

Cybersecurity Marketing

An intro for students & those early in their career

September 24, 2025

Savvy Marketing Works

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Hi there!

Our agenda:

- Education & career path
- Tech & cybersecurity marketing overview
 - What doesn't work
 - What works
- Cybersecurity & marketing responsibilities
- General advice

How'd I get here?

Credentials + Experience + Lucky Timing... not a ladder



Marketing Strategy

A clear marketing strategy helps you focus on impactful execution.

Elements of a marketing strategy:

- Define objectives and budget
- Identify target audience(s)
- Craft messaging
- Select marketing channels
- Track and analyze results



Tech & Cybersecurity Marketing

How to market something you can't "see"

- With any tech, you are selling a solution to a problem - often related to time/money
- In cybersecurity, you're selling trust, risk reduction, and often compliance
- Tactics that work:
 - Storytelling → matching their problems with effective solutions ("why")
 - Simplifying the complex → turning jargon into human language (not all buyers are technical)
 - Building credibility → partnerships, third-party validation, content

Cybersecurity Marketing Gone Wrong



r/cybersecurity • 2 yr. ago
Treebeards_Delight



Why is cybersecurity marketing so cringey?

Other

Since I started my career in cybersecurity I've been served multiple ads from different companies and they are all bad. Why is that? And what do you consider good marketing, if any?

- Tactics based on fear
- Too technical - jargon
- Not technical enough
- Unclear value
- Not differentiated

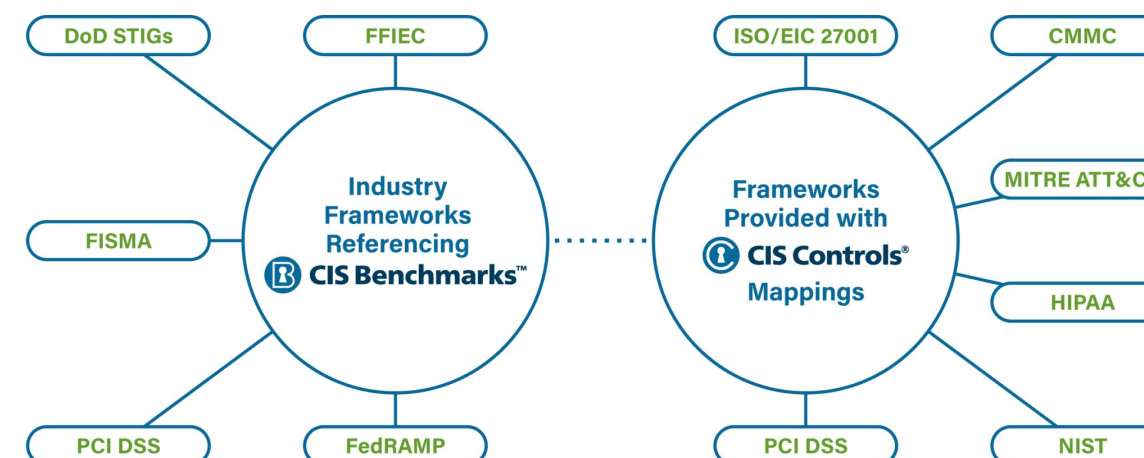
Cybersecurity Marketing Done Well



Marketing Tech & Cybersecurity

Making it Relevant

- Cybersecurity Awareness Month
 - *Relevant timing*
- “Shared responsibility” for cloud security
 - *Partnering + educating*
- Compliance/regulation requirements
 - *Step-by-step guidance to do what's required*



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**NATIONAL
CYBER
SECURITY
AWARENESS
MONTH**



169 million personal records exposed from financial, business, education, healthcare, & public sectors in 2015.



66% of small businesses rely on the Internet but only 23 % have an internet security policy



594 million people are affected globally by cybercrime each year



24 billion or more internet-connected devices will be installed globally by 2020



295 cyber incidents targeting critical infrastructure in 2015

WEEK 1: SIMPLE STEPS FOR ONLINE SAFETY

Every digital user should know how to be safe and secure while using the Internet. Week 1 is dedicated to sharing information that will better prepare you for cyber threats.

WEEK 2: CYBER FROM THE BREAK ROOM TO THE BOARD ROOM

Data breaches & cybercrime don't discriminate. Everyone in an organization is susceptible to becoming a victim. Week 2 is dedicated to educating employees in the workforce & promoting best practices.

WEEK 3: RECOGNIZING AND COMBATTING CYBERCRIME

Cybercrime is a growing concern that has the potential to affect everyone. Week 3 is dedicated to promoting awareness of the different types of cyber threats.

WEEK 4: OUR CONNECTED LIVES: WHAT'S YOUR "APP-TITUDE"?

Technology is advancing at such a rapid pace that individuals are always connected. Week 4 is dedicated to looking at the future of the connected world.

