Fish, Guerilla, and Other Marketing Tactics to Drive Awareness

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Become the Fount of All Knowledge

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My Team’s Better Than Your Team
Appeal to Your Audience

Checking Links at Home

The text around the last dot before the third slash will indicate the actual website.

https://www.bankofamerica.com/accounts

If no third slash is present, look for the text around the last dot (]

https://www.bankofamerica.com
Best Thing Ever
Going Viral
Within the last week: 149
Within the last month: 172
Within the last year: 40
It’s been over a year: 8
I have never interacted with the BEA cybersecurity team: 10

84% of employees remember interacting with the cyber security team within the last month.

Detrimental – Cybersecurity requirements actually make my job harder to do: 6
Not important – I don’t feel like my job really has anything to do with cybersecurity: 4
Neither important nor unimportant – I just assume cybersecurity is working in the background: 46
Somewhat important – Cybersecurity skills and knowledge have helped me do my job better: 108
Very important – I think about cybersecurity every day as part of my job: 216
Unknown – I don’t know how cybersecurity affects my job one way or the other: 3

85% of employees feel cybersecurity is at least somewhat important to their daily job and activities.
QUESTIONS?
COMMENTS?

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Just because I’m aware doesn’t mean that I care.

Perry Carpenter