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10

Things You Can Do To
Improve Your B2B
Cybersecurity Marketing



01 Content Creation

02 Pillar Pages

03 Digital PR

04 Campaign Kits

05 Customer Advocacy

06 Employee Advocacy

07 Social Media Account Management

08 Paid Social Media

09 Email Marketing

10 Graphic Design and Creative Services



Are you squeezing enough out of your marketing budget?

As a cybersecurity organization, offering excellent tools and solutions is not enough to stay ahead in today's fiercely competitive market.

Effective B2B digital marketing is key to engaging customers, particularly considering the proliferation of online platforms and channels.

To increase brand awareness and drive inbound marketing successfully, you need to partner with an experienced cybersecurity-focused digital marketing agency like Bora. We live and breathe cybersecurity; our team includes ex-security practitioners with deep expertise in this sector. We understand the nuances of the threat landscape, the intricacies of modern adversaries, compliance requirements, and industry

standards. This specialized knowledge enables us to craft marketing campaigns that resonate with your target audience.

Bora has a deep understanding of digital marketing and the platforms and publications that cybersecurity practitioners and decision-makers frequent. Whether leveraging social media channels, optimizing search engine visibility, or crafting compelling content, we have the insight, skills, and tools to maximize outreach and engagement within the cybersecurity community.

The Bora team has been working in the cybersecurity industry for over a decade, which has given us the collective knowledge and expertise to navigate and adapt our services to the rapidly evolving technology and cyber risk environment. We're trusted by organizations across the industry, from enthusiastic start-ups to the largest global enterprises and everyone in between. Bora has the skills and know-how to meet client marketing needs regardless of a company's size, maturity level, or requirements.

We contribute creativity, guidance, insight, and expertise when working with clients. We closely monitor the market and current trends, keeping clients informed about compliance updates, regulatory changes, upcoming events, shifts in algorithms, social media sharing strategies, and other pertinent developments. We act as our clients' eyes and ears, ensuring they stay abreast of the latest trends and insights.

Using Bora for marketing campaigns is extremely cost-effective. We operate on a scalable model, allowing clients to adjust our services according to their needs and eliminating the fixed costs associated with maintaining a full team of marketing professionals. We have established

infrastructures and tools in place, so there's no need for our clients to invest in training and other resources. Our employees offer a diverse pool of talent, including specialists in integrated marketing campaigns, content creation, SEO, social media management, analytics, and more, providing a breadth of expertise that would be difficult to match.

We become our clients' trusted partners, always on hand to offer advice and striving to do our best - this is simply an integral part of our partnership. Our clients' successes are our successes - they appreciate our expertise in cybersecurity and depend on us to provide the insights they need.

Using the combined experience of the Bora team, we have compiled 10 tactics to consider to get more from your B2B marketing budget. We hope you find the ideas useful.



It just works!...

They also understand the cyber security industry better than any other agency I have spoken to.

Michelle Gunter, Director Channel Marketing, VIPRE



Content Creation

Content creation is a cost-effective and efficient way for organizations to build brand awareness, educate audiences, promote their people as thought leaders in the industry, and demonstrate the value of their services.

Our comprehensive content writing service encompasses creating articles, blogs, eBooks, whitepapers, press releases, solution briefs, sales enablement materials, and other copywriting tailored to meet clients' specific communication goals.

However, crafting effective cybersecurity content is a challenging task. Resource constraints, a complex threat landscape, and the fluctuating nature of cybersecurity require agility and adaptability in marketing strategies.

A niche marketing agency like Bora, which focuses solely on the cybersecurity industry, has a depth of understanding that a broad-based agency can't hope to match. This ensures we can be effective immediately and deliver a more targeted and practical approach to meeting our clients' business goals from day one.

Bora's team of dedicated writers have years of experience in the cybersecurity industry in technical, managerial, and communications roles. We understand the nuances of writing accurate, engaging, relevant, and accessible copy that will raise awareness and generate leads.



Our services are versatile and flexible, ranging from one-off tactical briefs to taking on the responsibility of managing substantial marketing campaigns from start to finish.



Working with Bora has been seamless – they truly feel like an extension of our team..

Courtney Haeg, Senior Director of Marketing, Fortra

01

Pillar Pages

Pillar pages are essential for organizing and structuring content in a user-and SEO-friendly way. These are central, comprehensive pieces of content that cover a broad topic in-depth, acting as a foundational hub that links to and organizes related subtopics or cluster content.

They work by providing a comprehensive overview of a subject while interlinking with more detailed subtopic pages. This improves website organization, user experience, and SEO performance by enhancing topical relevance and authority. Pillar pages establish a clear information hierarchy and provide a roadmap for visitors to navigate a website's content.