WEEK 5: BUILDING RESILIENCE IN CRITICAL SYSTEMS

Cybersecurity plays a role in almost all aspects of our everyday lives by keeping crucial systems up & running. Week 5 is dedicated to highlighting ways we can keep our critical infrastructure secure.

1. <http://responseandirings.com/index.php/cybersecurity-statistics/>
2. 2015 National Cyber Security Alliance Survey: <http://www.securitymagazine.com/articles/55910-keys-to-employee-cybersecurity>
3. 2016 Norton Cybersecurity Insights Report: [http://us.norton.com/norton-cybersecurity-insights-report-global?](http://us.norton.com/norton-cybersecurity-insights-report-global?media_hq_norton.com_cybersecurityinsights_g1_venglobalg1)
4. 2016, <http://www.businessinsider.com/there-will-be-24-billion-ii-devices-installed-on-earth-by-2020-2016-5>
5. 2015, Tripwire ICS-CERT Report: <http://www.tripwire.com/state-of-security/latest-security-news/insufficiently-architectured-networks-to-blame-for-critical-infrastructure-incidents-says-ics-cert/>
Icons courtesy of <http://www.flaticon.com/>

Marketers & Cybersecurity

Does news of a data breach change how you perceive that company's brand?

Marketing Responsibilities

Cybersecurity is everyone's responsibility, no matter what kind of company you're working for!

Privacy

Consent to collect PII and use it for marketing purposes

- Cookie consent
- Opt-in to marketing
- Sharing with third parties

Data

Collecting, storing, and using data securely and in compliance with regulations & standards

- Managing consent/segments
- Secure storage & sharing
- Retention policies

Tools

Using secure passwords and limiting not only who has access but what level of access they have

- Marketing's tools not often managed by IT; be responsible
- Principle of least privilege

Career Advice & Lessons Learned

- What I wish I knew:
 - Path isn't always linear; be open to new things
 - You may not have someone looking out for you; lean on your network and keep learning
 - Keep a list of your contributions and accomplishments - use numbers to show your impact!
- Skills that set marketers apart today:
 - Data literacy; comfort with tech (CRMs, AI, automation)
 - Storytelling and strategy

Let's Discuss!



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Step 1: Define Objectives

The SMARTer (specific, measurable, achievable, relevant, time-bound) you can make these, the better!

Revenue & Business Outcomes

- Deliver lead pipeline to achieve revenue targets
- New partner opportunities and paid relationships

Demand Generation Outcomes

- Grow social media following and generate leads
- Build an email list to engage with and convert leads
- Content drives organic search traffic to website

Brand Recognition Outcomes

- Name appears in earned media
- Speak at events or gain earned media placement
- People visit website via branded search

Customer Outcomes

- Satisfaction and brand loyalty
- Reviews and recommendations
- Customer lifetime value



Step 2: Define Target Audience(s)

Who will be interested and have a need for your product or service?

Criteria for Definition

- Demographics
- Psychographics
- Behavioral traits
- Needs and pain points

Benefits of Defining Targets

- Market more effectively
- Focus efforts efficiently
- Improve product development
- Build strong relationships

Only 5% of potential buyers
are in the market now

Branding makes you top of mind when the other 95% are ready

Step 3: Messaging Framework

Simplify and clarify your approach to marketing.

Create a plan for:

- WHO you want to reach (your audience)
- WHAT you want to tell them (the message)
- WHERE you will reach them (channels)

Repeat this process for each audience.

Who: Audience

What: Message

Where: Channels

What are Marketing Channels?

Marketing channels are the various ways a company reaches and engages potential customers.

They help you build awareness, generate leads, and drive sales by connecting your message to the right audience.

You DON'T need to use all of them! A good marketing strategy provides the right mix of channels for the right customers, at the right stages of their journey.



Step 4: Content & Engagement Plan

According to the University of Maryland, people need to see your message 7+ times before they'll act!

Aim to share your message across a **variety of channels** to keep reaching your audience.

Speaking is the most impactful, so videos, webinars, interviews, and in-person opportunities will all provide more power than social media posts alone.

You'll also want to optimize your website to bring in traffic, and email interested users to keep them coming back.



Content Pillars/Themes

While content will be most successful when it's targeted to a specific audience, it's likely that a piece of content will appeal to more than one group.

Organizing your content into themes helps keep you on track and keep your message consistent.



Step 5: Track & Analyze Results

Keep track of your marketing activities, their status, *and* how they performed.

Build a regular habit to review what worked (via social stats, Google Analytics traffic sources, email open/clicks, etc.) Use this to adjust content or targeting.

Be sure to think about metrics in the context of the whole story. Your marketing strategy is an ecosystem, even if you can't measure the effectiveness of each item in isolation.

For tracking engagement with specific individuals, like B2B or partnership opportunities, you need a CRM, which can segment users and personalize their experience all the way through sales reporting

