



A FOCUSFEW
CUSTOMER
SUCCESS STORY

*Product Marketing
and Messaging*

**FOR A B2B
CYBERSECURITY
PLATFORM**

MESSAGING AND PRODUCT MARKETING

MESSAGING AND PRODUCT MARKETING

FOCUSFEW CONSULTING

Crafting a compelling **PRODUCT STORY**

A leading global IT services company was developing an innovative AI-powered, government- and public sector-grade cybersecurity intelligence platform to hunt, identify, and mitigate cyber threats. The platform leverages a combination of cutting-edge modules that help keep the networks safe from cyber threats.

SINCE

CONNECTING TECHNOLOGY WITH BUSINESS

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The platform addressed the critical need for an enterprise-grade IT security solution to protect corporate IT infrastructure from cyber-attacks through threat intelligence sharing, risk scoring, and security orchestration.

Designed to be industry-agnostic and vendor-neutral, it facilitated secure sharing of threat intelligence data with stakeholders across verticals without compromising confidential information.



DEVELOPING A WINNING PRODUCT MARKETING STRATEGY

FocusFew partnered with the company as a strategic marketing partner with a goal of creating a strong product marketing strategy and messaging to build a website and comprehensive collaterals for various segments and target audiences.

We collaborated with the platform architects, multiple product teams, and other senior stakeholders to gain an intimate understanding of the individual products and the platform to create a strategic product marketing and messaging framework.

HOW WE DID IT



FOCUSFEW CONSULTING

DEVELOPED
value proposition
AND DEVISED A
product marketing
PLAN FOR LAUNCH

A FOCUSFEW CUSTOMER SUCCESS STORY

Product Marketing

BUILT ON SOLID MESSAGING

01

UNDERSTANDING THE PLATFORM

We kicked off the project with detailed discovery sessions with the core development team to understand the nuances of each product, their functionalities, and how they collectively make up a robust platform.

02

DEFINING THE VALUE PROPOSITION

We conducted an in-depth competitor analysis to translate the technical specifications into a clear, simple language for a wide spectrum of target audiences, along with block diagrams to visually represent the platform's value proposition.

03

BUILDING A REPOSITORY OF MARKETING COLLATERAL

We built a suite of brochures for individual products and the platform, specifically designed to cater to various stakeholders including decision-makers, buyers, and end-users.

04

DEVELOPING A WEBSITE

We built a website to highlight and articulate the platform's value proposition, along with an additional website specifically dedicated to a repository for sharing datasets, security algorithms, and other resources from proprietary cybersecurity research.

05

BUILDING A KNOWLEDGE CENTER

We collaborated with the platform's technical documentation team to develop a comprehensive knowledge center for the modules and the platform with insightful case studies, FAQs, user guides, and downloadable collateral for deeper exploration.

Compelling **PRODUCT COLLATERAL**

CONFIDENTIAL

A Plethora of **OUTCOMES**

01

CLEAR PRODUCT POSITIONING

The company was able to position itself accurately and compete with other players in local and national markets with a clear value proposition.

02

WELL-DEFINED VALUE PROPOSITION

A well-defined value proposition enabled the company to have clear and meaningful conversations with the decision-makers and end-users.

03

CONSISTENT MESSAGING

The company deployed consistent messaging across multiple customer touchpoints, thereby simplifying their inbound conversations.

04

SIMPLIFIED BUYER JOURNEY

The client experienced a seamless and simplified buyer journey because of a central knowledge and resource repository for multiple personas.



THANK YOU

Write to us at info@focusfew.com to drive your product marketing strategy forward.

FocusFew helps technology firms and businesses on the digital path define their products, develop a value proposition, and create an enduring, durable brand for their company. We produce articles, maintain social media accounts, design product and service collateral, drive digital and physical media campaigns, and assist businesses in connecting the dots from technology to business and building a brand for life.

FocusFew Consulting

*Start
your
JOURNEY*