CYBERSECURITY
MARKETING SOCIETY

STATE OF
CYBERSECURITY
MARKETING
SURVEY
2021

Cybersecurity marketers share their victories, challenges, and
predictions for the future

IN COLLABORATION WITH

TENELEVEN

WORD FROM THE SOCIETY FOUNDERS

As cybersecurity marketers, learning - or relearning - how to market during a pandemic may have been the most unexpected challenge of our careers. Across the nation and the globe, we faced uncertainty, slashed budgets, new pressures, stressful work-from-home environments, and ongoing global and personal tragedy.

After COVID-19 had become "the new normal" and budgets trickled back, we were faced with an additional challenge: how to market and operate in our crowded industry... totally online?

From our first sad attempts at a virtual booth to hosting our own webinars to becoming our own media companies, cybersecurity marketers persevered through a challenging year.

The reason we embarked on this survey with Ten Eleven Ventures was the same reason we launched the Cybersecurity Marketing Society in March 2020: to help cybersecurity marketers solve the problems we face in our unique industry. We hope this survey arms cybersecurity marketers with the data and insights to help you accelerate your marketing results in 2022 and beyond.

Conducted across several months through many outreach messages, emails, and some marketing leaders who agreed to be interviewed for the initial survey conception, the 2021 State of Cybersecurity Marketing is a groundbreaking survey that covers numerous facets of cybersecurity marketing.
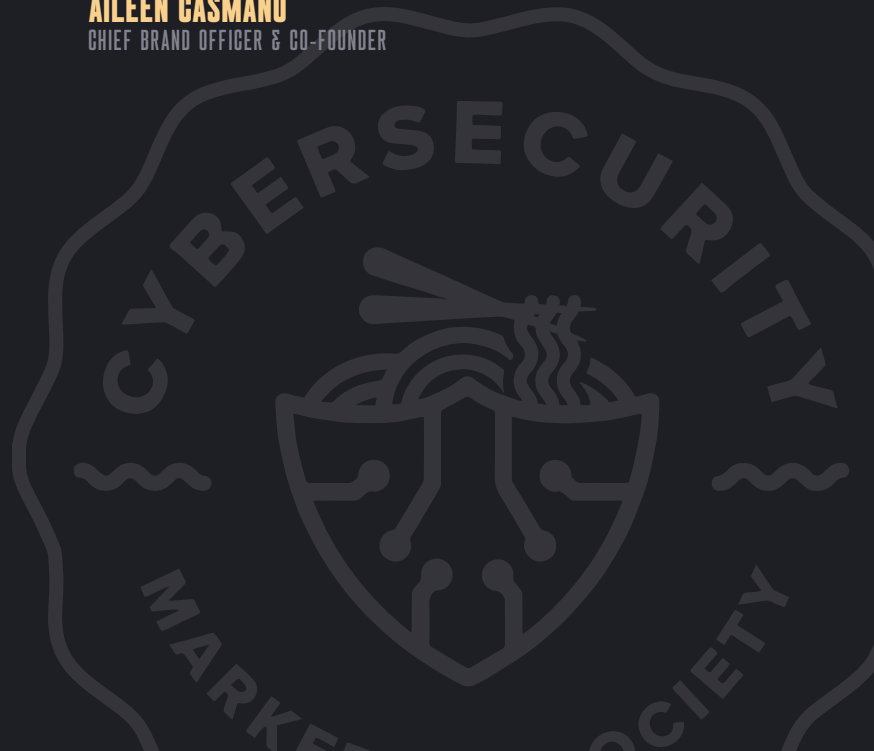
We hope you enjoy the survey results and the interviews we conducted with select marketing leaders and companies that are leading the charge.

With love from the Society,

GIANNA WHITVER
CHIEF EXECUTIVE OFFICER & CO-FOUNDER

MARIA VELASQUEZ
CHIEF HUSTLE OFFICER & CO-FOUNDER

AILEEN CASMANO
CHIEF BRAND OFFICER & CO-FOUNDER

WORD FROM TEN ELEVEN VENTURES

At Ten Eleven, we are committed to ensuring our portfolio companies are armed with the best marketing talent and marketing intelligence. We know from experience how vital a thoughtful and well-executed go-to-market strategy is for start-ups and scale-ups. For these reasons, we're very proud to sponsor the first-ever State of Cybersecurity Marketing report. (Plus we are really big fans of the Cybersecurity Marketing Society and knew they would do an incredible job with this project!)

We hope it serves as a valuable resource to all professionals passionate about cybersecurity marketing — understanding, engaging, and delighting customers in this dynamic, essential industry.

LEARN MORE ABOUT TEN ELEVEN VENTURES AT:

in ten-eleven-ventures

🐦 @1011vc

🌐 1011vc.com

WHAT YOU'LL FIND IN THIS REPORT

Ever feel like every marketing report published sells the same story? "Data driven is the only way," "become customer-obsessed," and "lead with product." If you're as tired as we are of the usual generic marketing talk, then keep reading.

We've interviewed 10 CMO-level cybersecurity marketing executives and surveyed 200+ cybersecurity marketers about everything that keeps us up at night: strategy, budget, team structure, and more. Of course we worked our magic and curated it all into this report for you, plus additional posts and information on our blog. This report will be all you need as a cybersecurity marketer, rookie or veteran, so keep reading.