Interlinking content through hyperlinks enables readers to delve deeper into topics, extending their time on our clients' website. Furthermore, updating your pillar pages on a regular basis provides fresh content to search engines, leading to improved rankings.



It's a wonderful team, super easy to work with and always flexible and accommodating. Looking forward to a continued strong relationship for years to come!

Liz Kelly, Social Media Manager, Thales.

A decorative graphic in the bottom right corner featuring a network of white lines and circles of various sizes on a dark blue background. Below the network is a large, white, stylized number '02' with a blue gradient. To the left of the '02' are four small white plus signs arranged in a 2x2 grid.

02

Digital PR

Backlink strategies are an important element of the marketing mix. Also known as inbound links, backlinks are hyperlinks from external websites directing traffic to your site, serving as credibility indicators.

They enhance website authority and visibility and drive targeted traffic, ultimately bolstering brand awareness and driving organic traffic. The greater the number of reputable backlinks pointing to your site, the greater the likelihood of achieving higher search engine rankings.

However, building cybersecurity-focused backlinks is only achievable if you know how. Crafting engaging cybersecurity content requires specialized knowledge, and securing placements in leading

cybersecurity publications can only happen if you have strong connections within the industry. Generating a sufficient volume of content to enhance domain authority takes a lot of time and resources, too, which many in-house marketing teams may lack. Bora excels in all these aspects.

Our expertise lies in writing content that others want to link to. This might be blog posts, eBooks, articles, infographics, whitepapers - anything of value that people in the cybersecurity industry want to read and share.



Their friendly approach, coupled with their on-time performance, has made Bora a reliable, trusted partner for Cisco.

Cindy Valladares, Director Brand Strategy, Cisco

A large, white, 3D-style number '03' with a blue gradient, positioned in the bottom right corner of the page. The background of the entire page is a blue-tinted photograph of a woman with glasses smiling, with a white grid pattern overlaid on the bottom left.

Campaign Kits

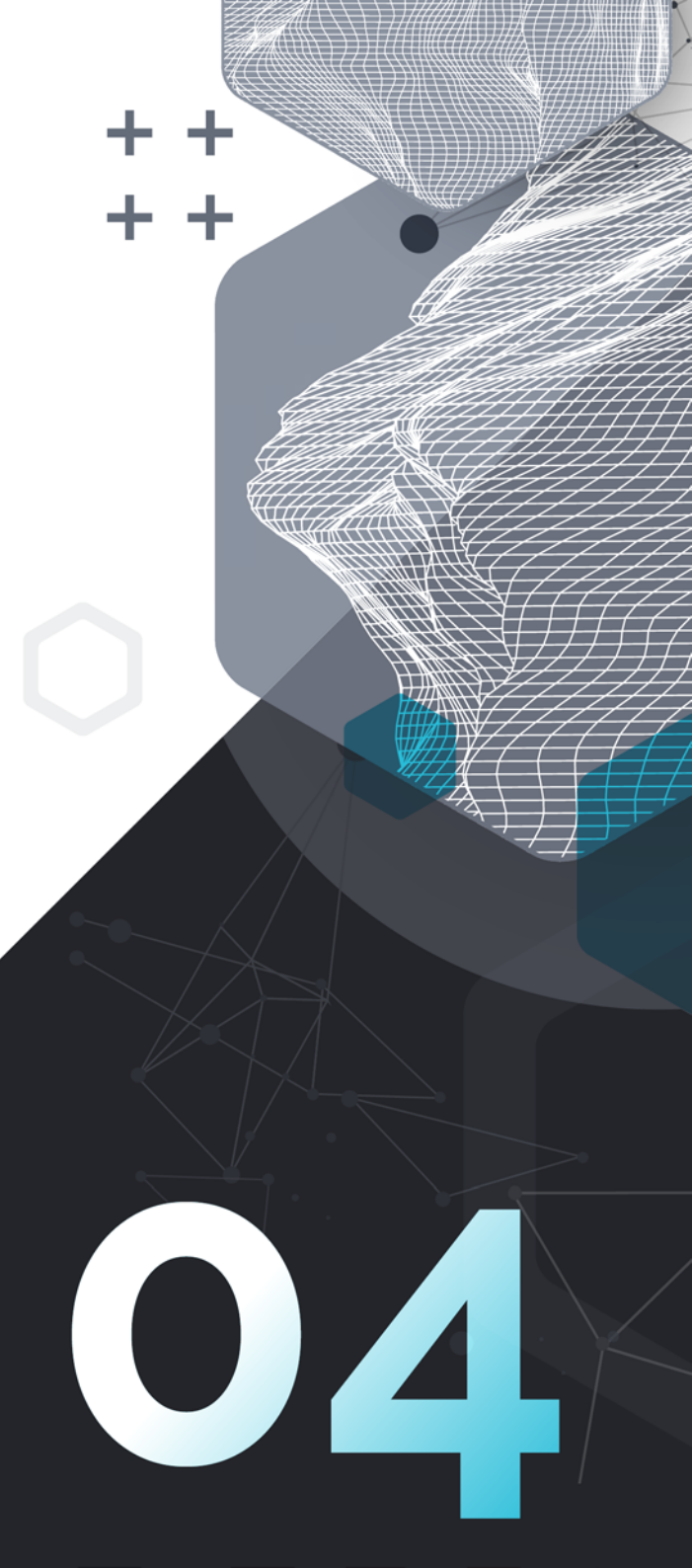
Campaign Kits are at the heart of what Bora does. They are our most comprehensive service offering and yield the best results.

