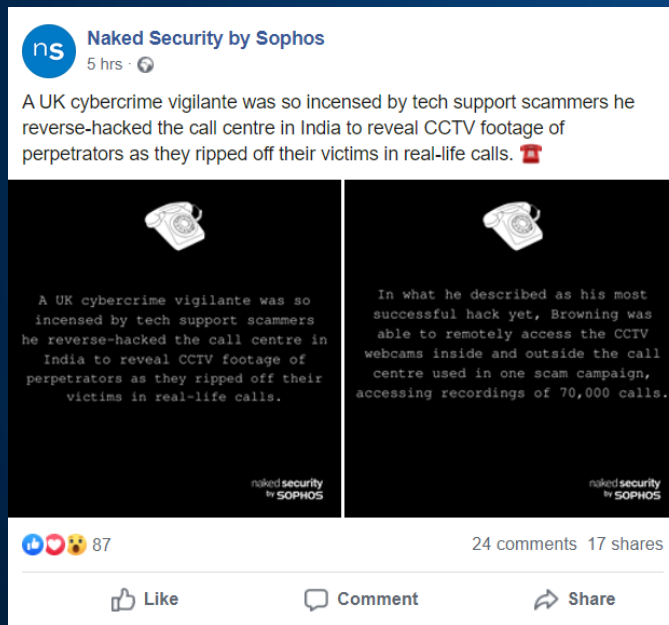
Sophos Labs

- SophosLabs threat research
- ~5 detailed reports per month

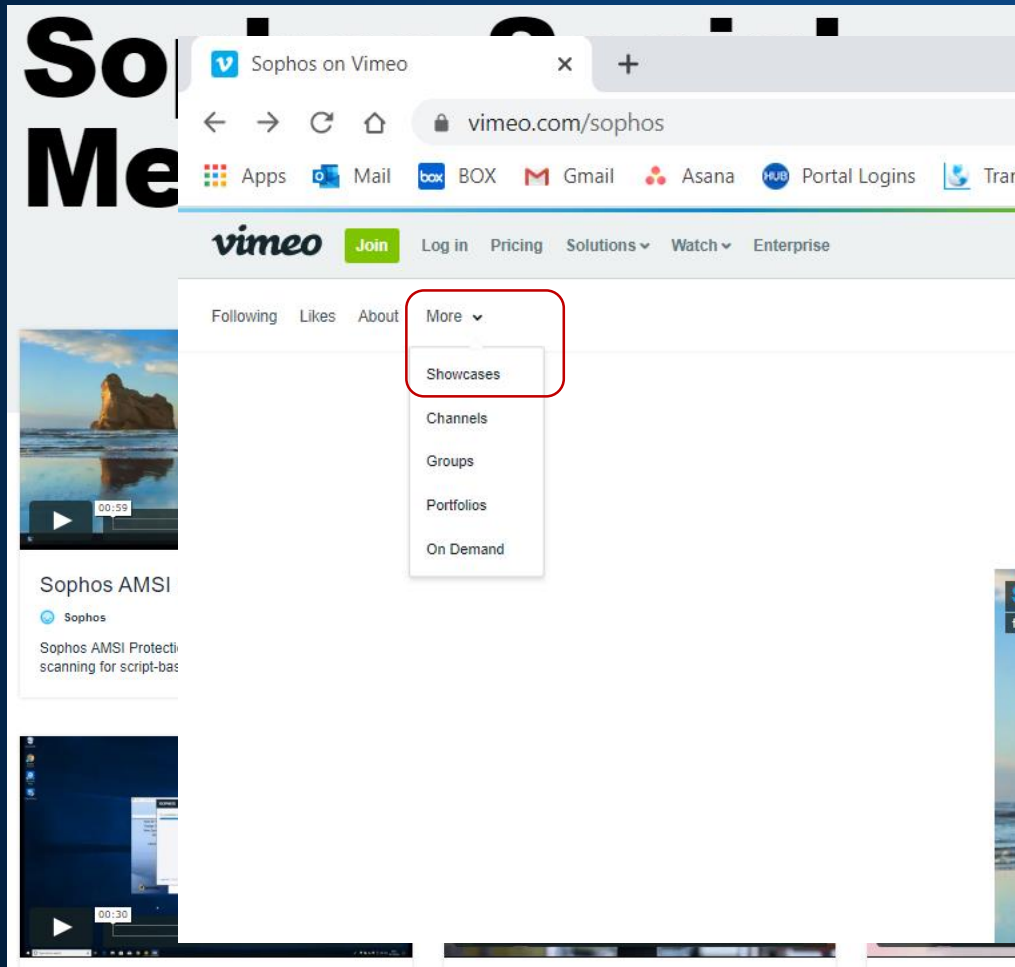


Add value and authenticity by personalizing with your own comments

For Example...

