



**PEGASUS
TECHNOLOGY**

Marketing Passport®

*Your complete marketing
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Foundations » Strategy » Execution Readiness



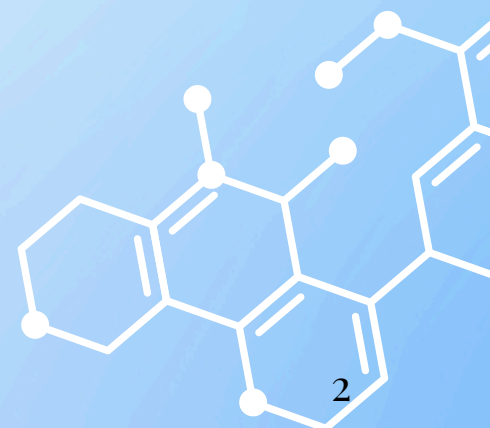
GNR MEDIA
GROWTH AND REVENUE



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CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Mark Casey		
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Business Stage: (Idea/ Growing/ Established)	Established	Primary Contact:	Mark Casey
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Which industry best describes your primary business?

We operate within the Information Technology (IT) sector, specialising in managed IT services and advanced cybersecurity solutions. Our focus is on helping businesses maintain secure, efficient, and resilient digital environments through proactive support and protection.

How does your business primarily operate?

We deliver a combination of onsite and remote managed IT support, ensuring flexibility and responsiveness for our clients. In addition to ongoing support, we also provide project-based services, helping businesses implement and optimise their technology infrastructure as needed.

Where do you currently serve customers?

We provide our services to clients across Australia, supporting businesses nationwide with reliable IT managed services and cybersecurity solutions, regardless of their location.

If you have a physical presence, where is it located?

Our main office is located at Suite 7, Level 13, 99 York Street in Sydney, NSW, serving as the central hub for our operations and client support.

Which location matters most for your growth right now?

Sydney, NSW is our primary focus for growth, as it represents a key market with strong demand for managed IT services and cybersecurity solutions, as well as opportunities to expand our client base and partnerships.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

To provide reliable Managed IT and Cyber Security services that give Australian business owners complete peace of mind. We take the stress out of technology by delivering responsive support, strengthening cyber resilience, and enabling SMBs to focus on growth—not IT issues.

Vision (what success looks like in the future?)

To become Australia's most trusted IT partner for small and medium businesses, reducing cyber risk nationwide and creating a future where every SMB operates with confidence, security, and clarity.

Core values (3–5 guiding principles)

1. Responsive Support

We act quickly and decisively. When our clients need help, we're there—reducing downtime, solving problems fast, and keeping their business moving.

2. Customer Care

We treat our clients' businesses like our own. Every interaction matters, and we aim to deliver support that is personal, dependable, and genuinely helpful.

3. Clear, Simple Communication

Technology shouldn't be confusing. We explain solutions in plain language, set clear expectations, and keep clients fully informed every step of the way.

3.PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services .

We offer a comprehensive range of IT managed services designed to support, secure, and optimise business operations. Our core services include managed IT support, advanced cybersecurity solutions, Microsoft 365 management, helpdesk support, and cloud and system backup services. These solutions are tailored to provide businesses with reliable, scalable, and secure technology environments.

Outcomes: the results your customers get.

Our clients benefit from reduced downtime, improved productivity, and predictable IT costs. We help businesses strengthen their cybersecurity posture, minimise risk exposure, and meet compliance requirements, including cyber insurance standards. Additionally, our services ensure secure data protection, fast issue resolution, and greater overall peace of mind through proactive and reliable IT support.

Pricing: how you package or charge for your work.

We use a simple and scalable monthly pricing model based on per-user or per-device rates. This approach provides clients with predictable IT costs, flexibility as their business grows, and clear alignment between the services delivered and their operational needs.

Hero Offer: the offer that drives most of your revenue.

Our primary revenue-driving offer is our cybersecurity packages. These solutions address critical business risks by providing threat monitoring, endpoint protection, compliance support, and security hardening—making them essential for businesses looking to protect their operations and meet increasing cybersecurity and insurance requirements.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

Australian professional services SMBs (10–100 staff) where leadership or admin staff are stuck doing IT and feel overwhelmed by cyber security, compliance, and day-to-day technology management. They want a trusted, responsive IT partner who communicates clearly, reduces risk, and gives them peace of mind so they can focus on growth.

Customer segments (if you serve more than one type of customer).

