

# INTRODUCTION

In a quick pivot to enable online access for employees, contractors, customers, and suppliers, companies have had to make some fast technology decisions—rapidly adopting SaaS solutions, deploying cloud storage, and hiring third-party vendors. This quick change combined with reduced resources and personnel increased the potential for mistakes and made some companies more vulnerable.

With all these distractions and noise, major breach announcements, and everyone online all the time, it's even harder for vendors to grab prospects attention.

- The cybersecurity market is crowded as it is, and security professionals are busy: CISOs manage an average of more than 80 vendors' products and services to protect their organizations.<sup>1</sup> That means they don't have a lot of time to spend on consuming information that doesn't add value (nor do they want to!)
- In-person events and related activities have long been a staple for reaching cybersecurity professionals. With this option no longer the clear choice, marketers need to make other channels work harder. Virtual events haven't panned out as a good opportunity for vendors.
- Cybersecurity professionals are notoriously skeptical of marketing and digital channels, so it's important to make calculated and smart digital moves.

**In this report, we will dive into a few of the core areas of digital marketing that can be deployed to reach this audience:**

- 1 The Value of Content**
- 2 Key Digital Marketing Tactics**
  - a. Social Media**
  - b. Digital Advertising**
  - c. Email Marketing**

## ***IN CASE YOU MISSED IT:***

Part 1 of this guide covered the current state of cybersecurity and key changes and considerations for marketing through traditional channels – third-party endorsements and public relations, partner and customer relations, and virtual events.

**DOWNLOAD PART 1**

# THE VALUE OF CONTENT

The foundation for almost every digital marketing channel is content—blogs, eBooks, resources, videos, and more. Without quality content, it will be difficult for you to bring in good leads and to build trust with your customers and prospects.

Security professionals are particularly focused on the value of content. At the best of times, they don't have time or desire to sort through fluff or thinly veiled product pitches, so in a world full of distractions, it's especially important to get it right.



## KEYS TO SUCCESS

How do you create quality content for this discerning market?

### ✓ PUT THE CUSTOMER FRONT AND CENTER.

- Show that you truly understand your customers' problems.
- Communicate how you think differently about the challenges your customers face.
- Talk about what your customers need and, if you talk about your solution, focus on how it addresses those needs (and don't make this the primary topic).
- Share how your solution fits with customers' existing technologies and how well it can be integrated.

### ✓ MAKE IT EASY.

- Deliver the right content at the right size. Provide bite-sized content that can be quickly scanned or consumed to draw in your reader, but also consider the value of longer-form pieces for a deep dive into key topics.
- Recognize that people have to make security and technology decisions more quickly than they're comfortable with—be black and white about what you do and don't do.

### ✓ PROMOTE IT.

- Ensure that you have a plan to promote your content so it reaches your audience—via all your relevant channels like email, social media, digital advertising, virtual events, and PR.



## AVOID THIS

### ✗ BIAS.

- For bylines and content shared with third party endorsers especially, it's not about your technology, product, or service. It's about trends and how to solve for the current challenges.

### ✗ CONTENT FOR THE SAKE OF CONTENT.

- It's important to create useful content that provides value to the reader and shows off your expertise.

WHY ARE YOU  
STILL WRITING  
YOUR OWN  
CONTENT?



*Think you have to devote tons of time to writing it all yourself? There's a better way.*

[READ MORE ON OUR BLOG](#)

# DIGITAL MARKETING

In an environment where everyone is spending more time in front of their computers, digital marketing channels offer a way to directly reach cybersecurity professionals through their devices—via social media, email, digital advertising, or content syndication.

***What's most important to understand when using these channels is how these professionals use these channels and how they engage (or ignore)—especially in 2021.***

Our Poll Results Are In:

## MARKETING PRIORITIES & IMPLICATIONS FOR 2021



***For more on marketing priorities in 2021, check out our poll.***

**CHECK OUT OUR POLL**

# SOCIAL MEDIA

Social media is an opportunity to make connections, but not to blatantly sell. It's an excellent way to build relationships and credibility with anyone in your ecosystem—from media professionals and influencers to customers and other vendors. In these platforms the focus of your contribution is for the halo effect, sharing knowledge, and building expertise—not selling.



## KEYS TO SUCCESS

- ✓ **Be consistent.** Post your own content regularly, ideally daily. Post questions to build engagement.
- ✓ **Build your network thoughtfully.** Follow social media accounts of friends, customers, partners, and influencers, and comment consistently to add to the conversation.
- ✓ **Share the work.** Get the whole company involved in posting, including the CEO, CISO (whose voice carries a lot of weight), and other members of the C-suite.
- ✓ **Talk about trends, solutions, and the market** more than you talk about your own product or services.
- ✓ **Use the right platform.**
- ✓ **Join affinity groups** within the platform (like LinkedIn Groups) and post and reply to relevant content.



## Choose the right social media platform to reach your intended audience:



### TWITTER

Influencers and security practitioners



### LINKEDIN

Leadership and business-focused executives



### GITHUB, STACKOVERFLOW, AND REDDIT

Developers and technical contacts. Also great channels for technical staff to support interaction.

# DIGITAL ADVERTISING

Digital advertising puts you in front of busy security professionals—both at the top of the funnel to build awareness and at the bottom for those who are ready to buy. The large amount of competition in the cybersecurity marketing means that advertising costs can be relatively high, but the right targeting, messaging, and testing can help you get the most bang for your buck. Advertising has been shown to be essential in accelerating early growth and driving long-term sales<sup>2</sup> for B2B companies—so if you aren't advertising in this environment, you're missing out.