Read more survey data on our blog ↗

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HOW WE'RE GETTING THROUGH A VERY TRYING PERIOD FOR CYBER MARKETING

When we began talking about doing a survey in late 2020, our biggest objective was simple: to find out how cybersecurity marketers navigated the many obstacles they faced during the pandemic and where they found success. Our survey revealed some surprising answers.
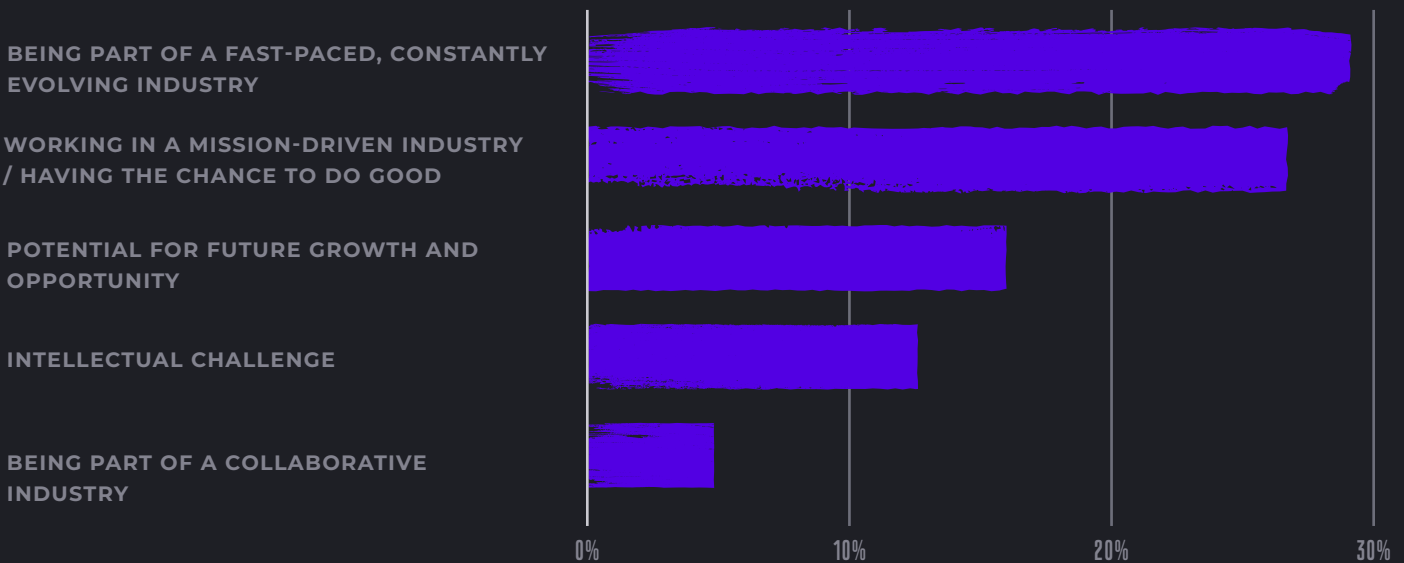
"WINNING" THEME #1

MOTIVATED AND PROUD

Yes, it's been a difficult time in cyber marketing. But as we started our work on this survey, we found spirits to be relatively high. Cyber marketers were proud of what they were achieving in tough times. After seeing the results below, we're thinking more and more of cybersecurity marketers as the Hermione Grangers of the marketing world: they're high achievers who love being part of a fast-paced environment and feel good working at mission-driven organizations.

WHAT DO YOU FIND TO BE MOST REWARDING ABOUT BEING A CYBERSECURITY MARKETER? (TOP 5 ANSWERS)

Q: WHAT DO YOU FIND TO BE MOST REWARDING ABOUT BEING A CYBERSECURITY MARKETER? (N=206)

Answer	Percentage
BEING PART OF A FAST-PACED, CONSTANTLY EVOLVING INDUSTRY	~29%
WORKING IN A MISSION-DRIVEN INDUSTRY / HAVING THE CHANCE TO DO GOOD	~27%
POTENTIAL FOR FUTURE GROWTH AND OPPORTUNITY	~16%
INTELLECTUAL CHALLENGE	~12%
BEING PART OF A COLLABORATIVE INDUSTRY	~5%

(Horizontal axis: 0% — 10% — 20% — 30%)

"

I GOT INTO CYBERSECURITY BECAUSE it's always a little bit more fast paced than other B2B tech industries. I mean, I've done network infrastructure. I've done life sciences, done work on women and technology issues. I've done so much around and adjacent to B2B tech, but cyber is the one that gets headlines every single day, every single hour, and every place on the globe. And everyone has a need."

— CARMEN HARRIS
DIRECTOR, PRODUCT AND TECHNOLOGY
COMMUNICATIONS AT SUMO LOGIC

"

THE OTHER REASON I LOVE CYBERSECURITY MARKETING is the fact that you are fundamentally doing something that is useful, valuable, and helpful: trying to protect people against the attackers.

— NATHAN BURKE
CMO AXONIUS

"WINNING" THEME #2

THE ROI OF SELF-SUFFICIENCY AND CREATIVITY

When the pandemic started, cyber marketers had to become expert digital and content marketers. More importantly, they needed to be fast about it. With no in-person events, marketers had to produce all this digital content and ensure that prospects and customers were able to consume it in a seamless, fast, highly optimized manner. Essentially, in the past 18 months, cybersecurity marketers have had to say, "we need to become our own media company." Oh yeah, and virtual event production staff as well, seizing the moment and turning the temporary death of third-party in-person events into an opportunity to produce their own.

The good news is...we actually pulled it off. All-in-all, when reporting on the results of 2020, cybersecurity marketers expressed the most positive ROI across content, organic SEO (which is tied to content), and self-hosted virtual events. Self-hosted virtual events garnered more than 55% ROI satisfaction. (On the other hand, only 32% of respondents stated satisfaction with the ROI of third-party [not self-hosted] virtual events during 2020. 50% reported being actively NOT happy with third-party events in 2020.) Hats off to the ingenuity and flexibility of this incredible crowd.

