

Digital Kungfu + AVeS Cyber Security



Digital Kungfu's Lightning Strike delivers sales-ready pipeline of R1.4 million for AVeS Cyber Security (Microsoft Gold Partner).



About AVeS Cyber Security

Industry: IT Governance and compliance systems

Location: South Africa

Solution: O365 Hardening

Web: <https://aves.co.za>

The Client

With 21 years' industry experience, AVeS Cyber Security has entrenched itself as one of the most preferred ICT governance and compliance consultancy in Africa. Through recognised and tactical partnerships within the cyber industry, the organisation has positioned itself to deliver proven strategies that provide businesses with an arsenal that holistically safeguards against cyber warfare.

AVeS Cyber Security is founded on the value proposition of security empowerment. Their infrastructure department has been running for eight years, and its Governance, Risk, and Compliance for five years.

The organisation believes in providing the tools that enable businesses to assess, plan, design, implement, migrate, secure, optimise and support their IT Infrastructure.

The Challenge

Most SMEs don't know where their IT systems are vulnerable to cyber-attacks. With the ever-increasing sophistication of cyber warfare, this comes at a huge cost, both on their bottom line and employee productivity.

AVeS Cyber Security needed to establish an accessible way to communicate with entry-level businesses and African SMEs, as they are particularly susceptible to attack, and often lack security maturity and IT architecture knowledge.

The organisation would need to drive brand visibility and garner trust to reach this niche. Cutting through the clutter of marketing messages by capturing customer attention and deliver educational marketing messages that are essential to businesses gaining control of their security systems.

Solution: Leveraging the power of agile data led marketing technology.

AVeS Cyber Security approached Digital Kungfu to launch and manage a campaign to drive awareness with an insight-led Lead Generation Lightning Strike with a unique look and feel that generates attention and leads in the market.

A 60-minute story sprint, creating a customer-centric narrative around AVeS Cyber Security, formed the starting point. Once client approval was obtained, Digital Kungfu's creative Ninjas set to work on a white paper lead magnet, a landing page, insight mining lead survey, branded photos, and Google banners.

Digital Kungfu's lead generation team managed the campaign end-to-end. Once the leads began to generate, the lead vetting (sales pre-qualification) service provided by Digital Kungfu reviewed them against AVeS Cyber Security's lead vetting criteria to ensure that only quality Sales Qualified Leads were delivered.

The Results

This campaign performed well, surpassing the initial Market Qualified Lead target of 400 to be reached by the end of the final phase of the campaign.

Over the course of the campaign, Digital Kungfu created 11 performance assets deployed on Facebook and LinkedIn.

Generating **2 140 151 impressions** in total, which drove traffic to the landing page. The set target was for 50 Sales Qualified Leads and saw the conversions exceed their targets.

The result? **452 Market Qualified Leads** from which **72 verified Sales Qualified Leads** were generated, equating to an industry-beating **144% of targeted SQLs** achieved, delivering a **R1.4 million sales-ready pipeline** for AVeS Cyber Security.



Don't take our word for it

"Penetrating a market that is inundated with cyber warfare content made the campaign challenge that much more difficult. Activating this campaign through the Digital Kungfu's Lightning Strike meant targeting and speaking to specific key players' pain points and understanding buyer personas surrounding cyber risk, then giving them solutions that their businesses are in need of."

Natasha Bezuidenhout,
Microsoft's Brand Executive, First Distribution



CLOUDSECURE
Powered by AVeS Cyber Security