



CAPTURING THE BOOMING MARKET DEMAND FOR RISK & CYBER TECH

HOW TO STAND OUT, LEAD, AND WIN MORE DEALS

corporate**ink**



EXECUTIVE SUMMARY

Demand for risk and cyber technology remains strong. The risk spectrum has significantly expanded and technology budgets are growing alongside.

Nearly a third of companies (28%) have [increased their risk management technology budgets](#) in the past six months. Gartner projects that spending on security and risk management will [total \\$215 billion](#) in 2024 – a 14% increase over 2023.

In the past year alone, companies have faced bank failures, cyber breaches, heightened geopolitical risk, climate disasters, economic uncertainty, threats related to generative AI, and more. Organizations everywhere are actively looking for solutions that help protect their business against an influx of threats – creating a prime market for tech providers. It also increases the competition.

How are the top marketers standing out and capturing demand?

At Corporate Ink, we're passionate about helping tech marketers win, grow, and build trust and credibility with buyers. We've found several effective strategies for the risk and cyber technology markets, based on our 20+ years of experience.

“*The continuous adoption of [cloud](#), continuous hybrid workforce, rapid emergence and use of [generative AI \(GenAI\)](#), and the evolving regulatory environment are forcing security and risk management (SRM) leaders to enhance their security and risk management spending,” said Shailendra Upadhyay, Senior Research Principal at Gartner.*”

1 EDUCATE – BUT MAKE IT A DIALOGUE.



Your content and PR should make your prospects smarter. It should speak to your vision and the problems you solve, and how your approach to protecting their business is better than the rest. But if you're basing this off what you think is important and not sourcing insights directly from your audience, you'll struggle to gain meaningful attention and capture demand.

Resolve to be more buyer-centric in your content. Do your research. Monitor online communities and the media to understand the topics prospects care about most. Talk with your customers. Break down the marketing silo and involve external-facing departments in content planning discussions. The more you know about what's important to your buyers, the more powerful and engaging your content will be.

Then, as your buyers progress through their journey, make the purchasing process as easy as possible. According to Forrester, 74% of B2B buyers do more than half of their research online before making a decision. Address the big topics on your targets' minds – pricing, deployment timing, impact on existing data, security, customer references, time to ROI, generative AI, and more – through your content. Equip your sales team with these assets.

DO YOU USE GENERATIVE AI WITHIN YOUR PLATFORM?

Security, copyright issues, bias, and hallucinations, especially as it relates to generative AI features, is likely top of mind for your prospects. Write a blog post or FAQ page for your website that talks about the strength of the underlying data training and security mechanisms.

Make demos, ROI estimates, pricing details, and customer case studies easy to find and access. If you don't, one of your competitors will.

83% OF ORGANIZATIONS CLAIM CONTENT MARKETING AS THE **MOST EFFECTIVE DEMAND GENERATION STRATEGY.**

YOUR ACTION: **Create content that never misses.** Leverage your sales and customer success teams. They work directly with your customers and prospects and know their needs, pain points, and questions better than anyone else. Share your ideas and get their input regularly.

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SHOW YOUR EXPERTISE IN THE TRADES AND DIGITALLY.



Expertise should also be shared digitally. Leverage your well-connected executives to share your content and media across their networks and add their point of view. Encourage these executives to interact with other thought leaders, customers, partners, analysts, and their content. The more active your executives are, the more visible they are – and the more likely they are to get your content directly in front of potential buyers.

YOUR ACTION: Build relationships with the media that has influence over your buyers. Offer contributed articles from your executives, book interviews, explore partnerships, and share content and case studies. The key is to find the perfect middle ground between your expertise, the publications' editorial coverage, your prospects' priorities, your technology, and what's happening in the world. Focus on supporting their coverage by being educational vs. only pitching product updates and company news.

The risk, cyber and compliance media landscape is powerful. Many publications – including Compliance Week, Risk Management Magazine, Commercial Risk, Risk & Insurance, and more – have covered the space for a long time. There are also many outlets that focus on cybersecurity specifically, including Dark Reading, SC Magazine, Security Magazine, Security Week, SDxCentral, and Cybersecurity Dive.

These trade publications offer a valuable mix of editorial, video, thought leadership, lead generation, award and advertising opportunities, all with their own flavor. Several outlets, including GARP Risk Podcast, RIMScast, and CyberWire Daily offer newer mediums such as podcasting and LinkedIn Lives.

Leverage these channels to generate awareness, educate the market on your unique approach and establish your executives as thought leaders. Showcase your team's expertise on critical industry topics. This will build credibility and rapport with potential buyers, increasing your chances of being top of mind as prospects consider vendors. A strong momentum of trade coverage can also prove your executives' credibility as expert sources for the highly sought-after top-tier media opportunities and validate your technology offerings.

HERE ARE THE TOP RISK AND COMPLIANCE PUBLICATIONS EVERY RISK MANAGEMENT PROVIDER SHOULD KNOW.

Risk and cyber stories are everywhere. Based on data Corporate Ink pulled, risk and cyber stories across media publications are up 174% compared to last year.

Reporters in the business and mainstream press write daily about real issues facing your customers – ransomware and cyber breaches, California’s proposed ESG reporting rules and other climate risks stories, the growing pressure on organizations to get a handle on generative AI risks and more.

The top business publications writing about risk and cyber issues are:

- Associated Press
- Bloomberg
- CNBC
- Forbes
- Fortune
- Reuters
- The Washington Post
- Wall Street Journal

Securing coverage in the business and national media outlets creates a prime opportunity to increase awareness with your target buyers, build credibility with executive decision makers and investors, and increase brand value.



