

Marketing Plan Overview

AEPA Member Agencies

Comprehensive Cybersecurity from a Single Vendor

ActZero MDR offers 24/7 enterprise-grade cybersecurity for smaller organizations, combining expert threat hunters with full-stack protection for endpoints, networks, mobile, cloud, identity, and email—all at a fair price.



Key Benefits of ActZero for Cybersecurity:

- **Fewer Alerts:** High-fidelity alerts that reduce noise and improve response time.
- **24/7 SOC:** Round-the-clock monitoring and expert threat hunting to keep organizations safe.
- **Quick Response:** AI works across platforms to contain threats in ~10 milliseconds and inform human threat hunters to take action on your behalf.
- **Better Block Rate:** Superior detection and prevention across the entire IT environment.

Marketing Goals:

- **Inform:** Ensure AEPA member agencies and partners understand the new contract.
- **Engage:** Drive awareness through educational and promotional content.
- **Generate Leads:** Attract opportunities and sales related to the AEPA contract.
- **Strengthen Partnerships:** Build relationships to promote retention.

Summary of Planned Activities:

- Announce contract to reseller/distribution partners via social, email, and newsletters
- Create landing page for state-member agencies similar to this one.
- Host kick-off call with state-member agencies.
- Build sales playbook and toolkit and distribute to member agencies.
- Conduct quarterly live sessions for state member agencies to be able to speak to cybersecurity and MDR.
- Create and distribute targeted newsletter to AEPA member agencies.
- Provide partners with AEPA co-branded collateral for events, tradeshows, conferences.
- Create industry specific (K12, higher ed and local govt) collateral for partners and reseller partners.
- Publicize contract with distributors via their channels (emails, news, events)
- Attend events as needed.



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