1. Owner-led SMBs with accidental IT support roles

Businesses where the owner or a family member (often the son) handles IT “when they have time.”
They want: relief, reliability, and security.

2. Office Manager / CFO / COO Acting as IT

Operational leaders who are not IT professionals but are responsible for tech decisions and support.
They want: clarity, predictable costs, and someone to take over fully.

3. Professional Services Firms Scaling Quickly

Growing teams, more devices, more data, and more compliance pressure.
They want: proactive management and cyber risk reduction.

4. Businesses facing cyber insurance pressure

They need MFA, backups, monitoring, and security hardening to qualify for coverage.
They want: someone to handle the entire cyber security requirement end-to-end.

Customer Problems: the challenges they face.

1. Overwhelmed internal “IT person”

Owners or managers doing IT lose hours each week handling issues instead of strategic work.

2. Growing cyber security requirements

They struggle with MFA, compliance, cyber insurance questionnaires, and securing remote staff.

3. Frequent downtime or unresolved issues

Without proper monitoring or expertise, problems linger and productivity suffers.

4. No visibility or clarity around IT

They don't know if they're secure, compliant, backed up, or protected.

5. Rising risk exposure

They worry about ransomware, phishing, data breaches, and losing client trust.

6. No standardisation

Different devices, personal laptops, old systems — everything is inconsistent and hard to manage.

Why do customers choose you?

1. You remove the IT burden completely

They no longer have to be the IT person. You take ownership of support, security, and maintenance.

2. You make cyber security simple and accessible

Your approach helps them:

- Reduce cyber risk
- Meet insurance requirements
- Strengthen their security posture

Without needing to understand the complexity.

3. You communicate clearly and simply

No jargon. No confusion. Just straightforward guidance.

4. Responsive, reliable support

They choose you because:

- You act fast
- Issues don't linger
- They feel taken care of

5. Predictable monthly costs

Your per-user/device model gives them clarity and eliminates surprise bills.

6. You understand professional service businesses

They appreciate that you “get” their workflows, uptime needs, and compliance expectations.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

These are businesses offering the same core services as you — Managed IT, Cyber Security, M365 management, helpdesk, backups.

Direct competitors include:

- Local Australian MSPs (small to mid-sized)
- Regional IT service providers competing on similar offerings
- MSPs targeting professional services firms
- Security-led MSPs who bundle IT + cyber packages

These competitors usually market themselves based on:

- Fast support
- “All-inclusive” plans
- Cyber security add-ons
- Microsoft 365 expertise

Indirect Competitors: alternatives your customers might choose instead.

1. Doing IT Themselves

This includes owners, office managers, CFOs/COOs, or even family members like the owner’s son.

These customers typically realise:

- They’re overwhelmed
- They can’t keep up with cyber requirements
- It’s hurting productivity
- They’re not secure enough for insurance

2. Hiring an Internal IT Tech

A single tech seems like a solution, but customers eventually recognise:

- One person can’t cover everything (support + security + projects)
- Costs are higher than expected
- Skills are limited
- There’s no redundancy
- They still lack cyber expertise

3. Another MSP

Sometimes they’re shopping around because:

- Their current MSP is slow
- Communication is poor
- Pricing is confusing
- Cyber security isn’t strong enough
- Support feels “transactional” not service-driven

These three alternatives are your real competition — not just other providers, but the status quo inside the business.

Your Edge: what you do differently and why customers choose you.

Here’s what sets Pegasus Technology apart in your market:

1. You focus on professional service firms with accidental IT managers

Most MSPs target “any SMB.”

You specialise in businesses where non-technical staff are stuck handling IT — a high-pain, underserved market.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

For professional services businesses who rely on technology to run smoothly, we provide managed IT and cyber security with a unique, no-escalation support model — the person who answers the phone is the person who fixes the problem.

We combine fast response, proactive protection, and friendly service to keep your business secure, productive, and frustration-free.

Short pitch / 7-second explanation.

“We deliver managed IT and cyber security where the person who answers the call actually solves the issue — fast, proactive, and friendly support.”

Hooks/Taglines: memorable lines that spark interest.

Service Speed & Simplicity

- “Real help. First call.”
- “No escalations. No delays. Just solutions.”
- “Your IT issues end the moment we pick up.”

Trust & Reliability

- “IT support that actually supports you.”
- “Friendly experts who fix problems — not ticket numbers.”
- “Because your business deserves answers, not runarounds.”

Proactive Cybersecurity

- “We prevent the problems others react to.”
- “Safe. Secure. Always on.”
- “Cyber protection built for businesses that can’t afford downtime.”