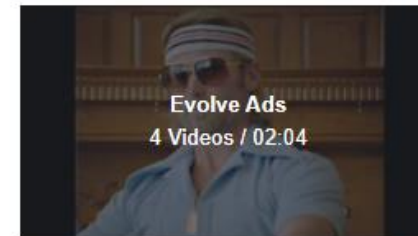
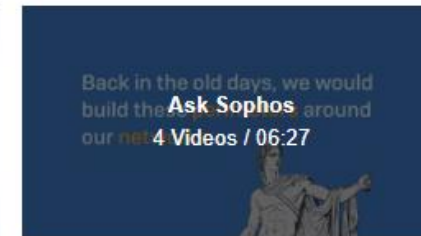


Want Video? We've Got Video



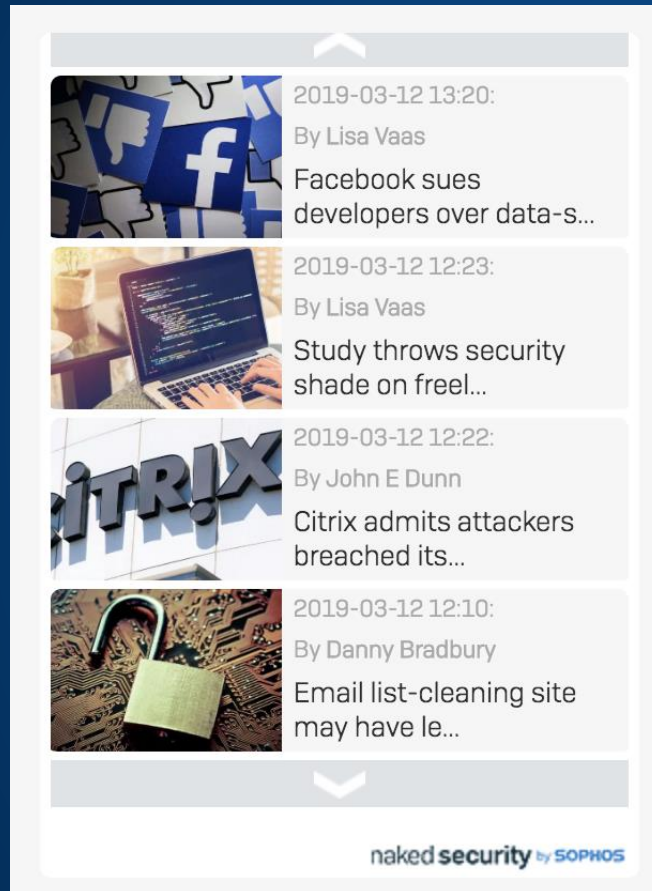
Sophos / Collections / Showcases

Sort: [Date](#) | [Alphabetical](#) | [Videos](#) | [Duration](#)



