# LAB 04: 2FA Marketing Plan

Now that you understand the importance of explaining the WHY to effectively change behavior, you are going to apply the AIDA model to help communicate that. Your end goal is to create a marketing campaign where your workforce comes banging on your door wanting to enable two-factor authentication everywhere. Let’s leverage the AIDA Marketing Model to figure out how we will do just that.

## STEP #1: ATTENTION

We must get peoples’ attention first, have them take notice of us. Often this starts by describing the problem. What message will you use to get their attention, what is the problem 2FA solves?

* *The problem is passwords are inherently weak, if your password is compromised so to is your account, it is a single point of failure.* *One way to get peoples’ attention is have them visit the website* [*https://haveibeenpwned.com*](https://haveibeenpwned.com) *and enter their email address. Explain the site tracks all known major breaches where password hashes have been stolen / compromised. Any of their accounts listed on the website are potentially compromised and their accounts vulnerable.*
* *Another way is to launch a ‘marketing program’ asking people the question “What were you doing in Malaysia last week? Because someone signed into your Google account from there”. Of course they were not in Malaysia, but it may appear they were as someone logged into their account from that country. It’s an attention grabbing way to start the dialogue.*
* *Have your red team (penetration team) demonstrate how easy it can be to crack passwords.*

## STEP #2: INTEREST

Once we have their attention, we then need to generate their interest. What does 2FA do, how does it solve the problem we described in the first phase?

* *Once people identify all the compromised accounts through the website* [*https://haveibeenpwned.com*](https://haveibeenpwned.com)*, explain to them that if they had 2FA enabled, they would be secure.*
* *For the Malaysian example, what if i told you there was a way to give you piece of mind and this would never be an issue again?*
* *Show them that data and research like the Verizon DBIR has found that 2FA is the single behavior that will do the most to secure all of their online accounts.*
* *Show them sites like* [*https://twofactorauth.org/*](https://twofactorauth.org/) *that list all sites that support 2FA.*

## STEP #3: DESIRE

Persuade people they want 2FA. You are changing people’s mindset from “I Like It” to “I Want It”. One approach is to focus on the WIIFM (What’s In It For Me).

* *Now that people know the value of 2FA, let’s show them just how easy it is to use it. Perhaps create a video of someone going online, setting up 2FA, then a cyber attacker get’s the person’s password but still can’t get into their account.*
* *List the top five tops of accounts they should enable it for (such as email, bank, retirement, etc). Explain and demonstrate how it can secure their retirement, their financial investments or their kids information. Make this personal.*

## STEP #4: ACTION

Enable them to take action. In sales this is called conversion or call to action. Good advertising creates a sense of urgency. How do we get them to start enabling or using 2FA?

* *Have a special week where your security team will setup booths to help people download a 2FA mobile app like Google Authenticator and walk them through how to set-it-up.*
* *Have a competition for people to setup 2FA for their bank or retirement accounts, have a leader board for people who enable 2FA for the most accounts.*
* *Enter the first 100 people who setup their work 2FA account into a raffle for an iPad.*
* **Attention** - Does it seem like hackers have a magic wand for getting into your email and there’s nothing you can do to stop them? The security team has a way for you to fight back!
* **Interest** - There’s an easy free feature called 2FA you can turn on once and let the computer do all the work in protecting you against hackers.
* **Desire** - You can use 2FA to protect yourself at work and at home as soon as you turn it on, ensuring your most important accounts like savings, investments and retirement are locked down and secure.
* **Action** - Visit this website and turn on 2FA in the settings today so you’re protected 24/7. Security team will be offering office hours all week to help you if you have questions. Post a photo of your newly secure device on our slack channel!