Our campaign kits are flexible collections of content around a particular topic, created to interlink together in a variety of media. For instance, a campaign kit might contain a whitepaper, an eBook, and supporting blog posts, as well as social media elements, pillar pages, and more. These are built based on the campaign's needs, and clients can cherry-pick from our wide range of services to put together compelling campaigns to help increase their brand awareness and sales lead generation.

Whether an organization is looking to attract new customers, educate current ones, or look for more business partners, a campaign kit will promote their brand, with each asset building a picture of what they do and why. We meticulously craft these kits to help tackle marketing challenges by providing comprehensive strategies, resources, and tools tailored to help clients achieve their objectives.

These kits effectively boost market presence and help clients stand out in a crowded cybersecurity landscape. We understand the importance of collaboration, so we work closely with our clients throughout every stage of the process. Our approach is characterized by detailed planning, innovative thinking, and a commitment to crafting campaigns that are as distinct as they are effective.

With our guidance and expertise, clients can confidently navigate the complexities of integrated marketing in the cybersecurity industry and achieve outstanding results.



Customer Advocacy



Potential customers often trust the opinions of other users more than they trust brand messaging.

Positive reviews from satisfied peers help build trust and credibility for the brand and its products or services. This social validation can significantly influence purchasing decisions because satisfied customers are more likely to share their experiences with colleagues, partners, and social networks. This effectively extends the reach of the brand's organic marketing efforts.

Technology review platforms like [Gartner Peer Insights](#) and [G2](#) aggregate review data across many product categories to produce their own reports, recommendations, and side-by-side product comparisons. These publications are driven by peer review content and rank exceptionally well in search results. These sites, known for their impartiality and strict moderation, are vital for large-scale enterprise purchases. Bora ensures that our clients' presence on these platforms is maximized and managed effectively.

Product reviews also provide valuable feedback and insights to help organizations better understand their customers. By analyzing reviews, organizations can identify areas for improvement, address customer concerns, and make informed

decisions about product development and marketing strategies. Moreover, a strong reputation built on positive reviews and customer advocacy can give brands a competitive edge in the market.

Our team has a proven track record of effectively managing client's presence on these platforms and soliciting reviews. Working closely with Gartner and G2, we help maximize our clients' product presentation, drive customer reviews to achieve inclusion in the many publications and market guides, claim promotional badges and unlock new levels of analytics or buyer intent data. A consistent flow of quality reviews also contributes to your position in the Gartner Magic Quadrant. Product reviews signal reliability, so the more reviews a product has, the greater its chances are of being included. Working with Bora helps clients generate more reviews, boosts awareness and makes customer advocacy work a breeze.

05

Employee Advocacy

Employee advocacy is a strategic approach in which organizations leverage the strength of their employees to amplify their marketing efforts.

It involves encouraging and empowering staff members to actively promote the company's brand, products, or services through their personal and professional networks, particularly on social media platforms.

There are clear benefits to doing this. When employees share corporate social media content, it demonstrates positive engagement with the post and boosts its organic reach. Moreover, when employees share through their personal network, the posts reach an audience of individuals not directly connected to the corporate page.

Companies need to keep employees engaged and motivated to participate in advocacy efforts. This means engendering a sense of belonging, providing training and support, and recognizing

and rewarding their contributions. To ensure effective advocacy, we tailor content to fit the employees' styles and levels of expertise. This involves crafting messaging that resonates with their interests and professional knowledge, making it more likely for them to share it authentically.

Employees need to feel confident in sharing content and representing the brand online. We help with training and guidance on best practices to boost their confidence and engagement. The key to success is consistency over time, so we publish results and showcase success stories.

Bora's employee advocacy campaigns yield many benefits, such as increased social media engagement, expanded reach, and enhanced brand and employee reputations. By empowering employees to become brand ambassadors, we help our clients establish a more substantial presence in the cybersecurity market.



Social Media Account Management

Social media management offers our clients numerous advantages as we alleviate the burden of managing their social media presence.

One of the most compelling benefits for clients is the ability to delegate the responsibility of ensuring consistent social promotion, staying abreast of platform updates, experimenting with new techniques, and analyzing post performance. Handling these tasks internally proves challenging for many clients due to time constraints, resulting in suboptimal outcomes.