TOP CHANNELS IN 2020
Q: WERE YOU SATISFIED WITH THE ROI OF THIS CHANNEL IN 2020?? (N=149)
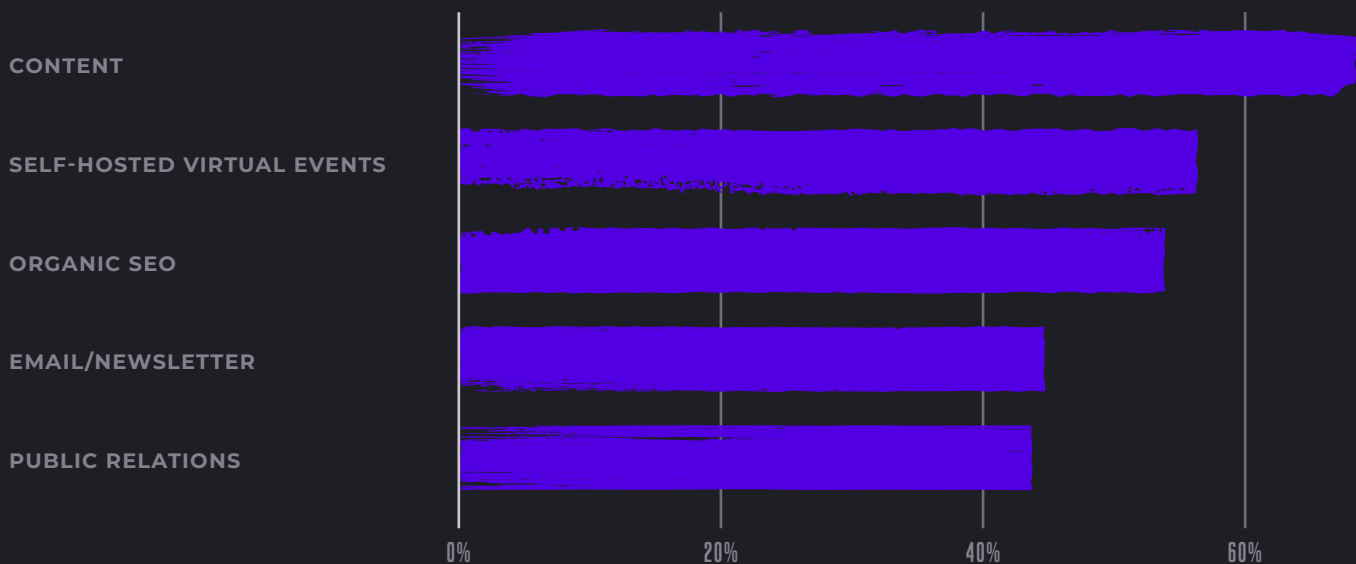
Experimentation in medium and message were also crucial during the pandemic, and our survey showed us you found some cool tricks to finding success.

SELECTED ANSWERS TO "WERE THERE ANY OTHER / UNUSUAL MARKETING CHANNELS YOU'VE TRIED IN 2020 THAT WORKED OUT BETTER THAN YOU EXPECTED?"

" We founded our own virtual event (not customer user conference) in 2020 that blew our expectations out of the water and we are trying to run even bigger in 2021. Helped us crush lead gen, pipeline, and revenue goals.

" Building a community

" Webinars as self-hosted virtual events

" Short form video

" Shopify - with the creation of a swag store for our community

" YouTube has been a hit for us

" Opening up technical learning sessions to our customers that were typically internally focused. Those worked really well.

" Local virtual meetups

" Involvement with various industry Discord channels

" Podcasting

" Smaller-scale virtual experiences with partners

As you can see in the above responses, some marketers found inspiration and success from B2C techniques. These modern marketers reached prospects as people, where they actually are working and living digitally and IRL. From Cameos and radio campaigns to billboard takeovers, the increase in B2C marketing tactics means almost anything has become game.
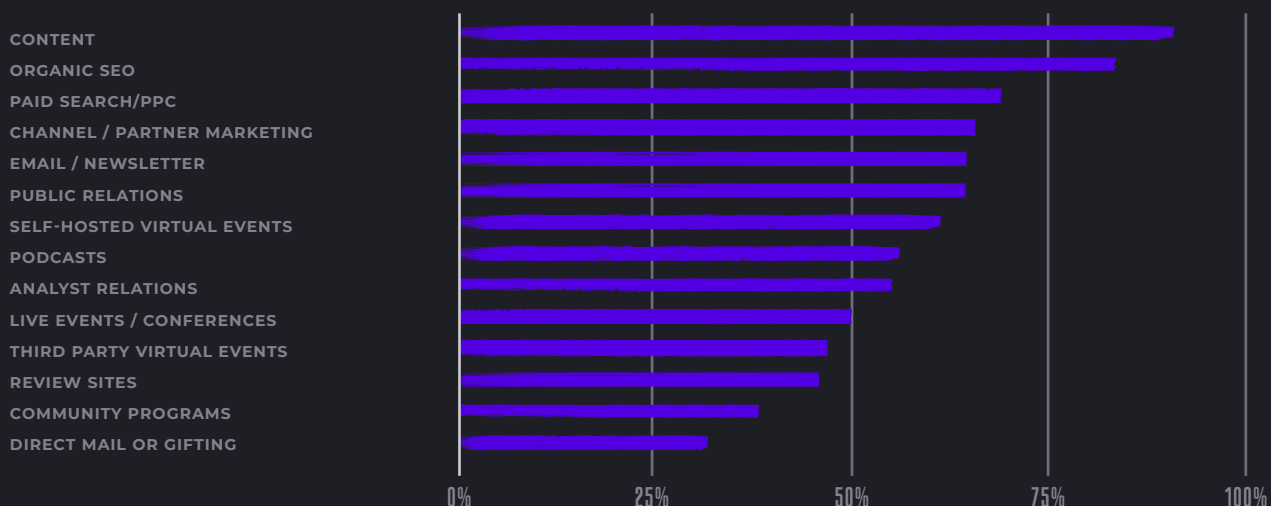
" *B2C IS JUST MORE CREATIVE AND IT'S LESS BORING.* And I think you need that creative mindset to cut through the noise. The truth is, we're all B2C companies. At the end of the day, we're selling to a human. There's a human who makes the decisions for the business we're trying to sell to. So, how do you humanize your marketing and actually appeal to them as people?

— **SUSAN VAILLANCOURT**
CHIEF MARKETING OFFICER AT QUERY.AI

OPTIMISM ABOUT CHANNEL IN 2021
Q: ARE YOU OPTIMISTIC ABOUT THIS CHANNEL'S POTENTIAL ROI IN 2021? (N=149)

Horizontal bar chart showing optimism percentages by channel:
- CONTENT: ~90%
- ORGANIC SEO: ~83%
- PAID SEARCH/PPC: ~68%
- CHANNEL / PARTNER MARKETING: ~65%
- EMAIL / NEWSLETTER: ~63%
- PUBLIC RELATIONS: ~63%
- SELF-HOSTED VIRTUAL EVENTS: ~60%
- PODCASTS: ~55%
- ANALYST RELATIONS: ~55%
- LIVE EVENTS / CONFERENCES: ~50%
- THIRD PARTY VIRTUAL EVENTS: ~46%
- REVIEW SITES: ~45%
- COMMUNITY PROGRAMS: ~38%
- DIRECT MAIL OR GIFTING: ~31%

(X-axis: 0% 25% 50% 75% 100%)

"WINNING" THEME #3

ALIGNING WITH SALES

Another silver lining of the pandemic? COVID closing up shop on events and field marketing may have ended the age-old family feud between marketing and sales.

