



Hook Security Launches New Partner Portal

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Hook Security Inc., the first channel-only security awareness training company, announced the launch of its new Partner Portal. This innovative Partner Portal provides Hook Security's resellers with numerous tools and resources to enhance their knowledge of the product and increase their monthly subscription sales.

Partners are now able to track sales opportunities, view and create sales and marketing materials, and launch email and social campaigns directly from the portal.

Brian Lewis, Hook Security's Chief Revenue Officer, says the team at Hook Security plans to be very hands-on in their partnerships. "Since we are channel only, we're putting our marketing muscle into enabling our Partners. We've developed and tested very powerful ready-made campaigns, and we are providing these marketing campaigns to our Partner at no cost."

The portal also includes access to product training, sales playbooks, and marketing development funds. These are given to Partners in order to increase Partner revenue.

"We've created the ultimate resource to turn our partners into cybersecurity rockstars," says Zach Eikenberry, CEO at Hook. "Our business is built on industry-leading education for our phishing training. It's

only natural that we extend that level of quality to training our partners.?

In addition to sales enablement of security awareness training, Hook Security aims to be a leader in all-around sales and marketing resources. As a Certified Partner with Hook Security, they provide help with SEO, lead generation, social media, pricing and packaging, and more.

?At the end of the day, Hook Security is here to provide our Partners one thing: new and better revenue,? Eikenberry says.

The Partner Portal aligns with the launch of their new website, complete with a blog built totally around MSP marketing, cybersecurity tips, and other resources to boost their partners? growth.

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For more information about Hook Security, contact the company here: Hook Security Parker Byrdpress@hooksecurity.co 101 N Main St. Greenville SC 29601

Hook Security

Hook Security is a cyber behavior company providing businesses and their workforce an empowering ?edutainment? social engineering training experience focused on de-risking and mitigating liability.

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