



CyberSecurity Growth Marketing Solution

Building High-Quality Inbound MQL Funnels for
Cybersecurity Marketers that convert to Sales



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NoirDove

90% cybersecurity businesses can grow **faster**, but aren't.



LESS HIGH-QUALITY LEADS THAT NEVER CONVERT!

Many companies fail to produce enough high-quality leads that shortens their sales cycle, also affecting predictability of their revenue.



IN-EFFICIENT OR BROKEN INBOUND LEAD STRATEGY!

Leveraging the right inbound lead-gen channels to company's advantage is a huge challenge.



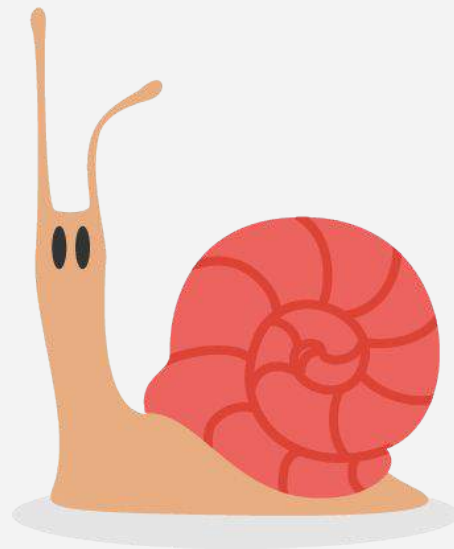
CUSTOMERS DON'T UNDERSTAND VALUE PROPOSITION!

Maybe it's the website, physical or social media, at the end of day content is not conveying the right value proposition to the customers and is not viral.



CUT-THROAT COMPETITION STEALING AWAY CUSTOMERS!

Most companies leverage digital marketing to their advantage which makes it hard to find the right customers quickly



What your cybersecurity marketing needs? “Inbound Strategy”!

“An affordable strategy that maximizes your profit, not just revenues, by optimizing lead-gen channels to generate high-quality leads who become your delightful customers.”

**Inbound
Strategy**

leads
to



Optimized
Channels

+



High Quality
Inbound Leads

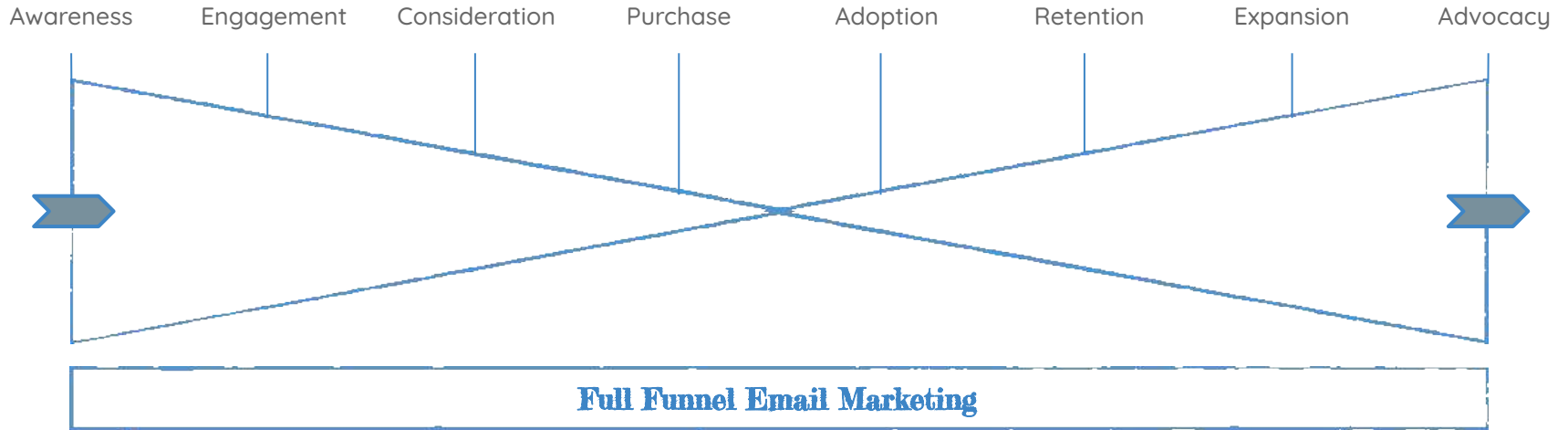
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Maximized
Profit

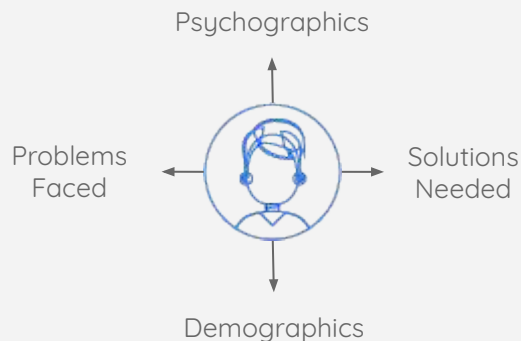
Built using “The Power of Email”

We use the power of email marketing to build continuously converting and growing sales funnels for our clients.

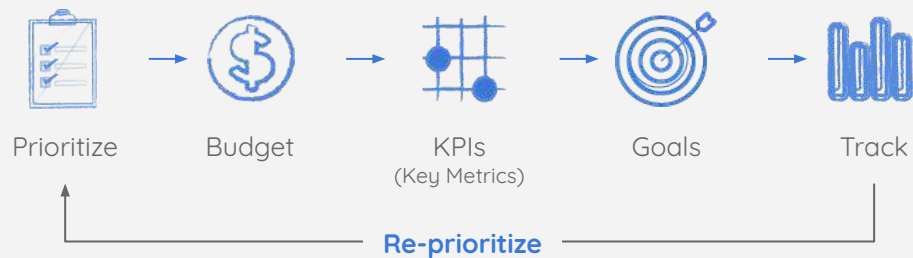


Maximize results with obsession on ideal customer profile.

