



CONTENT
MARKETING
PARTNERS

A cybersecurity leader evolves a successful content marketing strategy to satisfy multiple user journeys and advocate for customers and partners.

Situation

When we started working with our client three+ years ago, the team's ambition was to defend and amplify category leadership to fuel growth. Working with their marketing and product teams, we implemented a content marketing strategy that prioritized search-optimized content in volume. Assets including blogs, reports and whitepapers anchored a demand-generation framework that delivered a 90% YOY increase in assisted conversions in the program's first year. It has continued to propel organic traffic growth since then, supporting lead generation and, ultimately, revenue targets.

Today, the company enjoys product category dominance – and has a bigger story to tell. Cyber risk management has become an integral part of corporate oversight, raising the stakes for business leaders to understand the implications of their security infrastructures. As a linchpin in a broader security architecture, our client is in a strong position to lead with expertise, providing prospects and customers with actionable solutions to reduce risk. The challenge, from a content marketing perspective, is the proliferation of personas and use cases that accompanies the broader narrative. Producing more content volume isn't the answer – and not just because budgets didn't increase. The aim is to add clarity to user journeys, not more variables.



“For the first couple of years, the strategy depended on search-optimized content in volume to achieve our KPIs. In year one, assisted conversions grew 90% YOY. Now, we’re really leaning into the user journey, defining and leading a broader conversation to reinforce our role within a comprehensive security architecture.”

Program Manager

Solution

Content Marketing Partners (CMP) activated a repeatable framework of long-form content assets to underscore sector influence and illuminate user journeys:

A new content pillar

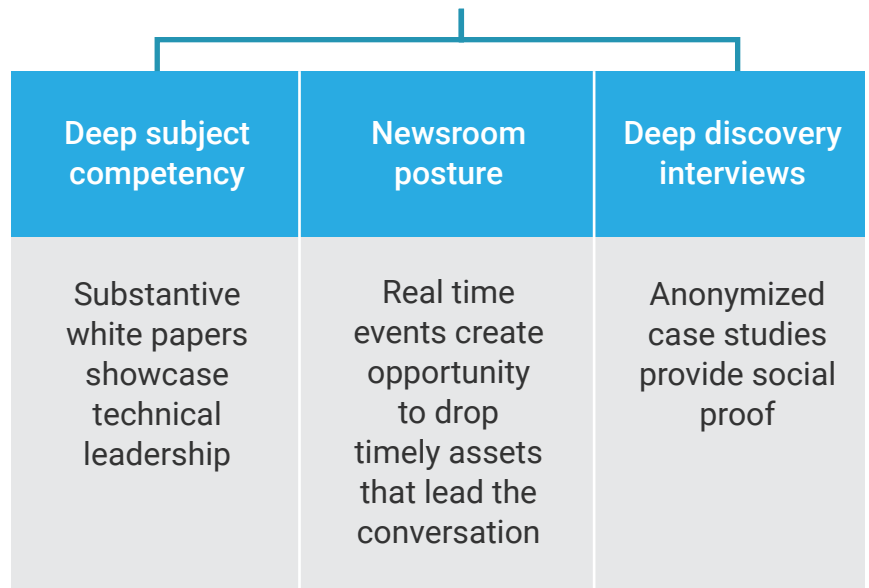
emphasizes the supplier integrations that comprise a comprehensive security architecture. White papers anchor the pillar in a hub and spoke model, generating offshoots such as blog and social posts.

Specific use cases are examined in detail to explain the technology with both practitioner and leadership personas in mind.

News-driven analysis coaches the broader business community with expert views on cyber risk reduction.

Anonymized case studies echo use cases and serve as social proof.

Applying the Content Marketing Partners toolbox



Strategy Shifts, But Core Values Persist

The new content themes are achievable thanks to the deep technical expertise on the CMP team. Client SMEs collaborate with CMP writers directly without distilling or over-simplification, ensuring the final assets reflect the company's intellectual capital and create value for the customer.

And, despite the length and depth of the newer assets, content volume is consistent, thanks to the hub-and-spoke approach to content publishing and promotion.

Finally, the "newsroom" ethos that differentiates CMP among content agencies continues to result in timely content drops incorporating fresh insights as newsworthy events impact cybersecurity.



"Content ideation sessions with the CMP team are fun. They always come to the table with a million creative ideas that encapsulate our marketing goals. The team is very process-driven, and they've been acting as an extension of our team for years. As a result, there's no ramp time; they know how to absorb the message and then riff on it, all the while maintaining tone and message consistency."

The Take-Away

It can be challenging for companies to evolve a content marketing strategy to tie into overall company strategy and deliver content across all customer funnel stages without inadvertently creating chaotic user journeys (or spiraling costs). By embracing an ambitious but tightly organized content agenda to great effect, our client leveraged brand and domain authority to define a broader conversation.