Relationship-Driven

- “We know your business — not just your devices.”
- “Tech support that feels human.”
- “Where IT meets genuine care.”

Tone of Voice: choose the style that fits your brand.

Core Brand Personality:

Responsive · Proactive · Friendly

Your Tone Should Be:

Clear & Straightforward

No jargon unless necessary. Speak like a human, not a technician.

Warm & Personable

Your differentiator is personal service — show it.

Use “we,” “you,” and conversational phrasing.

Confident but Not Arrogant

You’re skilled and experienced, but approachable.

Reassuring & Calm

Professional services clients want reliability, security, and peace of mind.

Proactive & Protective

Communicate anticipation, prevention, and readiness.

Example Voice Lines:

- “We’ll take care of it right away.”
- “You get answers, not escalations.”
- “We keep your systems — and your team — running smoothly.”
- “If something’s not right, we’re already working on it.”

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

Small to medium-sized professional service businesses across Australia that rely heavily on technology but don't have an internal IT department. Typically, responsibility for IT falls to business owners, office managers, or CFOs who are not technical experts but are expected to manage critical systems and decisions.

What are they struggling with?

They are overwhelmed by ongoing IT issues, slow or ineffective support, and growing cybersecurity risks. They face constant interruptions, lost productivity, and the stress of making technical decisions without the right expertise. IT becomes a distraction that pulls them away from running and growing their business.

How does your brand help?

We act as a trusted IT partner, taking full ownership of their technology environment. Through managed IT services, proactive monitoring, and robust cybersecurity solutions, we prevent issues before they occur and resolve problems quickly when they arise—without unnecessary delays or handovers.

What does life look like after success?

With the right support in place, their systems run smoothly, their data is secure, and their team is fully supported. They gain back time, confidence, and control, allowing them to focus on their core business without IT disruptions holding them back.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

1. Reliable

Clients trust that you'll show up, follow through, and handle issues without drama or excuses.

2. Proactive

You act before problems appear. Prevention is part of your personality.

3. Friendly

Approachable, warm, human — never cold or corporate. IT that feels personal.

4. Calm

You bring clarity and steadiness to stressful situations. No panic. No pressure.

5. Efficient

Fast responses, fast resolutions, minimal friction. You value your customer's time.

Voice Guidelines: the do's and don'ts that keep your communication consistent.

1. Sound confident, not arrogant

Speak with expertise and certainty, but remain humble and helpful.

Use: "Here's the best next step..."

Avoid: "Obviously, you should..."

2. Keep a friendly, human tone

Use plain language, short sentences, and simple explanations.

Use: "We've already started looking into this for you."

Avoid: "Your request has been logged into the system for processing."

3. Maintain a calm, reassuring presence

Even when discussing cybersecurity or outages, sound steady and composed.

Use: "You're protected — here's what we've already done."

Avoid: "There's a serious issue we need to talk about immediately."

4. Be proactive and solution-oriented

Always guide the client toward clarity and action.

Use: "Here's what we're going to do next."

Avoid: "Let us know if this becomes a problem."

5. Value efficiency and respect their time

Be clear, concise, and direct.

Use: "This will take less than 10 minutes."

Avoid: Long paragraphs, unnecessary details, tech jargon.

One-Word Descriptor: the single word that captures your brand's essence.

One-Word Brand Descriptor

"Reassuring"

Everything you say should make clients feel calmer, safer, and more supported than before they met you.

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



Brand colours, e.g: your colour codes: #8c52ff

Navy Blue — HEX: #0A2239

Bright Blue — HEX: #0077C8

White — HEX: #FFFFFF

Secondary Colours

Soft Grey — HEX: #E6E9EC

Charcoal — HEX: #2B2B2B

Accent Colour

Fresh Teal — HEX: #2CC1B6

Use sparingly to humanise the brand without losing corporate professionalism.

Fonts / typography.

Primary Font — “Inter” (Sans-Serif)

Secondary Font — “Montserrat” or “Poppins”

Visual preferences.

Use:

- Real people in professional office environments
- Clean workspaces
- Confident but calm expressions
- Human-first support visuals
- A balance of tech + relatable human scenarios

Avoid:

- Stocky “fake computer hacker in hoodie” imagery
- Overly abstract cyber visuals that feel cold or alarming

Graphic Elements

- Thin-line icons (modern, minimal)
- Geometric shapes (circles, rounded corners) to reinforce “reassuring & friendly” tone
- Light gradients in blues/teals for brand warmth
- Subtle cyber-grid backgrounds used sparingly

10. WEBSITE & INFRASTRUCTURE

SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress Webflow Shopify Other _____

Where is your Domain or DNS hosted?