Add your referral ID to all links to the Sophos website

NewsSync: Content For Your Website



Plugin pulls Naked Security articles directly onto your site

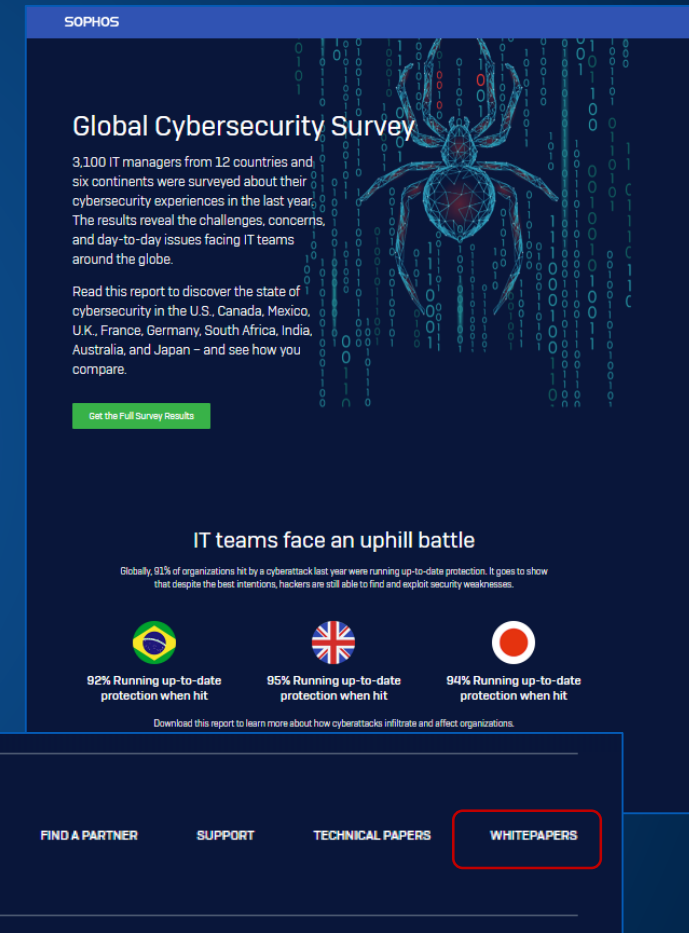
Flexible implementation options

Get code from the Partner Portal

#2 Use Our Product and Hot Topic Content



news.sophos.com



#3 Get Custom Content Created for You

A light blue banner with a central rectangular box containing the text "CHANNEL SERVICE CENTER". The banner has a ribbon-like shape with pointed ends.

CHANNEL SERVICE CENTER

- Co-brand social tiles for co-marketing activities
- Referral ID support

A green circular graphic containing the text "4.7/5" and "Average satisfaction rating".

