

KNOWBE4

MEDIA CASE STUDY

KnowBe4 provides web-based Internet Security Awareness Training (ISAT) to small and medium enterprises.



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PR DISRUPTORS

In This Case Study,

Stu Sjouwerman was launching a startup IT security company, KnowBe4, within an industry that depends on the utmost confidence and trust. He needed to obtain credibility fast. KnowBe4's mission is to help companies manage the ever-present problem of social engineering.

INDUSTRY:

IT

THE SOLUTION:

JoTo PR Disruptors created a first-year annual media strategy for KnowBe4 around industry-specific, regional, and popular publications that would generate publicity and build much-needed credibility for the startup.

THE RESULTS:

In their first year, JoTo PR Disruptors obtained 30 media stories for Stu Sjouwerman and KnowBe4. These publications included The Wall Street Journal, Huffington Post, CBS, CNN, Network World, IT World, InformationWeek, InfoWorld, Bloomberg, Voice of Business, Florida Trend, Tampa Business Journal, and the Gulf Coast Business review.

"The public relations initiatives we've implemented with JoTo PR have yielded tremendous results. It can be difficult for a startup to gain attention and respect within an industry; this requires a concerted and ongoing effort. JoTo has helped us get the word out about who we are, what we do and why we are experts in our field.

"By combining a superior product with consistent and continuous PR messaging, we have emerged as a major contender in the Internet security training sector with the space of one year. We've received a lot of good press, and we've been featured in local and national news stories.

"We now have a growing client base and enthusiastic affirmations as to the effectiveness of our training system. These successes would not be possible if we hadn't actively focused on building awareness and credibility.

"JoTo PR is great to work with, is an expert in the PR field and get us great results. I warmly recommend them."

~ *Stu Sjouwerman, Founder of KnowBe4*

KnowBe4

Human error. Conquered.

ABOUT STU SJOUWERMAN AND KNOWBE4

Sjouwerman is the founder and CEO of KnowBe4, LLC, which provides web-based Internet Security Awareness Training (ISAT) to small and medium enterprises. A data security expert with more than 30 years in the IT industry, Sjouwerman was the co-founder of Sunbelt Software, an award-winning anti-malware software company that he and his partner sold to GFI Software in 2010. Sjouwerman is the author of four books; his latest is *Cyberheist: The Biggest Financial Threat Facing American Businesses Since the Meltdown of 2008*.



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