“Businesses that are more obsessed about their customers than competitors, will always succeed.”



A successful marketing plan should always follow this flow:



↑ Conversion Rate

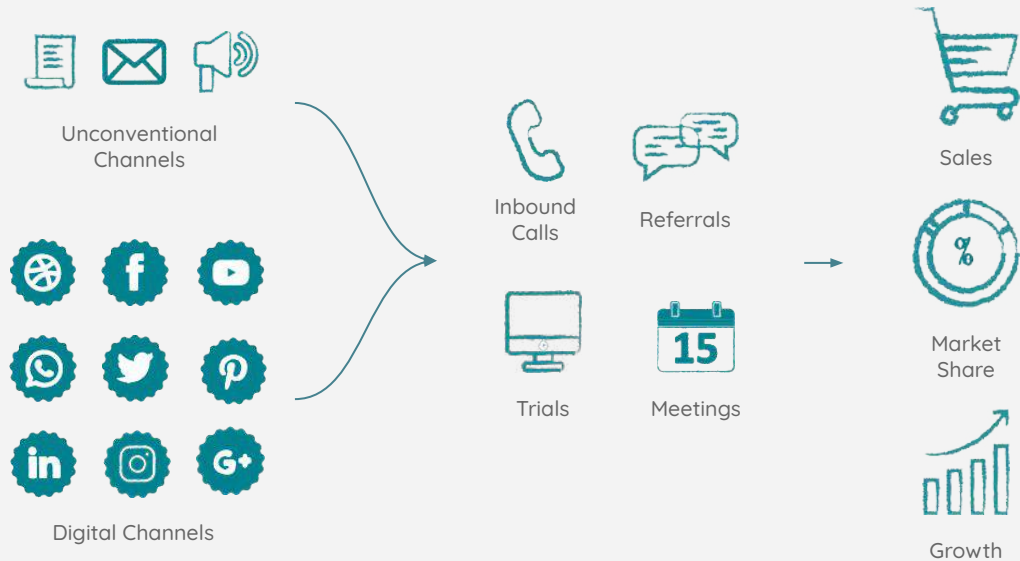
↓ Customer Acquisition Cost

↑ Customer Lifetime Value

↑ Return on Investment

And track everything for **predictable** return on investment.

“A business should have a good hold on its data to predict its sales in order to be successful.”



“The goal is to turn data into information, information into insights, and then use insights to produce business outcomes.”



Our work



EB5 USA SERVICES RAISED FUNDS FOR US-BASED PROJECTS FROM INDIAN INVESTORS

We created a brand that attracted 30% more inbound leads per month and 450 quality leads through various campaigns by an inbound guerrilla growth strategy.



R2 PROMISE LAUNCHED ONE OF KIND WASTE COLLECTION SYSTEM IN BANGALORE

We secured PoC order from Ascendas Singbridge which manages several tech-parks in India & abroad.



CHANNEL PARTNERSHIPS FOR BUZZINGA

We created channel partnerships for this social media analytics tool to boost growth. This resulted the growth of the sales funnel by 50 high quality and net worth leads.

For more case studies click [here](#)

We offer demand generation and capture expertise across various cybersecurity categories and topics

Vulnerability
Management

Attack Surface
Management

Managed Security
Services

Managed Detection &
Response

Data Protection,
Backup & Recovery

Cloud-native
Application Security

Security Awareness
Training

Endpoint Detection &
Response

Security Orchestration,
Automation & Response

Insider Threat
Protection

Threat Intelligence
Solutions

Identity and Access
Control

Application and
Device Control

Preventive Endpoint
Security

Security Information
& Event Management

Security Risk & Compliance
Management



Customised plans for **cyber security SaaS marketers**

Our reach to IT Security Teams

500,000+

Cybersecurity Practitioners

86,300+

Security Leaders and CISOs

Contact Sources



What we can do for you



Lead Packages

50	100	200	500	500+
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Our standard plans



YoungBlood Adventure

90-day discovery plan

- ★ Customer persona development
- ★ Brand & Website health audit
- ★ Testing new lead-gen channels
- ★ Central integration of all channels
- ★ Content plan and calendar
- ★ Data analysis on important KPIs
- ★ Blogging platform setup and plan
- ★ Content development, blogs, videos, whitepapers, webinars, and more
- ★ Graphic and video campaigns
- ★ Landing pages and new URLs
- ★ Channel Experiments (Fb, In, G, Insta, and more channels)

GET PRICING

Wisdom Crusade

180-day growth plan

- ★ Full funnel marketing plan
- ★ Detailed market research
- ★ Competitor analysis
- ★ Current Customer interviews
- ★ Guerrilla strategy development
- ★ Develop sales funnel growth strategy
- ★ Organic growth plan and backlinks
- ★ Social media and PPC campaigns
- ★ Regular blogs to feed search engines
- ★ Deep analytics and action plans
- ★ Develop Word of mouth potential
- ★ **Integration of new marketing tools to take a lead on your competition***

GET PRICING

Our service portfolio



EMAIL MARKETING

Email is by far the cheapest and the most profitable channel for growth. Hence, we advise all our customers to invest heavily in email marketing. Especially, clients who are in B2B, email cannot be downplayed. Do you have a good email marketing program setup? If not, reach out to us. We also augment the impact of email marketing with integrated services mentioned below.



CMO
Advisory



Account
Based
Marketing



SEO Fueled
Growth



Paid
Marketing



Website
Development



Application
Development



Social Media
Marketing



Demand
Generation



Partner
Marketing

Contact Us



START GROWING WITH US

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