Cloudflare GoDaddy Namecheap Unsure

Do you have full website access or not?

Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

- Referrals / Word of mouth
- Events & networking
- Website
- LinkedIn (personal + company)
- Email marketing

Channels you want to use next.

- SEO (content, blogs, on-page optimisation)
- LinkedIn content strategy
- Lead magnets + landing pages
- Webinars / workshops

Paid vs organic mix (if any).

Our marketing approach is primarily organic, supported by low-cost paid activity where needed. This ensures sustainable, long-term growth while maintaining budget efficiency. We focus on a structured, tiered channel strategy to maximise return without spreading resources too thin.

Tier 1: Core Growth Channels (Highest Priority)

Our primary focus is on channels that deliver the strongest ROI:

- LinkedIn: Our main platform for building visibility and authority through consistent, owner-led content, including client stories, cybersecurity tips, and insights.
- SEO & Content Marketing: Driving inbound leads through targeted blog content, cybersecurity education, and local SEO focused on Sydney/NSW.
- Lead Magnets & Landing Pages: Converting website visitors into leads using valuable resources (e.g. cybersecurity guides, IT health checks), supported by email nurturing.

Tier 2: Authority & Lead Acceleration

Once the foundation is established, we expand into:

- Webinars & Workshops: Positioning the business as a thought leader while attracting high-quality prospects.
- Email Marketing: Nurturing leads, building trust, and staying top of mind through simple automated sequences.

Tier 3: Future / Optional Channels

Channels such as Google Ads, social platforms beyond LinkedIn, outbound campaigns, and video strategies are deprioritised for now, as they require more budget and complexity without immediate return.

90-Day Focus Plan

- Build a consistent LinkedIn content engine (3 posts per week)
- Develop one high-value lead magnet with a landing page and email sequence
- Strengthen website SEO and publish regular blog content
- Launch an initial webinar to generate qualified leads

Overall Focus

The strategy prioritises LinkedIn, SEO, lead generation assets, and email nurturing—creating a scalable, inbound-driven marketing system while avoiding unnecessary complexity and cost.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- **Logo files**
- **Photos**
- **Videos**
- **Testimonials**
- **Case studies**
- **Written content**

Logo Files

Pegasus Technology has a complete set of high-resolution logo files in scalable formats (including SVG), supported by a defined brand style guide, colour palette, fonts, and branded templates. These assets are ready for immediate use across all marketing and sales materials.

Photos

The business has access to professional photography, including team, office, and brand imagery. These visuals are suitable for use on the website, LinkedIn, presentations, and other marketing channels.

Videos

Currently, there is no video content available. This includes missing assets such as About Us videos, service explainers, and client testimonials. Developing these would significantly enhance brand trust, engagement, and conversion—particularly for LinkedIn and website use.

Testimonials

Pegasus Technology has written testimonials that can be used across marketing channels. However, there is an opportunity to strengthen credibility by building a consistent pipeline of Google reviews and expanding testimonial formats.

Case Studies

There are currently no formal case studies. Creating structured, story-driven case studies—especially within professional services—would provide strong proof of results and support both marketing and sales efforts.

Written Content

The business has a strong library of written content, including website copy, blog posts, brochures, service one-pagers, and email sequences. These assets are well-developed and can be repurposed into LinkedIn content, lead magnets, and landing pages to maximise their value.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

1. Easy, reliable IT support for small businesses
Plain language, focused on fixing day-to-day tech frustration.
2. Simple, stress-free cyber security for professional services
No jargon — just protection explained in human terms.
3. Fast, friendly, local IT help
Reinforces your differentiator: the person who answers the phone fixes the issue.
4. Business continuity + productivity
Keeping teams working, reducing downtime, preventing issues.
5. IT for teams without internal IT departments
Helping “the accidental IT person” — owner, manager, office admin, or CFO.