No events meant no in-person generated leads for many companies, which meant new digital methodologies (often spearheaded by marketing) were necessary. Sales teams may have realized that adopting more marketing tactics in social selling, prospecting, and tactical email outreach was the last match in the box to keep the pipeline fire burning.

Perhaps this has improved the relationship status of these two departments: *in our survey, 64% of survey respondents rated their relationship with sales at a scale of 5 or 4 on a scale of 1-5, 5 being highest.* (This was actually better than the marketing team's reported relationship with the product team.)

PERCENT OF RESPONDENTS RATING RELATIONSHIP 5 OR 4 ON A 5 POINT SCALE (5 BEING BEST)

Q: HOW WOULD YOU RATE YOUR MARKETING TEAM'S RELATIONSHIP WITH THE SALES AND PRODUCT MANAGEMENT TEAM ON A 1-5 SCALE (1 BEING VERY POOR AND 5 BEING COULDN'T BE BETTER)? (N=130)

MARKETING'S RELATIONSHIP WITH SALES
MARKETING'S RELATIONSHIP WITH PRODUCT

0%   20%   40%   60%   80%

We suspect that in many companies it took a great deal of work (and perhaps yes, a global crisis) to build empathy and a true sense of teamwork between the two teams. And we know that teamwork is important: *the percentage of marketing contribution to revenue is neck in neck with sales and marketing both at 39% (channel/partnerships making up that remaining 22%).*

SALES
39%

CHANNEL/PARTNERS
22%
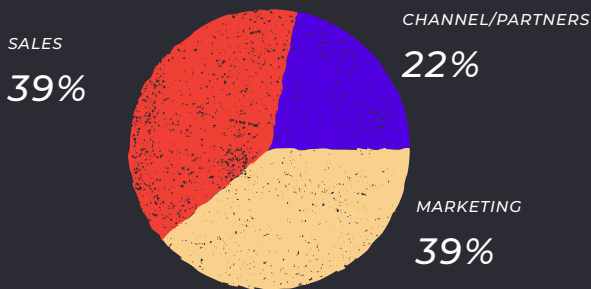
MARKETING
39%

REVENUE RESPONSIBILITY (AVERAGE)

Q: WHAT PERCENTAGE OF COMPANY REVENUE OUT OF 100% IS EXPECTED TO BE DRIVEN BY SALES, MARKETING, AND CHANNEL/PARTNER EFFORTS? (N=76)

The family is finally coming together - and looks like it may stay that way for the foreseeable future!

❝ **[I SEE MORE] PERSONALIZED OUTREACH** and sales-aligned, account based strategy [in the years ahead]
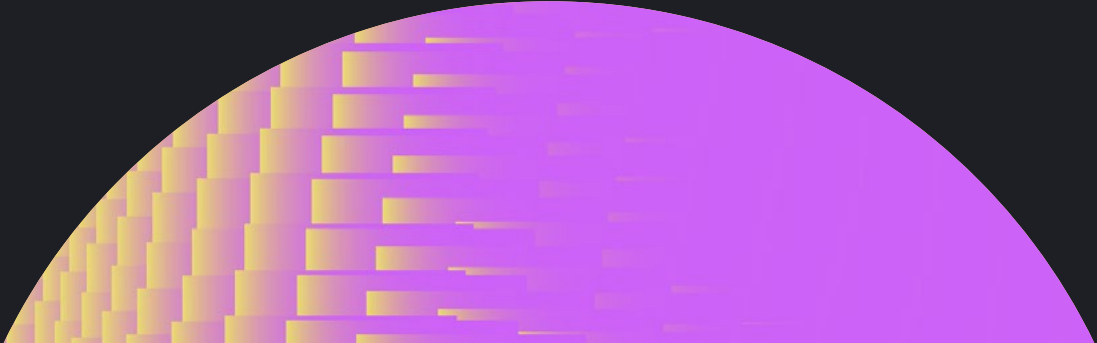
— SURVEY RESPONDENT

WHERE WE'RE STILL FINDING CHALLENGES

We may have gotten through the darkest days of 2020, but it's still not sunshine and rainbows. Considerable challenges remain for cyber marketers but we hope that together, we can find solutions.

"WORKING ON IT" THEME #1

DIFFERENTIATION IS ONLY GETTING TOUGHER

It comes as no surprise, but perhaps there's some comfort in stating it aloud: many marketers have difficulty with differentiation in our sector's crowded landscape.

BIGGEST MARKETING CHALLENGES IN CURRENT ROLE

Q: WHAT IS THE BIGGEST CHALLENGE THAT YOU FACE IN CYBERSECURITY MARKETING (IN YOUR CURRENT ROLE)? (N=206)

- IT IS DIFFICULT TO DIFFERENTIATE / CROWDED CATEGORY
- I DON'T HAVE ENOUGH BUDGET TO ACHIEVE MY GOALS/ I CAN'T HIRE A BIG ENOUGH TEAM
- IT IS DIFFICULT TO EXPLAIN OUR TECHNOLOGY
- THE REST OF MY COMPANY DOESN'T UNDERSTAND/ APPRECIATE MARKETING
- I DON'T FULLY UNDERSTAND THE TECHNOLOGY
- OTHER
- I DON'T HAVE ANY BIG CHALLENGES
- IT'S DIFFICULT TO HIRE OTHER MARKETERS FOR MY TEAM

Pie chart values: 36.4%, 12.1%, 11.6%, 11.2%, 8.2%, 7.8%, 6.8%, 5.8%
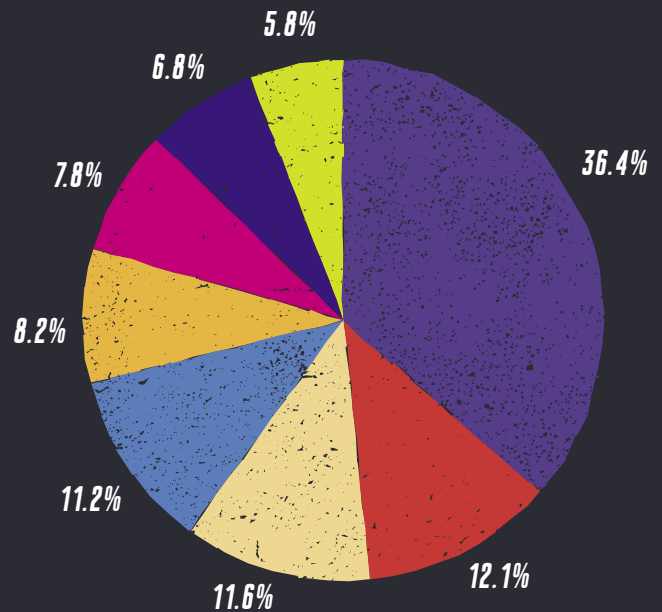
The cybersecurity vendor landscape is growing, supported with large amounts of venture capital. Increasingly cybersec marketers are challenged to find new ways to sound different, look catchy, and plant their flag on the tiniest segment of CISO sovereign land.