4.7/5

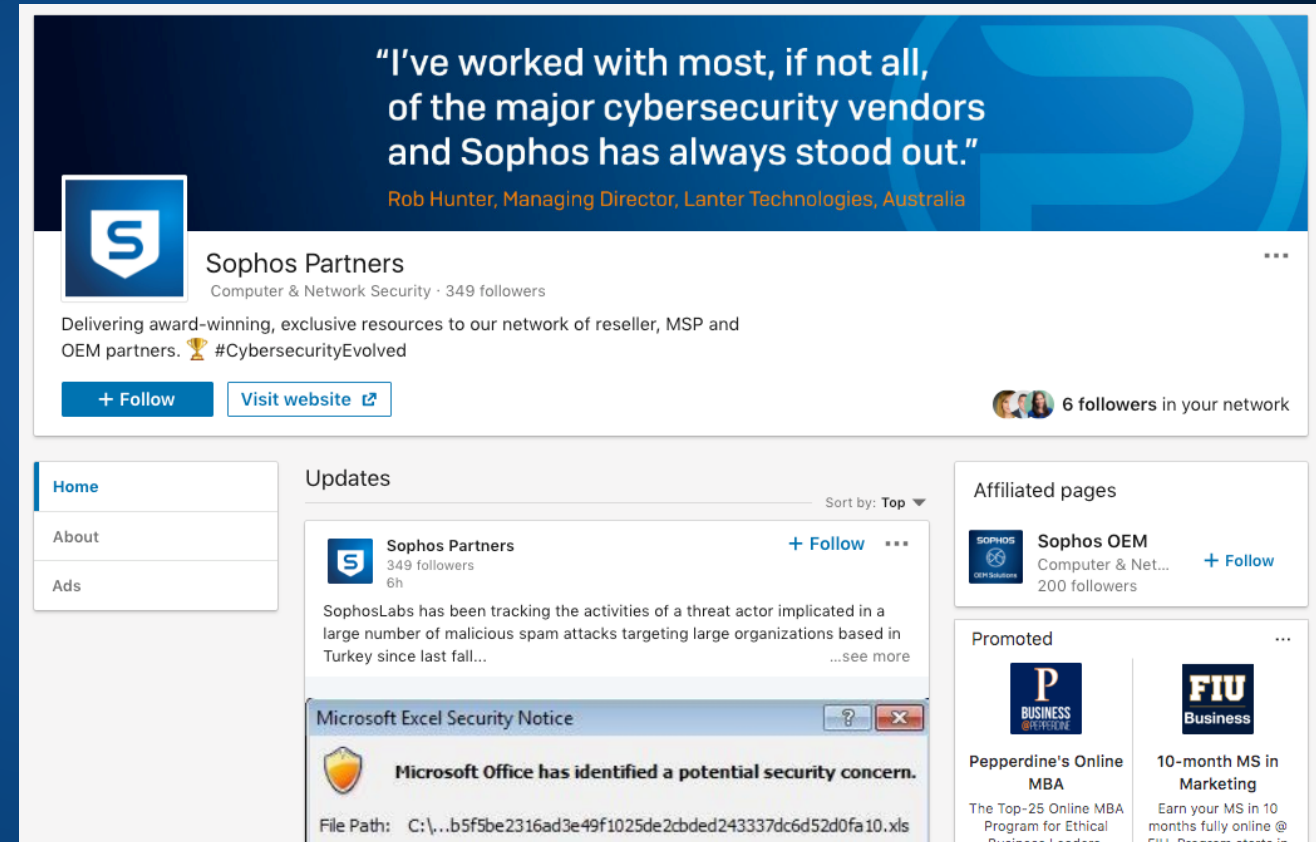
Average
satisfaction rating

csc@sophos.com

Plus Twitter and LinkedIn Pages Just for Partners!



