



FAKE NEWS AND FANTASTIC MESSAGING: The Keys to Marketing Success in Cybersecurity



The Keys to Marketing Success in Cybersecurity

The expected outcome from an investment in marketing is the ability to align the company around a story and take it to market. This is only possible however, when marketing is partnered with sales, product, and C-level executives across the organization.

“Partnered with” in this context, means a committed relationship.

The core functions of brand, product and demand gen all play a significant role that contribute to a superior customer experience. And creating a superior customer experience is the over-arching goal. With a multidisciplinary team of web developers, engineers, designers, product marketers, brand, and corporate communications, an organization can combine to create what should be a major competitive advantage.

Working closely to understand the target audience, marketing can develop the ability to excite and empower those consumers from an early stage and keep that momentum intact over time. Understanding the buyer, the technology, and the thing that is leading to conversions and driving business, is the roadmap to connecting marketing spend with revenue.

It should never be about focusing on the technology or the features and functions and why they are so great. It should instead be focusing on the outcome for the consumer and how great it will make their lives.

Marketing automation tools are an integral part of enabling marketing to deliver the brand experience. But while metrics and data are the keys to determining what’s working and what’s not, we often get bogged down in stats that can get in the way of focusing on the customer experience and determining whether we are building trust and engagement at the emotional level, or just throwing money in the street.

B2B to B2C and All the Way to D2H

While the world has been rapidly changing over the last 10 years, many of us haven't noticed that we now live in and depend almost entirely upon a digital reality.

Therefore, we need to shift our expectations about the initial interaction with a brand, product and technology. We need to abandon the secret tenets of B2B marketing and embrace a consumer-driven mindset. Today's buyers are capable of navigating the first $\frac{3}{4}$ of the journey on their own and they no longer depend upon a network of sales and pre-sales dynamics to hone their opinions.

Most enterprise solutions have become consumer-grade, and are being presented in a more visually appealing, naturally intuitive, responsive, and accessible form, direct to humans. The marketing that complements, should have exactly the same voice.

Today's consumers want to understand the product and its worldview before purchasing, so the brand experience must become the keystone for trust.

Authenticity and the Why.

Millennials are as interested in the why as they are in the what. Those are your decision makers and influencers today. They seek an authentic voice and one they can trust to share their values.

In the unique world of Cybersecurity, authenticity of voice is a make or break.

Fantastic statements about your product's performance will not only fail to engage this cynical target audience, but those statements will likely have exactly the opposite effect.

Your own content may be driving your prospects to your competitors' products.



Authenticity and the Why.

Whether its white papers, case studies, solution briefs, daily blog posts, video or podcasts, your content must inform and engage the human consumer at the other end in a truthful way, or risk alienating them for life.

Sharing is Caring.

Creating marketing campaigns that share information without creating opportunities for the community to unite and share information themselves, is both narrow-sighted and dangerous.

Thousands of your prospects and customers are caught in the web of the COVID-19 pandemic, and they all face similar challenges. Failing to respond in a way that offers something tangible and of value can be permanently damaging to your brand. Live workshops and leadership series where your prospects and customers can interact and exchange experience and insights are hyper-valuable in an era of forced isolation and social quarantine.

They also represent unique opportunities to share your brand stories from a customer point of view.



Let's Get Together Now.

The premise of a coordinated effort in marketing includes enabling the engineering team to express the impact of your product on the customer experience. This input will determine the optimal approach to creating a surrounding marketing strategy.

Knowing exactly how your audience is using the product and leveraging the data allows marketers to spotlight the outcomes that best resonate with the customer. Understanding the 'wow' factor and converting that into the story while leveraging the effects of the pandemic on your product's outcomes, is essential to creating a messaging stable that powers through the current wall of noise.

You'll want to create an interactive experience so that your prospects and customers can join together in exploring in-depth with current knowledge about how to best align your product with business goals and objectives, while removing friction from the process.

Fake News and Fantastic Messaging.

CyberTheory is a leader in the Cybersecurity Marketing sector, yet we exist within the broad ecosystem of digital advertising and marketing advisory services. There are multiple ways to approach pushing the signal through the noise and our strategic guidance has always focused on truth in advertising.

In an era dominated by fake news, fantastic messaging, and impossible positioning statements, we have stood out for our insistence on authentic and truthful communications strategies.

Your target audience of senior security practitioners is a cynical bunch, prone to paranoia and resistant to outlandish claims. Yet, every day we witness scores of companies screaming at their market that they are the best swimmer in every lane.

Because it is simply impossible, their attempts at getting a decision-making CISO to accept and/or believe their claims instead pushes that target away.

And while your metrics may indicate that you are increasing your share of voice, they may fail to indicate that you might be losing your share of engagement.

A Personalized Responsibility.

We personalize the responsibility to show the community that there is a better way to extol the values of Cybersecurity products and services. That's why we have assembled a team of 37 top CISOs to volunteer their time to proof and critique our clients' outreach vocabulary.

That's why every one of our demand gen campaigns is monitored daily by both a campaign and customer success manager.

That's why we made the investment in content analytics NLP and AI, so that our clients' content can be measured against market and competitor share of engagement.

And that's why our summits and events focus on our customers' stories and outcomes instead of providing a virtual sales platform for pushing customer messaging onto our attendees.

In the last several months we have hosted twice-monthly leadership panel discussions on topics of community interest and showcased our clients' CEOs talking with our advisory board CISOs.

These discussions are circulated on our networks and live forever as historical artifacts reflecting the important topics of the moment.

We don't charge for these. Why would we?

OUTCOMES MATTER



Outcome-centric Marketing.

Through our multidisciplinary campaigns, we not only help our clients educate and inform their markets, but we uncover new outcome possibilities for how Cybersecurity solutions can support, protect and defend in the modern era.

We do this in partnership with our clients, their sales, product and marketing teams and from the perspective of a former CISO who leads our firm, complemented by a team of current CISOs who are passionate about truth.

The future of Cybersecurity marketing is exciting. The opportunity to remove yourself from the crowd and stand out amid this sea of sameness couldn't be more prescient. The keys to success lie in individual, distinctive and honest messaging and the discipline to find and stay in just one swim lane.

Exploring adjacent swim lanes is tempting but the costs show up in fractured messaging and positioning which ultimately works to combat your brand's primary strength.

The time to expand is after you have achieved market domination, not while you're dreaming of it.



ABOUT US

The ESPN of Cybersecurity.

CyberTheory is a full-service cybersecurity digital marketing advisory firm, providing advertising, marketing, content, digital strategy, messaging, positioning, event management, lead generation and media publishing.

Our sister firm, ISMG, has 20+ editors and 33 news, education and information desks around the world producing relevant and timely content 24/7.

In addition to our resident CISO team and 40 member CISO Customer Advisory Board, our extensive knowledge and exclusive access to the largest Cybersecurity membership network in the world allows us to personalize the targeting of each and every Cybersecurity buyer persona.

With strategic insights from our global education services, media providers, intelligence analysts, journalists and executive leaders, we're always aligned with the latest industry direction and demands.

More information at www.cybertheory.io