

CYBERSECURITY CONTENT & MESSAGING DEVELOPMENT:

*5 Things to Look
for in a Marketing
Partner*



The cybersecurity ecosystem and market dynamics are complex, and by extension, cybersecurity marketing is as well. Solutions are complicated, there are countless players, buzzwords are everywhere, personas vary from developers to CISOs, and last but not least, cybersecurity professionals are notorious for their skepticism and mistrust of marketing.

In this industry, in particular, it is critically important to have someone with cybersecurity expertise to support your content efforts. (By content, we mean any written pieces used for company messaging, thought leadership, sales and channel enablement pieces, and product marketing.) What may work for other B2B tech sectors does not work here—writers must have expertise and authenticity or buyers will not engage.

For those reasons, great cybersecurity writers are in high demand and they're not easy to find. You need someone who has the right context and can ask the right questions, shares what works (and what doesn't work), brings new ideas to the table, pushes you in new directions, and takes content to the next level.

Here are our recommendations for finding a great cybersecurity messaging and content partner based on our experience in cybersecurity over the past seven years.



WHAT TO LOOK FOR IN A CYBERSECURITY MARKETING PARTNER TO SUPPORT YOUR CONTENT INITIATIVES



1

DEPTH OF MARKET EXPERTISE

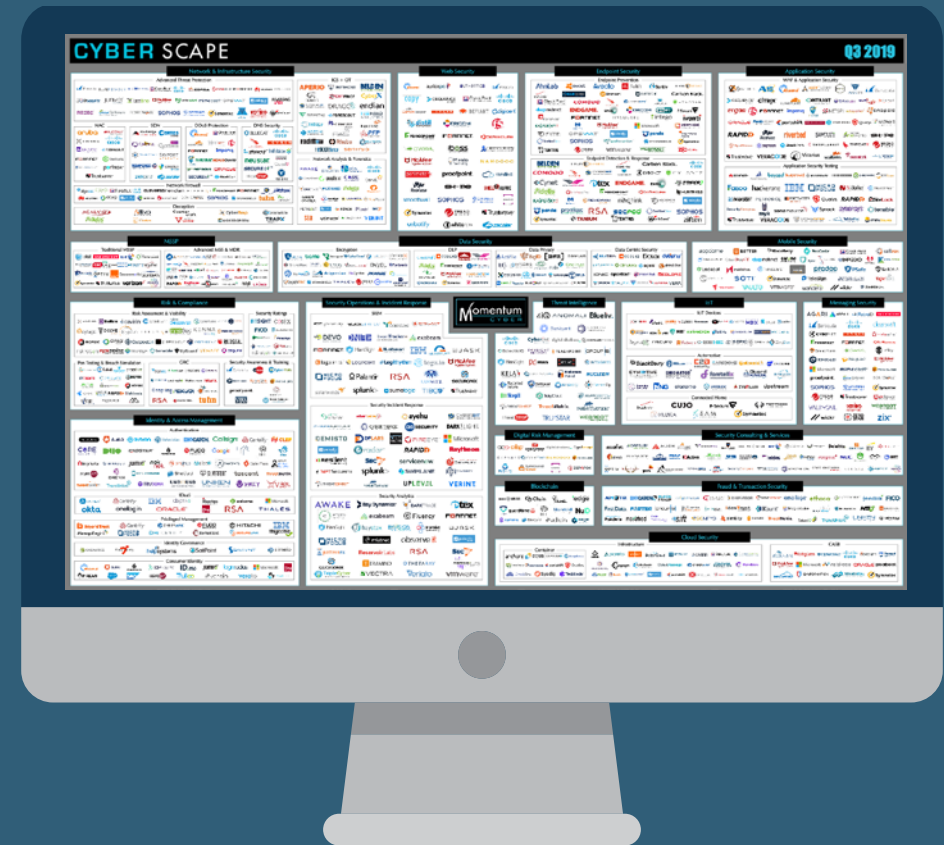
A recent industry snapshot by Momentum Cyber shows the cybersecurity vendor landscape broken down by sector.

Cybersecurity writers must have a good handle on these various sectors and technologies and how they fit together, where they overlap, how they are different, and who to target in the organization.

For messaging and content planning in particular, it's also important to understand the broader market dynamics in cybersecurity, like investor activity, analyst views, and M&A.

In addition, there are other key trends influencing decision-making, like the talent shortage, vendor fatigue, alert fatigue, privacy and compliance pressures, and buyers' general distaste for messaging focused on FUD (fear, uncertainty, and doubt).

These undercurrents are important for context and subtleties within your cybersecurity marketing content.



