

# CISO, CAN YOU HEAR ME?

## Overcoming Challenges in Cybersecurity Marketing

From the viewpoint of cybersecurity leaders, vendor fatigue is growing. So many choices, so many messages, so little time and so much pressure. But... there are great new emerging technology and services that deserve to be noticed.



**With 4,700 different companies trying to get cybersecurity leadership's attention, marketers need to sharpen their targeting, messaging, and audience understanding, then utilize this to deploy programs that maximize reach.**

## CYBERSECURITY: BIG MARKET & BIG MONEY

### CYBERSECURITY BUDGETS ARE GROWING

Worldwide spending on cybersecurity products and services<sup>1</sup>

2018: \$114B 2019: \$124B

### CYBERSECURITY INVESTMENT IS HOT

Global Venture Capital Funding for Cybersecurity<sup>2</sup>

2016: \$2.9B 2018: \$5.3B

### CYBERSECURITY LANDSCAPE IS ULTRA-CROWDED

1,700 VENDORS<sup>3</sup>

150 PRODUCT CATEGORIES<sup>3</sup>

3,000 SYSTEM INTEGRATORS<sup>4</sup>

PRESS RELEASES ON THE WIRE EVERY MONTH FEATURING 'CYBERSECURITY' KEYWORD: 535



**DIFFERENTIATION IS DIFFICULT**  
New vendors, new feature sets, new services — all with their own attendant marketing messages and methods.



#### MARKETING PRO TIP

**Zero-in on target market segments**  
Avoid blending in with the masses that go 'horizontal' — instead, find the segments (vertical and/or company size for example) that need your product/service the most. Then work backward to set strategies and programs on how to reach them.

## THE 'TARGETS' ARE ALREADY STRESSED

Breaches

Pressure from the board

Lack of experienced staff

**91%** OF CISOs AND THEIR EMPLOYEES EXPERIENCE MODERATE TO HIGH JOB-RELATED STRESS LEVELS

Compliance demands

Marketing hype

THE TYPICAL SECURITY TEAM MANAGES **75** CYBERSECURITY PRODUCTS AT ONCE<sup>5</sup>



#### MARKETING PRO TIP

**Message with care**  
Say *sayonara* to messaging based on fear, uncertainty, and doubt (FUD). CISOs and other security pros are already aware of the breach risks they face. Focus instead on constructive problem solving, how you'll seamlessly integrate or what burden you will be lifting. Avoid marketing-speak and show you understand both the business and technical issues.

## TO CISO OR NOT TO CISO

Who in the organization should you be targeting?

**60%** OF ORGANIZATIONS HAVE NO CISO<sup>7</sup>

**94%** OF IT ORGANIZATIONS RELY ON IN-HOUSE STAFF FOR SECURITY<sup>8</sup>

FOR APPLICATION SECURITY

**54%** OF DEVELOPERS BELIEVE THEY ARE RESPONSIBLE FOR SECURITY<sup>9</sup>



#### MARKETING PRO TIP

**Know who you're 'talking' to**  
Are you targeting the right audience? For training, it might be HR. For smaller companies, it's likely IT. Extend reach by marketing to all the right decision-making and influencer personas, they might not have a security title. What are their specific pain points? Are they interested in business or technical level information (or both)?

Many vendors could help CISOs with pain points, but the volume of "bad" cybersecurity marketing out there makes security leaders likely to tune most of it out.



#### MARKETING PRO TIP

**Reach security leaders by being a thought leader**  
Broaden awareness and reach through strong thought leadership to build trust and credibility. Leverage well-planned influencer, analyst and media relations programs. Put out content that educates, guides, or illustrates success.

**ONLY 17%** OF CISOs SAY THEIR PREFERRED METHOD OF LEARNING ABOUT VENDORS IS THROUGH MARKETING COLLATERAL

**100s:** NUMBER OF MARKETING/ SALES EMAILS AND VOICEMAILS CISOs RECEIVE WEEKLY

There are many other ways to provide insight and information, build your brand, and get your message heard.

- PR
- Social
- Analyst Relations
- Content (video, podcast, white papers, presentations, articles, webinars & more)
- Associations
- Communities
- Events

## GET HEARD. GET HELP FROM MAGNETUDE.

Want more info? Download our eBook: **A Step-by-Step Guide to Finding the Right Cybersecurity Marketing Partner**

**Magnetude consulting** is a B2B tech marketing firm that works with companies looking to grow more rapidly and compete more effectively, helping our clients market the right way in today's increasingly complex environment. We provide growth strategy consulting services that often dovetail into fractional marketing department implementation support with full-service capabilities spanning messaging and positioning, digital marketing, demand generation, channel & sales enablement, content development and brand visibility. Magnetude specializes in working with clients in the cybersecurity sector, with depth of industry knowledge across key team members and a breadth of client successes under our belt.

EMAIL US: [info@magnetudeconsulting.com](mailto:info@magnetudeconsulting.com) • PHONE: 866.620.6629

ADDRESS: 13 Highland Circle, Building G, Needham, MA 02494

WWW.MAGNETUDECONSULTING.COM @\_Magnetude • magnetude-consulting

<sup>1</sup><https://scvgroup.net/2018-cybersecurity-venture-capital-investment/>

<sup>2</sup><https://www.cyberdb.co>

<sup>3</sup><https://www.cyberdb.co>

<sup>4</sup><https://www.cyberdb.co>

<sup>5</sup>PR Newswire: Average from Sept. 2018-Jan 2019

<sup>6</sup><https://www.csoonline.com/article/3042601/security/defense-in-depth-stop-spending-start-consolidating.html>

<sup>7</sup><https://blog.knowbe4.com/60-of-organizations-have-no-cso-or-ciso-putting-network-security-at-risk>

<sup>8</sup><https://www.slideshare.net/Syncsort/the-state-of-it-security-for-2019>

<sup>9</sup><https://dzone.com/guides/proactive-security-apps-environments-and-messaging>

<sup>10</sup>"Marketing and Selling to the CISO" Tech Exec Networks/Merritt Group, 2018