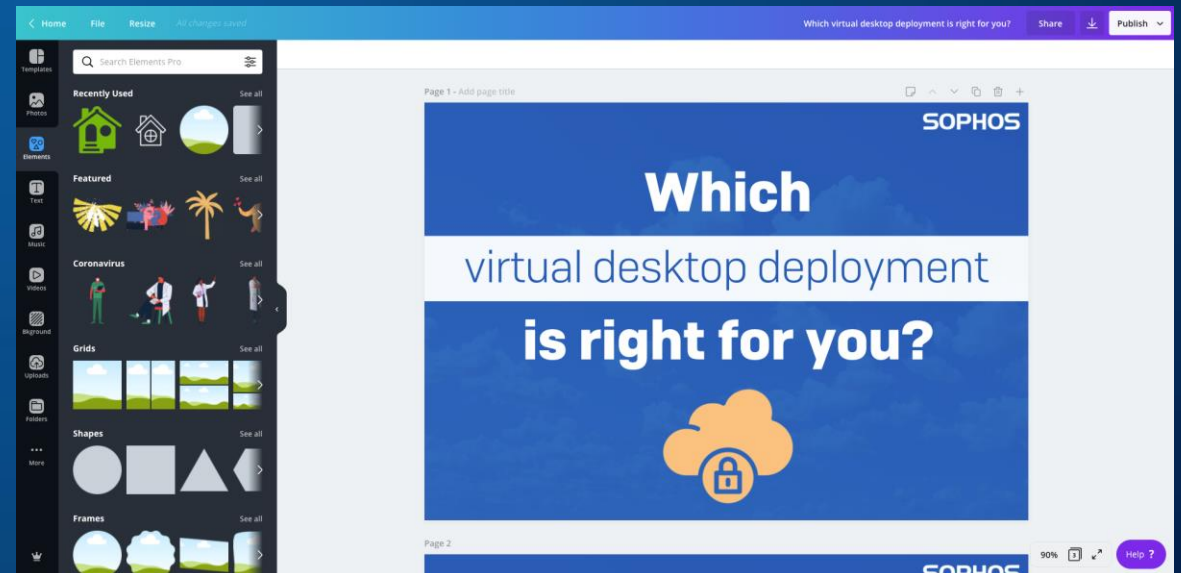
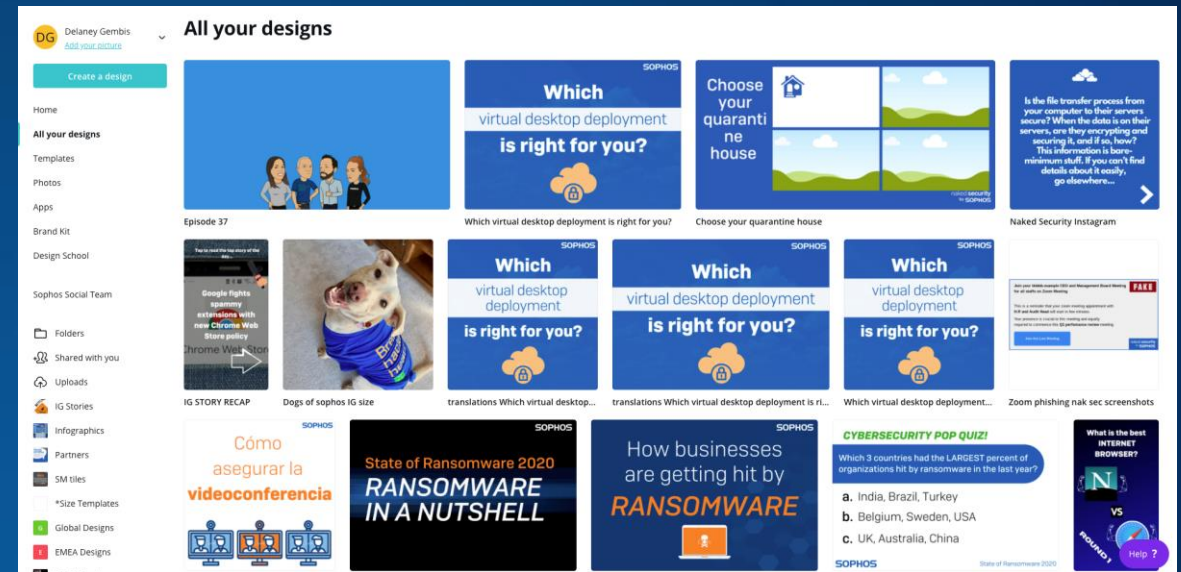
Twitter @SophosPartners



LinkedIn page - LinkedIn.com/showcase/sophos-partners

Canva

- Online design platform
 - Created for users with no design experience but robust enough to serve those with design background
- User friendly
 - Easy to navigate, create, edit, share, and export designs
- Customizable
 - Includes pre-designed templates and elements that are totally customizable OR start from scratch and create your own design



Three Actions to Take Away

- 1 Follow Sophos Partners on Twitter and LinkedIn
- 2 Check out the Sophos social channels and decide which ones most benefit you
- 3 Set goals and track your results

Sophos Social Links



- Twitter = @NakedSecurity
- Instagram = @nakedsecurity
- YouTube = Naked Security



- Twitter = @Sophos
- Instagram = @sophossecurty
- YouTube = Sophos



- Twitter = @SophosLabs



- Twitter = @SophosDevOps

- Facebook = @SophosSecurity
- LinkedIn = Naked Security

- Facebook = @securitybysophos
- LinkedIn = Sophos



- Twitter = @SophosAI

Questions, Ideas, Comments? - Reach out to us!



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SOPHOS
Cybersecurity evolved.