YOUR ACTION: Monitor for trending stories, threats, and risk events that impact your customers. Develop educational, differentiated, and compelling takes that elevate the narrative and add value to the story. Think big – saying the same thing as everyone else won’t get your coverage. When news breaks, engage your PR team to get you in front of the right reporters. Once you land the interview, share real-world experiences, customer anecdotes, and data.

4 LET YOUR CUSTOMERS SHINE.



Social proof makes selling 100X easier. But that doesn’t make getting customers to participate in joint marketing opportunities easy. In fact, it’s very hard, especially for risk and cyber tech providers.

While the traditional case study remains valuable, explore new ways to involve your customers. Third-party software review sites – such as Capterra, G2, and Software Advice – provide a trusted (and anonymous) way for your customers to share their experiences that doesn’t always require corporate approval. Similarly, video, webinars, recorded speaking sessions at conferences, and social media testimonials may be easier to get approved than the traditional press release. Another idea: Offer non-promotional, joint media opportunities that build your customers’ brand and profile alongside your own, so the value is shared.

YOUR ACTION: Think creatively beyond the traditional case study. Understand your customers’ marketing priorities and bridge their goals with yours to create mutual value. Consider using incentives, gamifying the experience, and creating a framework for user-generated content.

5 INFLUENCE THE ANALYSTS AND CONSULTANTS.



Analysts play a key role in the sales process. Nurturing the big influencers is critical for driving sales and referrals. The most effective strategy includes building partnership with both mainstream shops and targeted industry influencers. While paid relationships with firms like Gartner and Forrester never hurt, a targeted nurture and influencer program will put your brand on the analysts' radar, assuming you have the right technology mix and target fit.

YOUR ACTION: Formally brief your priority analyst targets at least once a year (and ideally quarterly). Talk to them about the various opportunities they have, including research reports, events, technology reviews, and more. In between, keep them up to date on what's happening – your wins, investments, product roadmap, and more.

Consultants are also a major competitive weapon. They play a big role across technology selection and deployment and typically lead major transformation initiatives and highly funded projects.

YOUR ACTION: Leverage your connections – investors, board members, analysts, partners – to establish relationships with consultants. Show the consultants what's possible with your technology and prioritize finding a project you can work on together to make the partnership real.

Data captures attention. Think about it: what would a prospect trust more – a vendor talking head hyping its own technology solution, or data from its peers? What would you trust as a marketer?

YOUR ACTION: Use data in your marketing campaigns to encourage your prospects to act. Start with your platform. Can you create an index by aggregating and anonymizing your own data and show trends and performance in the market? Where can you integrate your data with external and macroeconomic data to tell a bigger and more urgent story?

Market surveys are also a great tool. Source insight on hot market topics directly from your target personas. Compile the findings into a branded research report and use it as the basis for an integrated marketing campaign.

Releasing branded indexes or surveys like this regularly – whether quarterly, biannually, or annually – uncovers trends over time, giving you more insights to compare and leverage. It's also a great way to keep the PR wheel turning and position your company as the go-to source on a given topic. The media loves data so these types of campaigns lead to a lot of press, in addition to leads.



6 USE DATA TO FUEL URGENCY.

7 INCREASE MARKETING EFFICIENCY WITH GENERATIVE AI.



The faster you can create marketing and PR content, the sooner you can leverage those assets to drive awareness and capture demand. But let's face it: Creating meaningful and thoughtful pieces of content that resonate with your buyers takes time.

If you have a solid outline and know the ins and outs of successful prompt engineering, tools like ChatGPT can get you 70% of the way there. It won't spit out a perfect draft, but the content it generates gives you a strong jumping off point to elevate the story. Instead of spinning your wheels on sentence structure, grammar, and other tactical, yet important, aspects of writing, you can focus on making sure your core messaging shines through in a powerful way. Marketers that use generative AI tend to create better content faster and spend more time on the high value aspects of content marketing, such as strategy and understanding what topics matter to their buyers at every stage of the buyer journey.

YOUR ACTION: Generative AI tools are constantly popping up. There are now tools that help marketers with everything from creating content to putting campaign plans together to creating images to transcribing meeting notes to proofing content, and more. Actively test and evaluate these tools for your team. Think about where you have the most inefficiencies in your marketing function right now and look for ways to streamline with AI. Make sure you and everyone on your team know how to prompt engineer, as it is already becoming a core skill. And finally, remember to make AI content your own. Prospects want to hear from a person, not a bot.



READY TO CAPTURE DEMAND?

In hot and competitive markets, you need to be intentional, quick, and aggressive. Capturing demand requires an integrated and multi-channel strategy that meets your buyers where they are.

As noted earlier, Gartner reports that worldwide spending on security and risk management is expected to [reach \\$215 billion in 2024](#) – which is a meaningful increase over 2023. Are you confident you can stand out and capture this growing demand?

Finding the right PR partner makes all the difference. At Corporate Ink, we have proven experience building and implementing strategic, buyer-centric campaigns that accelerate growth and lead to high-value exits.

TAKE THE NEXT STEP

- [Request a complimentary marketing consult](#). As part of the consult, our team will review your objectives, share what's currently working in the market, and offer three concrete ideas for building brand awareness and sales pipeline.

ABOUT CORPORATE INK

Corporate Ink is a B2B tech PR and content marketing agency focused on shortening the path to success for its clients. We have deep and proven experience across the risk, compliance, and cybersecurity markets.

With specialties that span marketing strategy, PR, content marketing and digital, we help our clients increase awareness, create demand, and drive growth.

Learn more here: [Risk and Governance](#) | [ESG](#) | [Data and Analytics](#) | [Supply Chain](#)