

MSP DMARC Journey for Effective Lead Generation

Watchdog Cyber's Success Story



About Customer



Headquarters

Spring Lake, Michigan

Founded

2022

Website

www.watchdogcyber.com

Industry

Managed Service Provider

ABOUT THE CLIENT

Watchdog Cyber delivers proactive cybersecurity solutions and compliance services tailored for businesses in the SMB space. With a focus on healthcare, logistics, education, and manufacturing industries, Watchdog Cyber ensures robust protection for its clients in the ever-evolving landscape of cyber threats.

DISCOVERING EASYDMARC

Aaron Gurgul, Co-founder at Watchdog Cyber, discovered EasyDMARC over six years ago while working as an IT director at a school district. They experienced a malicious malware attack that seized control of their Outlook client, leading to unauthorized mail spamming. At that time, they only had an SPF record in place, lacking both DKIM and DMARC.

In response to this incident, Aaron promptly implemented EasyDMARC to prevent similar occurrences in the future.

MOST APPEALING FEATURE

Aaron Gurgul thinks that the most compelling aspect of the product, in his opinion, is its ease of use. He notes that the development of a user interface akin to a one-pane glass makes navigation, setup, and ongoing monitoring remarkably straightforward.

MAIN MOTIVATION FOR MSPS' END USER

Watchdog Cyber positions DMARC primarily as an email security measure and additionally as a safeguard for the business's reputation.

THE CHALLENGE

Aaron Gurgul explains that understanding DMARC is straightforward. However, he notes a common struggle in cybersecurity - the difficulty of getting individuals to care. Many view cybersecurity as merely an issue rather than a business concern. In reality, as Aaron emphasizes, it's a combination of both: a business risk with technological solutions.

EasyDMARC's MSP MARKETING EXTRA PROGRAM- HOW SUCCESSFUL?

According to Watchdog Cyber, the program provides access to a wealth of professionally crafted content, a valuable resource for a new business heavily invested in marketing. The fact that the materials are professionally done and can be white-labeled adds substantial value to Watchdog Cyber's marketing endeavors.

DMARC- A LEAD GENERATION OR CROSS-SELLING AVENUE FOR WARTCHDOG CYBER?

Watchdog Cyber adopts both approaches with DMARC. While both methods are in play, the current focus is leveraging DMARC as a conversation starter. This is because, in many cases, people don't configure DMARC at all or misconfigure it. The domain scanner is pivotal here, offering a valuable chance to assess the email environment before engaging with the customer and initiating a meaningful conversation.

Presently, engagement primarily happens through phone calls or various in-person events. Within networking groups, Watchdog Cyber's management actively uses the domain scanner, bookmarked on phones, for live in-person scans. During conversations, they educate individuals on their current setup and emphasize the importance of taking email authentication seriously.

At the same time, Watchdog Cyber sees DMARC as a vital initiative to revisit with existing customers, encouraging them to enhance their security.

"We're excited about building a successful relationship with EasyDMARC. It's a cost-effective and user-friendly product for us as an MSSP. It's like a tech 101 solution, addressing an often-overlooked best practice. This gives us great opportunities for those important icebreaker conversations".