> **FRANKLY, I THINK WE'RE ALL EMPLOYING THE SAME TACTICS** and we're all targeting the same people I'm guessing, which is creating probably more of a challenge to even get through to those people.

— **SUSAN VAILLANCOURT**
CHIEF MARKETING OFFICER AT QUERY.AI

WHERE WE'RE STILL FINDING CHALLENGES

Many cybersecurity marketers can indeed attest that, at the end of the day, it is a game - a race to the headlines, RSA sandbox, and analyst magic quadrants. Standing out from the crowd and winning those accolades means getting the message right first.
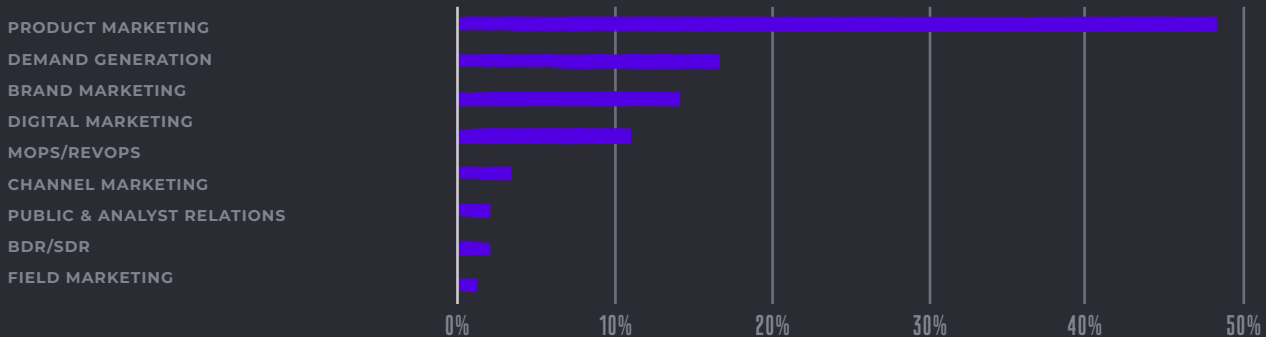
> *IN ORDER TO GET TO PRODUCT MARKET FIT,* it's really about tying the product value and the product story to the right personas. And I think that's one of the hardest things to get right. This is part of the product marketing journey...finding that key persona who owns the budget, [understanding] who the influencers are, identifying the features that appeal to them, and then creating the right content to appeal to the different buyers."
>
> **— DANELLE AU   CHIEF MARKETING OFFICER, ORDR**

To get that product story right and direct it to the actual persona, it seems folks are looking for product marketers. We noted that almost 50% of marketers felt that product marketing should be the first skill set to hire within a new organization.
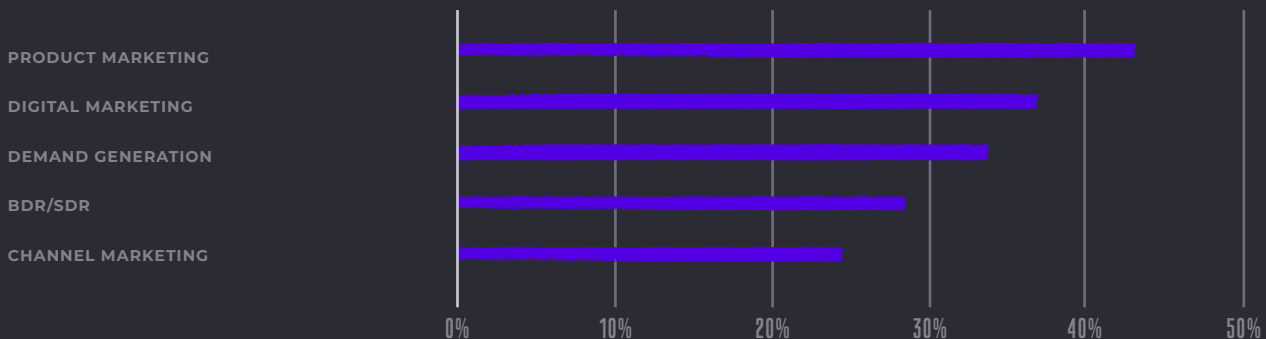
FIRST SKILL SET TO HIRE; WOULD HIRE AS #1

Q: IF YOU WERE STARTING A CYBER MARKETING ORGANIZATION FROM SCRATCH, WHICH OF THE FOLLOWING SKILL SETS WOULD YOU ONBOARD, FROM FIRST (1) TO LAST (9)? (N=149)

Skill Set	Value
PRODUCT MARKETING	~48%
DEMAND GENERATION	~17%
BRAND MARKETING	~14%
DIGITAL MARKETING	~11%
MOPS/REVOPS	~4%
CHANNEL MARKETING	~3%
PUBLIC & ANALYST RELATIONS	~2%
BDR/SDR	~2%
FIELD MARKETING	~1%

Additionally, when it comes to who companies are hiring in the next year, product marketers are again on the top of the list:

TOP 5 ROLES TO HIRE IN 2021

Q: WHAT NEW MARKETING POSITIONS DO YOU EXPECT TO FILL IN 2021? (N=128)

Role	Value
PRODUCT MARKETING	~43%
DIGITAL MARKETING	~37%
DEMAND GENERATION	~34%
BDR/SDR	~28%
CHANNEL MARKETING	~24%

MORE INTERNAL SUPPORT

The increase in digital activities resulted in an increase in **work** for many cybersecurity marketers. A lot of this work involved producing more digital - often technical - content to drive leads and feed the nurture funnel. When we asked marketers what kind of help they needed to to their job better, we determined that 32% of cybersecurity marketers think that an increased budget, headcount, or tools would better support them. (We weren't at all surprised to see this request for resources!) Certainly this would help alleviate the additional workload.