This image is a good illustration of the vast number of players and the complexity of the ecosystem.

2

SEASONED CYBERSECURITY MARKETING WRITERS (AND TEAM)

All technical audiences are wary of marketing, but cybersecurity takes the cake.

How do we know?

We'll be honest: we learned the hard way.



Way back when, we staffed some of our best writers on cybersecurity accounts, and yet the content just wasn't hitting the mark—too many important nuances were missed. We quickly learned that we need content writers who specialize in cybersecurity who write because they're experts, not simply because they're good writers.

Some agencies outsource content to writers-for-hire or to junior writers who create content for all of their accounts. We tried that, too, and it didn't work—if you know network security, that doesn't mean you have the chops to write about threat hunting (for example).

We learned that having seasoned cybersecurity marketing content writers as part of the account team is critical. That way, content marketers get important context because they're involved in the initial discovery phase, listening in for updates on regular calls, and asking questions and hearing answers directly from the client.

Shortly after we made these adjustments on our accounts, one of our cybersecurity writers wrote a LinkedIn article from the perspective of the CEO of a network security company. His response: "Great job." Not a single edit. That's when we knew we got it right.



3

ABILITY TO INFORM IDEAS AND TOPICS FOR HIGH IMPACT CONTENT

There is so much changing in the cybersecurity market—and it's happening very quickly.



You need a firm that pays attention, knows what's working, and can help inform your plan.

Your cybersecurity marketing content partner should come to the table with ideas that push the envelope (instead of you providing all of the insight). Equally important is finding a partner who can ensure that what you're writing is unique and will actually resonate with cybersecurity audiences.



4

STRONG UNDERSTANDING OF PERSONAS INVOLVED IN PURCHASES

In cybersecurity, organizations frequently target multiple audiences. This means marketing must address the needs of a variety of personas across different verticals.



It's also important to know the way security is purchased as it is completely different at a small company versus a mature one. At a small company, you are typically targeting a non-technical executive or manager who leads cybersecurity by default. At an enterprise company, you're dealing with CISOs, CIOs, or Heads of IT. Content should speak directly to their level within the organization, as well as their knowledge of security.

The same goes for business versus technical audiences. The messaging that resonates with executives and boards is vastly different than that of security analysts and developers—although all may be involved in a purchase decision, it's important to understand what role they play in the decision-making process to create relevant content for them. If there are channel partners involved, layer on additional knowledge required to speak the language of MSPs and MSSPs.



For more on marketing effectively to cybersecurity executives, check out these two resources:

- 1. Why Do You Hate Me, CISO?**
- 2. [eBook] Marketing and Selling to Cybersecurity Leaders—4 Ways to Fail, 4 Ways to Succeed**

5

SOLID GRASP ON KEY CONTENT TYPES

You'll want to ensure your cybersecurity marketing content team has experience with all the different types of content and how it will be used, including:

- ✓ Thought leadership content
- ✓ Product marketing content
- ✓ Editorial/PR content
- ✓ Channel and sales enablement content
- ✓ Attention-grabbing copywriting (for websites, ads, digital demand generation)
- ✓ Social media (posts, articles, social selling)



All of these types of content are critical in cybersecurity. We've found that many in-house cybersecurity marketing teams have gaps in both content volume and variety, and many firms have particular shortages in two areas: channel enablement and PR content. This is most likely because both require deep expertise that many in-house marketers or agencies simply don't have.

SO...WHAT'S NEXT?

No matter what your content needs are, continuity and cohesion is key—from strategy to the writing itself. Messaging work for a new product launch or a website refresh often dovetails into content planning and development for the business. You'll find that most agencies can do one thing or the other, so it's important that you find a cybersecurity marketing partner who can support you with all of your content needs while keeping your marketing strategy front of mind at all times.



At the end of the day, you need a cybersecurity marketing content partner who understands how content fits into the bigger marketing picture. Writing content for the sake of content won't work—it should be very deliberate in serving a purpose against your key goals, whether that's lead generation, brand awareness, education, or something else. Great content is a necessary part of any company's marketing strategy, but it's just as important that it's distributed in the right ways, that analytics are set up to measure its impact, and that your best content is used and repurposed.

In essence, your cybersecurity marketing content and messaging partner should be great marketers at their core, not just content writers.



For more on content, [watch this video](#) from Magnetude's President, Natalie Nathanson, on why having a content calendar is important.



Need help with messaging, developing your content strategy, or writing great content?

Start with our [Rapid Marketing Assessment & Plan](#) to analyze your company goals, help you establish your marketing priorities (with content marketing in mind), and maximize return on all of your marketing dollars, not just those dedicated to B2B content marketing.



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