Primary keywords/themes (the search terms and themes your ideal customers actually use)

- IT support for small business
- Managed IT services
- Cyber security services
- Business IT support
- IT company near me
- Outsourced IT support
- IT helpdesk services
- IT support for law firms
- IT support for accountants
- IT support for financial services
- Cyber security for law firms
- Cyber security for accountants
- Cyber security for professional services
- slow computer support
- business email not working
- business email not being delivered
- business IT issues help
- cyber attack prevention for small business
- business hacked what to do
- how to secure my business
- why does my computer keep crashing
- business emails not syncing
- business emails not reaching clients
- Microsoft 365 problems small business
- printer won't connect office
- internet keeps dropping out office

Decision-Maker Searches (Owners, Office Managers, CFOs)

- need IT support for my business
- who can manage our IT
- IT support that actually answers
- simple cyber security for small business
- easiest IT support for small companies

Cyber Security Searches

- how to protect my small business from cyber threats
- cyber security checklist for small business
- is my business secure online
- prevent ransomware small business

Location-Based (Assuming Sydney – if different, tell me)

- IT support Sydney
- managed IT services Sydney
- cyber security Sydney
- small business IT support Sydney

CUSTOMER LANGUAGE (Use this in content & SEO)

Here's how *your* customers speak – and what they would actually Google:

- “Our IT is always breaking.”
- “We don't have anyone to call.”
- “We need someone reliable.”
- “We're worried about cyber attacks.”
- “Our current IT takes forever to respond.”
- “I'm not technical – I just want it to work.”

These phrases should appear naturally in your website, blogs, FAQs, and landing pages.

CONTENT PILLARS (Your ongoing SEO content themes)

Everything you publish should fit into one of these 4 buckets:

Pillar 1 – IT Support Made Easy

- Simple fixes
- Guides for non-technical staff
- Productivity tips
- “How to solve IT issues fast” posts

Pillar 2 – Cyber Security Made Simple

- Plain-English security explanations
- Checklists
- Mistakes small businesses make
- Essential 8 explained simply

Pillar 3 – IT for Professional Services

- Specialised advice for lawyers, accountants, finance
- Industry-specific compliance requirements
- Industry-specific cyber risks

Pillar 4 – Business Continuity & Stability

- Backups, uptime, disaster recovery
- Preventing downtime
- How managed IT brings peace of mind

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

Primary business goal (your main focus for the next 6–12 months).

Increase Monthly Recurring Revenue (MRR) by generating a predictable flow of inbound leads from professional services businesses.

This aligns perfectly with your business model and growth needs.

Key outcomes you care about (leads, sales, visibility, etc.).

The main goal is to increase monthly recurring revenue by acquiring 5–10 new managed IT clients over the next 6–12 months.

To support this, the business aims to generate 8–12 inbound leads per month and convert these into 3–6 qualified sales conversations.

Another key outcome is to significantly improve online visibility by increasing organic website traffic, strengthening search rankings, and building a consistent LinkedIn presence through regular content and engagement.

Ultimately, success will be defined by a steady pipeline of high-quality inbound leads, improved brand authority, and predictable, scalable growth.

Biggest constraints: what's limiting progress (time, budget, clarity, systems).

The primary constraint is a lack of consistent inbound leads, driven by a relatively weak online presence. Currently, the business is not generating enough visibility through search or LinkedIn, and content output is inconsistent.

There are also gaps in lead capture and conversion systems—such as limited use of landing pages, lead magnets, and email nurturing—which means potential opportunities are not being fully converted.

Additionally, limited time and internal focus on marketing make it difficult to execute consistently, resulting in slower momentum and missed growth opportunities.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

Marketing Budget Range: an approximate amount you're comfortable investing.

\$1,000–\$3,000/month

Decision-Maker: the person who approves spend and final decisions.

You (the owner)

You handle final sign-off for:

- Contracts
- Retainers
- Campaign launches
- Paid software/tools
- Any spend above your threshold (below)

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

Pegasus Technology has strong permissions and clear guidelines for compliant marketing use, particularly within IT and cybersecurity.

Testimonials & Reviews

Testimonials can be safely used across all channels (website, proposals, LinkedIn, email), with full client permission. However, content must avoid sensitive technical details, confidential client information, or exaggerated claims such as guaranteed results.

Photos & Imagery

Team and office photos are safe to use. Caution is required with any images showing client data, IT systems, or client environments without explicit approval. All stock imagery must be properly licensed.

Industry Rules: any sector-specific regulations you must follow?

Marketing must avoid absolute claims (e.g. “100% protection”), fear-based messaging, or statements implying client negligence. Instead, use compliant language such as “reduce risk,” “strengthen security,” and “proactive support.”

Ad Platform Guidelines

Platforms like Google, LinkedIn, and Meta restrict aggressive or fear-based cybersecurity messaging. Content should remain professional, trust-based, and benefit-focused.

Legal & Privacy Requirements

Client data, documents, and identifiable information cannot be shared without consent. All messaging must prioritise privacy and avoid revealing sensitive details.