> *SPENDING ON MARKETING RIGHT NOW* and during Covid has been pretty conservative. I still have MQL goals to hit, but with a shoestring budget, it's tough. Going against organizations with funding and trying to get similar results is a challenge, to say the least!
>
> **— SURVEY RESPONDENT**

AFTER BUDGET AND HEADCOUNT, MARKETERS REQUEST MORE MARKETING CONTRIBUTION FROM OTHERS IN THE COMPANY (TECHNICAL AND SALES).

Interestingly, however, *the next biggest request (12%) was an ask for participation in marketing by others within the company. In particular, marketers would like technical SMEs to be more integrated, as well as have sales participate more in marketing.* This likely ties back to the frustrations with differentiation and getting the product story and message right. We specifically heard comments such as:

- **"A dedicated technical resource (SME) for marketing would be ideal"**

- **"As a small business, it's hard for me to create content that is focused on the technical side when our tech team is constantly out on the job."**

- **"[I could use] more technical support to create better content"**

- **"[I wish there was] more knowledge sharing around the innovations our company is bringing to life."**

[1] *Q: What could your company / organization do to support you more as a marketer? (N=131)*

As marketers focus on producing large volumes of high-quality, engaging content across multiple channels and formats, ideas and input from more technical team members could be the difference between content that delights and content that flops.

> **THE BEST MARKETING WE CAN DO** is shine bright lights on the brilliant people making the guts of our products.
>
> — SURVEY RESPONDENT

At the same time, marketers don't want technical experts to "take over" the job entirely. What's needed is a more collaborative balance, more technical team members on the marketing team, or perhaps supporting the marketers with continued learning opportunities to skill up on the most technical aspects of the product.

> **DUE TO THE TECHNICAL NATURE OF OUR SERVICES,** there is not always enough room to let marketers do their job, because technical experts feel the need to step in. Allowing more technical product marketers to own the marketing function would be beneficial.
>
> — SURVEY RESPONDENT

"WORKING ON IT" THEME #3

OPPORTUNITY TO IMPROVE IN CHANNEL, FIELD, AND MARKETING OPS

Finally, when we asked marketers what functional areas of their marketing department they would most like to improve, we heard opportunities existed in channel marketing, field marketing, and MOPs/RevOps. Certainly it's been a very difficult time for field marketing as of late, but the interest in improving channel and MOPs was also very interesting.

TOP AREAS RANKED AS "NEEDING IMPROVEMENT"

Q: ON A SCALE FROM 1-5, WHERE 1 IS "DOING GREAT!" AND 5 IS "NEEDS IMPROVEMENT", HOW WOULD YOU RANK THE OVERALL PERFORMANCE OF DIFFERENT FUNCTIONAL AREAS OF YOUR MARKETING DEPARTMENT? (N=149)

CHANNEL MARKETING   FIELD MARKETING   MOPS / REVOPS
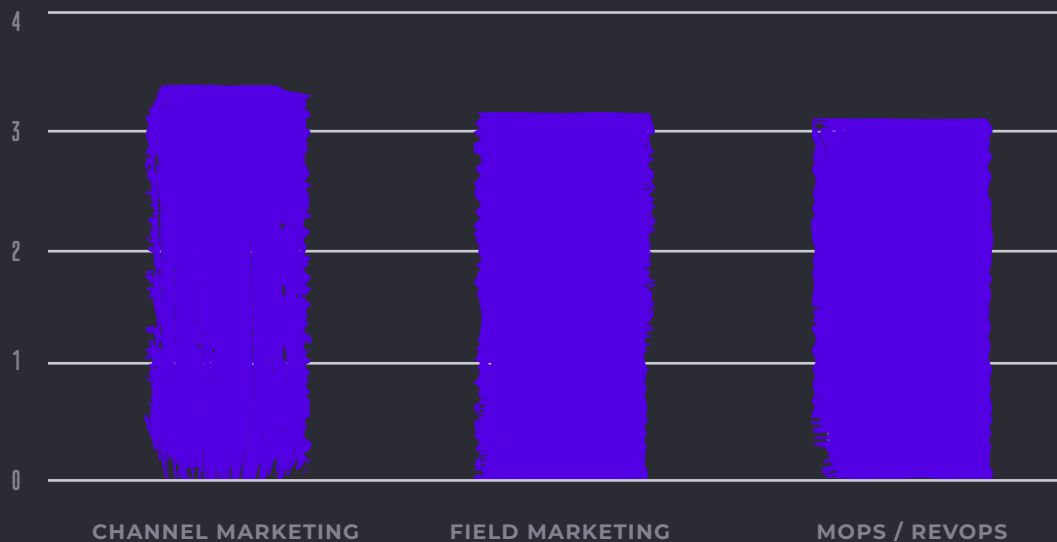
Regarding channel marketing, we heard elsewhere in the survey that respondents wanted to grow their partnerships and invest in making those relationships mutually beneficial.[2]
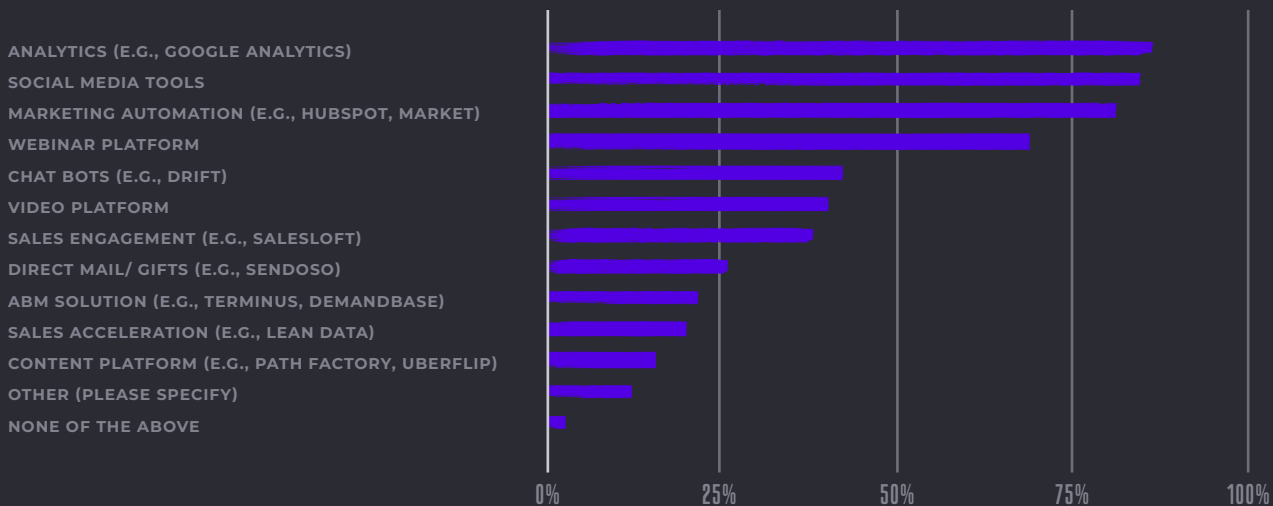
- **"I think channel/partner relationships will be increasingly important as companies work to gain more market share."**

