

## **Cybersecurity Marketing Fundamentals**

**By Andrea Gibbs and Matt Rosenquist**

- 1.** Security is rooted in trust. Be the trusted partner they need and avoid FUD.
  - a.** Educate, inspire and support them.
  - b.** Trust is difficult to earn and so easy to lose; uphold it.
  - c.** Avoid fear, uncertainty and doubt. Be clear and realistic on potential threats, with supported data, and of the solutions to improve managing today's risks.
  
- 2.** Marketing cybersecurity solutions is about relevance to the customer.
  - a.** Understand your customer needs and potential benefits, always aligned them to their business goals.
  - b.** Tell their story in a way they understand and shows how you are facilitating their success.
  
- 3.** Best things come in threes.
  - a.** Three domains to cover: security privacy and safety. These domains are intertwined, and you will add value by explaining your solutions for all three. Ideally all integrated.
  
  - b.** Three value fundamentals: risks, costs and productivity. Customers want to understand how you are mitigating risks, saving them money, or improving employee's productivity. Show at least one benefit (ideally all three) that your cybersecurity solution brings them as applies to the entire lifecycle of the customer's products or services.