

Additionally, Mark Miller owns several vendor qualifications like “Check Point Certified Security Administrator”, “Sourcefire Certified Professional” and “Blue Coat ProxySG Administrator”.

His work experience reaches back to 1992 when he started as a trainee in Electronics Engineering at GLC.

Currently, Mark Miller is working as a Technical Alliance Manager EMEA for DDD. He is providing a technical point of contact for DDD channel partners like distributors and system integrators.

Mr. Miller is internally working with the Service and Engineering teams of CAM/OSR/ISRs and SEs.

Prior to this position, he held several positions at DDD. In 2014 he started as a Senior System Engineer and headed the Central Asian team.

He was responsible for setting up the market and establishing business relationships with partners and account managers.

As a Strategic Alliance Architect, he set up enterprise-wide data security, data risk management and data loss protection solutions.

CV-Details are attached to this business plan.

Mark Miller will have the following tasks at Hello LLC:

- Marketing & Distribution
- Controlling & Finance
- Personnel & Recruiting
- Strategy & Concept Development
- Consulting & Advisory
- Reselling of Security Software

Due to his professional knowledge and above all because of important entrepreneurial qualities such as ambition, motivation, visionary thinking and assertiveness, Mr. Miller is very well suited to successfully start the planned company launch.

3 Marketing

The company has developed an attractive and success-oriented marketing and sales strategy and will implement and continue to expand it.

A big and important aspect for the success of Hello LLC is above all the satisfaction of existing and future customers.

Word of mouth propaganda is still the best and most economical way to acquire new customers and retain existing ones.

The design of the advertising material will be placed in the hands of a professional advertising and marketing agency.

The planned marketing activities show a very high and professional level of excellence.

The marketing measures include the following areas:

3.1.1 Marketing Agency

Hello LLC will hire a professional marketing agency. The agency will be responsible for generating leads via different strategies and will apply the following strategies:

- Target Definition
- Client Research
- Marketing Strategy Definition
- Monitoring

Interested prospective clients will be contacted by Mark Miller.

3.1.2 Attractive Website

An appealing and attractive website is an important key to success.

The website will convey the extraordinary service offer of the company.

The website is currently under construction.

Customers will have the possibility to get all the necessary information about the service offering.

Additionally, the company will be presented as will its Executive Director Mark Miller.

Future possible clients will be able to contact Hello LLC by filling out a short questionnaire. This will make it easy to provide future customers with customized information and offers.

3.1.3 SEO- and SEA- Management

A website may be visually attractive and very user-friendly, but it is still crucial that the website can be found easily by prospective customers.

An optimized SEO (Search Engine Optimization) is essential for this.

The Internet appearance will be constantly adjusted so that the findability in the relevant search engines can be optimized by SEO for the most important terms.

The goal is to appear with the relevant keywords on the first page of the search results of major search engines such as Google, Bing etc.

Equally important is SEA (Search Engine Advertising). SEA will be actively used by the company.

Here you can precisely target "campaigns" for the offer of Hello LLC.

Since Google AdWords addresses only potential prospects in the relevant target region with corresponding text ads, the losses here are relatively low.

Relevant Keywords can be, for example, "IT-Security consulting", "California", "hacking".

3.1.4 Social Media Presence

In times of global networking, presence in the social media (especially Facebook and LinkedIn) and corresponding marketing are essential.

The hired marketing agency will also focus on an optimal social media presence.

The company will mainly focus on Facebook and LinkedIn.

For example, interesting articles and the latest IT-Security trends will be presented on Facebook and LinkedIn.

3.1.5 Information Material

The company will create appealing and meaningful information material in written form.

This will include:

- Professional PowerPoint presentations describing the service offering
- Detailed company brochure
- Information material on software products

3.1.6 Car Banner

The company car will have an eye catching banner which will raise instant recognition in the street. The banner will include the name of the company and contact information. This will make first contact easy for interested parties.

3.1.7 Company Cold Calls

Hello LLC will call potential customers directly.

For this, job advertisements will be screened and companies searching for IT security specialists will be contacted.

These companies might be interested in hiring Hello LLC as a consulting company.