- **"[I see more emphasis on] partnerships, partnerships, partnerships... hyper-targeting joint target accounts with custom content/nurture programs."**

- **"[I see more investments in] partner portals ... kits and collateral and sales books and battlecards."**

- **"Vendors that form partnerships with their customers will do better than those that don't. That's sort of evergreen, but given the number of security vendors is ever increasing, this will be the case even more."**

We also heard that there was a need to improve MOPS/RevOps. When we asked what was in your tech stack, we learned that analytics, social media and marketing automation tools were currently at the top of the list. We think this tech adoption will only grow as digital marketing efforts and funding levels increase.

However, another way to improve MOPS/RevOps is hiring the right people or skilling up your internal team to support this marketing stack.

TECHNOLOGY TOOLS
Q: WHICH OF THESE TECHNOLOGY TOOLS ARE YOU CURRENTLY USING (SELECT ALL THAT APPLY)? (N=131)

Tool	
ANALYTICS (E.G., GOOGLE ANALYTICS)	
SOCIAL MEDIA TOOLS	
MARKETING AUTOMATION (E.G., HUBSPOT, MARKET)	
WEBINAR PLATFORM	
CHAT BOTS (E.G., DRIFT)	
VIDEO PLATFORM	
SALES ENGAGEMENT (E.G., SALESLOFT)	
DIRECT MAIL/ GIFTS (E.G., SENDOSO)	
ABM SOLUTION (E.G., TERMINUS, DEMANDBASE)	
SALES ACCELERATION (E.G., LEAN DATA)	
CONTENT PLATFORM (E.G., PATH FACTORY, UBERFLIP)	
OTHER (PLEASE SPECIFY)	
NONE OF THE ABOVE	

0%   25%   50%   75%   100%

I THINK MARKETING OPERATIONS TODAY has gone beyond just being responsible for sending emails and routing leads. They've become a critical partner to help define and build the predictable demand gen funnel that every company is chasing.

— **STEVEN HUA**
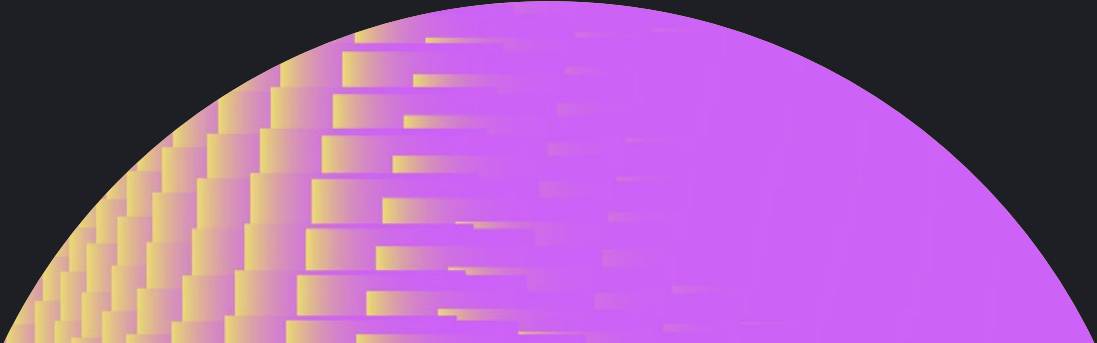**VP, DIGITAL DEMAND GENERATION, BETTERCLOUD**

[2] *Q. What emerging trends do you think will change cybersecurity marketing in the years ahead? (N=149)*

WHAT THE FUTURE HOLDS IN STORE FOR CYBERSECURITY MARKETERS

Marketers love trends. And how can we not? Utilizing new channels and tactics are ways to cut through that infamous noise we've been mentioning ad nauseum. Here are some of the predictions cybersecurity marketers made when we asked, what emerging trends do you think will change cybersecurity marketing in the years ahead?

BET #1:

EMPOWER THE CUSTOMER

If our products say that they're going to empower users, our marketing needs to give the same kinds of experience. Our survey respondents see a future shift towards online education that provide value immediately and the ability for the prospect to "play" with the product right away:

" Customers are becoming way more savvy and are educating themselves before a marketer can get there. I think marketers need to forecast future needs and be ahead of customer decisions.

" Millennial and Gen Z buyers prefer less contact with sales… they want to do self-guided research and only talk at the point-of-sale. The days of filling out a form and waiting for someone to contact you are numbered.

" Product demos on-demand, be it via video or guided sandbox portals that allow users to explore and learn on their own.

" [I see] more community and freemium offers of real value to generate leads when physical sales are not an option.

" More instant access to demos, products and POCs

" Product tours and trials. Buyers expect to get hands-on experience with products as much as possible before recommending or trying to purchase them.

" I can also see more companies practicing price transparency for services. There's always complaints about how difficult it is to find pricing for cybersecurity services.

" *A FREEMIUM OFFERING IS COMMON AND EXPECTED* with consumer security tools, but it is not as common in enterprise security. That said, the Tenable Nessus vulnerability scanner is one of the more successful examples of an enterprise cyber security freemium offering.