By entrusting us with managing their social accounts, our clients can achieve superior results and drive more website traffic than if they were to handle it themselves. Our experienced team understands the dynamics of different platforms and is able to implement effective strategies that ensure that social media activities are executed consistently and efficiently. This maximizes engagement and amplifies the reach of our clients' brand messages.

Whether it's supporting the events team before, during, and after a major conference or working with HR to help find new job applications on LinkedIn, the team at Bora will become an extension of your marketing team and be plugged into all areas of the business.

A woman with dark hair, wearing a necklace and a light-colored top, is looking down at a tablet computer. The background is a teal color with a network diagram overlay consisting of black dots connected by thin lines. In the bottom right corner, the number '07' is displayed in a large, white, sans-serif font. Below the number, there are several small red plus signs and a white grid pattern.

07

Paid Social Media

Effective paid social media campaigns require a nuanced understanding of methodology and techniques. Without it, the platforms can rapidly devour the marketing budget. Platforms like LinkedIn, for instance, have massive user bases, helping companies reach a wider audience than they could.

With around a billion users, LinkedIn allows clients to target specific demographics, interests, and behaviors, which helps marketing messages be delivered to the right people at the right time.

Our approach is to quickly establish the advertising creative that resonates with the target audience. We then construct campaigns around these successful ads to ensure the budget is used most effectively. By doing this, we drive down our clients' average cost per click (CPC) or cost per lead (CPL) and ensure that their budget achieves more impactful results.



Bora is professional, dialed-in with the information security industry's needs/trends/interest, collaborative, creative, and quite honestly; I often forget they are not part of our full-time team.

Brooke Cook, CEO, SSN

A large, white, stylized number '08' on a dark blue background. The background features a wireframe mesh of a human head and neck, and a network diagram with nodes and lines.

Email Marketing

Email marketing can be a cost-effective and valuable tool to help reach customers and prospects when executed with precision. Its efficacy hinges on meticulous attention to detail.

Lackluster open and click-through rates and delivery challenges can negatively affect a campaign's performance. This is why the role of creative, engaging writing in the success of these campaigns cannot be overstated.

To be effective, these campaigns must nurture relationships with subscribers through tailored, personalized messaging that reflects their interests. Crafting a well-orchestrated email sequence is at the heart of driving audience rapport and improving engagement levels.

At Bora, we excel at addressing email marketing challenges, developing thoughtful campaigns, and weaving compelling narratives carefully crafted for each campaign. We know that success hinges on

email copy, and we work closely with our clients to deliver content that is tailored to the needs of each email marketing sequence.

This includes featuring subject lines and preview text engineered to entice recipients, attention-grabbing headlines that captivate client's audiences, and persuasive copy that resonates with readers and effectively communicates the benefits of our clients' products and services to address their pain points.

Importantly, our copy encourages action through strategically positioned calls to action to convince the audience why this solution is a good fit for them and inspire them to take action. Our expertise lies in designing content that captivates and converts, ensuring our clients' campaigns' success.



09

Graphic Design and Creative Services

We provide creative services for many of our clients over and above our writing and other marketing services. Bora's specialized knowledge and familiarity with the cybersecurity industry facilitate faster decision-making and production processes, which leads to higher quality and quicker turnaround times.

Integrating graphic design services into our clients' digital marketing brings several benefits. It accelerates the delivery of marketing materials, minimizing delays in execution in today's fast-paced digital environment. Moreover, it improves efficiency by simplifying project management and communication, eliminating the need to coordinate with multiple vendors.

This understanding also helps us ensure creative consistency across various platforms, enhancing brand recognition and customer trust. Our clients benefit from this consistency, which leads to increased engagement and, ultimately, conversion. In addition, our many years of experience make us more likely to understand the industry's nuances, resulting in creative work that resonates better with our clients' target audience.

10

Conclusion

Bora offers a full range of marketing services designed to meet the diverse needs of our cybersecurity clients. From crafting engaging content to managing clients' websites, social media, and creative design needs, we seamlessly integrate into our clients' marketing departments.

Whether clients require a single blog post or want to entrust us with their entire marketing function, we are fully equipped to accommodate their needs and preferences.

We collaborate closely with our clients and ensure that critical metrics such as website traffic and lead generation consistently exceed expectations. At Bora, our commitment to flexibility means that we are prepared to go as deep as clients require, offering as much or as little support as needed to achieve their marketing goals effectively.

We always strive to delight our clients, but don't just take our word for it; read what they have to [say](#).

If you'd like to learn more about how Bora can help, [contact us](#) for an informal, no-pressure conversation.

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Thank You

For further information please go to

www.welcometobora.com

or email your questions to

info@welcometobora.com