Successful brand awareness, demand generation and lead generation all hinge on associating your brand with a solution that cybersecurity professionals feel they need. Great content, distributed in a variety of engaging formats and across the channels where they’re seeking it, acts as the foundation for each of those strategies.

So, how can you know that your content is hitting the mark for your marketing objectives, and how do you validate your strategic assumptions on a regular basis?

CRA Connect offers Content Services that help hone your audience, provides insights on their behavioral characteristics that should be dictating your content strategy, provides an audit of your current content inventory, and then makes recommendations and generates the content you need to fill any identified gaps in your content strategy.

Here’s how our Content Services work:

01  Audience Analysis – using our cybersecurity business intelligence platform we run an audience analysis using your provided parameters to validate or refute your core assumptions about your target profiles.

02  Audience Insights – we produce a report that identifies their behavioral characteristics and topic affinities to help you compare against your persona profiling and current investments in content strategy.

03  Content Audit – we audit your existing content inventory against the audience insight data to identify any gaps or shortcomings in the content that is currently powering your buyer’s journey.

04  Custom Content Build – once we identify the gaps, we help you fill them with powerful, custom content built to speak to your targets at just the right stage in their buyer’s journey and compel them to take the next step in their evaluation process.
Why CRA?

- Our 1st party data is cybersecurity-specific, built from millions of engagements with cybersecurity professionals across our wide array of products, solutions and events, which allows you to tap into unique insights on their specific wants and needs.
- Our CISO Communities and SC Media property permit us to invest in and support always-on cybersecurity-specific topic universe content and analysis, meaning you get to tap into and benefit automatically from a community-sourced, data-validated, always-on audience strategy.
- Your content is produced by the SC Media and/or Security Weekly editorial teams who represent decades of hand-on experience covering cybersecurity, innovation, and are dedicated to maintaining a deep understanding of the audiences you’re aiming to influence.
- Our single pane of glass reporting drills down to the account team and individual level and produces intelligence about their affinities, touchpoints, and funnel progression.

Ready to get started?

Contact sales@cyberriskalliance.com

Other areas we can help:

EVENT INTERVIEWS

CyberRisk Alliance provides business intelligence that helps the cybersecurity ecosystem connect, share knowledge, and make smarter and faster decisions. Learn more at www.cyberriskalliance.com.