— RHETT GLAUSER
CHIEF MARKETING OFFICER, VULCAN CYBER

BET #2:

GREATER PERSONALIZATION, EMPATHY, AND TRUE CONNECTION WITH THE END CUSTOMER

A need for increased differentiation will put more pressure on companies to truly understand their consumer. Our survey respondents[3] predict that companies will get more serious about building well-known brands that are really tapped into the true needs of consumers, focused on having a 1-on-1 relationship with the buyer:

- **"Empathy / knowledge about audience and what they want"**

- **"More personalized engagement"**

- **"Deliver content through conversations"**

- **"Slow incorporation of B2C marketing methods -- not in exact tactics, but in messaging and in approachability."**

- **"I can see the appeal of Discord channels as an informal way for marketers to connect with industry practitioners and join the conversation and make more meaningful connections."**

To build a true relationship between customers and the brand, it's about treating business buyers like people, not an alphabet soup of positions. So as marketers, we're joining conversations, meeting security leaders, and going to buyers where they interact instead of waiting for them to come to us.

- **"[We] use influencers & trusted voices (people or entities) that can penetrate the inherent hard-to-reach nature of decision makers in cyber."**

- **"I think one aspect of cybersecurity marketing that is growing and could become huge in years to come is influencer marketing. A lot of B2B companies don't leverage influencer marketing, and understandably so. There also aren't a ton of cybersecurity influencers on LinkedIn. But I have noticed more and more popping up recently. I think since our industry specifically relies heavily on peer recommendations when it comes to considering security solutions and services, the growth of influencer marketing presents a huge opportunity."**

- **"Peer review sites will take over as the number one resource for customers looking for information on products/vendors. Analysts are moving toward that approach as they recognize the need for 'third-party' reviews with a backing of a big name like theirs."**

[3] *Q: What emerging trends do you think will change cybersecurity marketing in the years ahead? (N=149)*

BET #3:

DIGITAL WILL DOMINATE

While cybersecurity marketers experienced stumbling blocks in executing on digital strategy during COVID-19, the ones that mastered it likely have no plan to reduce their investments. *In fact, over a third of our respondents gave their digital marketing departments a 1 or 2 in performance ratings[4], one of the strongest results for performance we saw* (along with PR/AR and brand marketing). It seems like marketers are ready to keep innovating and finding success on the digital frontier.

Because traditional lead generation activities, like in-person events and conferences, are still in flux for the forseeable future, every company must learn to adopt and iterate digital strategies. With *69% of survey respondents confirming their satisfaction with returns in channels like content, SEO and self-hosted virtual events or webinars,* it seems in-person tradeshow and conference sponsorship packages will have a hard sell trying to prove ROI in the years to come.

An emphasis on digital was also heard from many respondents when we asked what trends they would lean on in the future:

- **"More focus on digital. More focus on differentiation."**

- **"I think hybrid event options are here to stay"**

- **"Hybrid events and digital programs (podcasts, short videos)."**

- **"Marketing on Whatsapp and/or Telegram"**

Assuming all else is equal, companies that recognize that the new game is played online and that deploy digital, B2C-style, customer-experience-focused marketing tactics will win. In fact, for many companies post-pandemic, events may never be the #1 lead generation channel again.

> *I AM NOT OF THE THOUGHT PROCESS THAT MARKETING IS EVENTS*. I think it brings down the aptitude of the true marketer. Let me just tell you a story. In a past role, I had down with my regional vice presidents, brought in a whole metrics report to show where they were within pipeline. The first thing that after my presentation that came out of one of the regional vice presidents is "we're out of shirts."
>
> I don't want anyone to think marketing and shirts, and I don't want to think marketing is putting on an event. *We are so much more than that*.
>
> **— STEPHANIE BROYLES**
>   **CHIEF MARKETING OFFICER, FIDELIS CYBERSECURITY**

[4] *On a scale from 1-5, where 1 is "doing great!" and 5 is "needs improvement", how would you rank the overall performance of different functional areas of your marketing department? (N=149)*

SUMMARY

Cybersecurity marketers are a resilient group. We've proven our mettle with the rapid channel and strategy changes we've made in the fast and necessary shift to digital-first marketing during the pandemic.

That said, there's always ways we can keep improving. Focusing on the digital customer experience, opening access to our products to let prospects in the dark funnel engage, and convincing others (specifically the technical team and sales) to contribute to marketing efforts can help improve marketing ROI.

As we start our slow return to in-person events (or don't, for some of us), questions remain unanswered. How will we balance our new marketing efforts with our pre-COVID strategies? Baselines have been dramatically shifted and cybersecurity marketing will never be the same.

We'll be tracking these changes and more in next year's survey. Make sure to visit the Cybersecurity Marketing Society website to sign up for alerts about next year's survey and check out the data that didn't make this year's report.

Read more 2021 survey data and insights on our blog at insight.cybersecuritymarketingsociety.com/survey2021

ABOUT THE CYBERSECURITY MARKETING SOCIETY

The Cybersecurity Marketing Society was founded in 2020 with a mission to support, connect, and provide opportunities for growth for cybersecurity marketers. Since its founding, the Cybersecurity Marketing Society has grown to more than 700 members from cybersecurity companies around the globe. The Cybersecurity Marketing Society hosts events, conducts relevant research (such as this report), and provides opportunities for cybersecurity marketers to network, learn, co-market, and improve their skills and careers.

Join the Cybersecurity Marketing Society at cybersecuritymarketingsociety.com/request-to-join/

Download the report again at insight.cybersecuritymarketingsociety.com/survey2021

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Reach out with questions, comments, or friendly banter to heythere@cybersecuritymarketingsociety.com.

ABOUT TEN ELEVEN VENTURES

Ten Eleven Ventures is the original venture capital firm focused solely on investing in digital security. The firm invests globally and at all stages, from seed to growth (the latter via its Joint Investment Alliance with KKR). Since its founding in Silicon Valley in 2015, Ten Eleven Ventures has raised nearly $US 500 million and invested in 31 leading cybersecurity companies, including KnowBe4, Darktrace, Twistlock, Verodin, Cylance, and Ping Identity. For more information on the companies we are invested in, please visit www.1011vc.com. We are always looking for excellent cyber marketers to work at our portfolio companies. If you'd like to chat about opportunities, please get in touch with Operating Partner Megan Dubofsky at mdubofsky@1011vc.com.

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