**The two most common digital advertising platforms for the cybersecurity market are:**



Google search advertising places you above the organic search results and captures the moment someone is looking for your product or services. When done correctly, the ad understands the searcher's intent and delivers the information they need in the form of your website. Google also offers display ads, which are good for building awareness and retargeting visitors to your site. Display ads don't typically drive direct conversions, but they work well in conjunction with search ads to build up your presence.

## **Did you know?**

*Google holds almost **90%** of the search engine market share on desktop.<sup>3</sup>*



LinkedIn ads deliver the best targeting capabilities: you can zero in on your audience based on many company traits, demographics, and interests. This tight targeting is key for the cybersecurity market, which makes LinkedIn ads a good choice despite higher costs. The key with LinkedIn ads is to be sure you're sharing valuable content that busy executives will want to engage with. It's also important to take the time to optimize—there are a lot of nuances to the LinkedIn advertising platform, but the right selections can drive a lot of high-quality leads.

**LinkedIn offers several different ad formats and ways to get conversions. Try testing LinkedIn Lead Generation Forms versus sending potential leads to a landing page.<sup>3</sup>**



## KEYS TO SUCCESS

- ✓ **Understand current security needs and search trends.** Set up your ads to address questions and concerns about what's happening in our current environment, like cloud security, remote work, phishing, and mobile security.
- ✓ **Create useful resources to share,** via the ad or the post-ad nurture campaign, like white papers, guidebooks, or checklists.
- ✓ **Make sure your website has valuable content,** is well laid out, and is optimized for conversions. There's no sense in spending money on ads to send visitors to a poorly done website.



# EMAIL

Email can serve your market of cybersecurity professionals for your installed base—they know you and will likely open your emails. Email isn't as successful a tool for brand building in this space, in part because CISOs and other security professionals are overwhelmed with emails, and in part because they don't trust the channel. And rightly so: Verizon<sup>4</sup> found that in 94% of cases, malware arrived on a computer via email.



## KEYS TO SUCCESS

- ✓ **Understand your audience** and what they care about.
- ✓ **Nail the subject line.** CISOs get hundreds of emails every day, so if you don't get this right, no one will open the email.
- ✓ **Deliver valuable, useful content.**
- ✓ **Try video content**—anecdotal evidence from several CISOs say it's a great way for them to consume information.
- ✓ **Develop a lead nurturing campaign** to build awareness and keep your company top of mind for those who are not yet in the market for your solution.
- ✓ **Involve your customer facing employees and product teams** in marketing and product development so they can be a conduit for keeping customers in the loop.



## DON'T DO THIS

- ✗ **Send a generic email** that isn't segmented or personalized.
- ✗ **Focus the message on yourself.** It's tempting to talk about your product or service and its features, but the email should be about your audience and how you bring them value.
- ✗ **Rely on email as the only channel** for building awareness with prospects.



# CONCLUSION

The current economic environment has forced companies into a digital transformation, and for many has required faster adoption to remain agile and achieve their business goals. Whether resources are stretched thin or a company is operating with a full security budget, the goal is the same—to protect all stakeholders.

Each marketing channel has its own unique challenges and keys to success. When looking to choose which channels to reach your customers—from CISOs to developers—consider the effort and resources required for the outreach.

**Many of the keys to success in Parts 1 and 2 of this guide can be complicated to execute:**

- A successful email lead nurture campaign
- Building a new relationship with an analyst firm
- Creating the relevant and compelling ads that attract leads and drive conversions
- Devising an effective virtual event

Some of this is do-it-yourself, but even some of the outreach that seems simple requires a deep understanding of the science and practice of marketing.

No one in cybersecurity has time to waste on things that don't meet their end goal. And you don't have time to waste on marketing efforts that don't further your business goals. To be in a prospect's choice set, you have to market your products and services in the way that works for them. Reach them via the channels they are using and share your message in a way that resonates.

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*Since digital channels are expected to dominate into 2021 and beyond, now is the time to solidify your digital marketing strategy and how best to reach your audience.*

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## DIGITAL MARKETING



## DIGITAL ADVERTISING

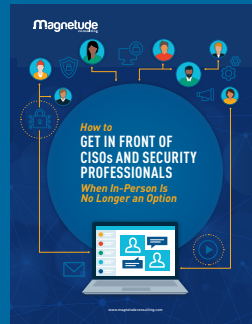


## EMAIL





We hope you find this information valuable as you plan, shift, and execute your cybersecurity marketing strategy. If you haven't checked out Part 1 of this guide, find it here for more information on how to maximize traditional marketing tactics like public relations and events for the current landscape.



**DOWNLOAD PART 1**

For more ideas on how to navigate the business landscape, check out these resources:



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Magnetude Consulting is a B2B marketing firm that works with entrepreneurial firms who want to grow more rapidly and compete more effectively. We help clients market the right way in today's increasingly complex environment by providing fractional marketing department services with full-service capabilities spanning marketing strategy, digital marketing, demand generation, channel & sales enablement, content development and brand visibility.

Sources

<sup>1</sup><https://www.helpnetsecurity.com/2018/03/30/too-many-cybersecurity-companies/>

<sup>2</sup>[https://business.linkedin.com/content/dam/me/business/en-us/amp/marketing-solutions/images/lms-b2b-institute/pdf/LIN\\_B2B-Marketing-Report-Digital-v02.pdf](https://business.linkedin.com/content/dam/me/business/en-us/amp/marketing-solutions/images/lms-b2b-institute/pdf/LIN_B2B-Marketing-Report-Digital-v02.pdf)

<sup>3</sup><https://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/>

<sup>4</sup><https://enterprise.verizon.com/resources/reports/2019-data-breach-investigations-report.pdf>