

# Capturing the Booming Market Demand for Cyber Tech

*How to stand out, lead and win more deals*

## Executive Summary

Demand for cyber technology continues to surge as organizations grapple with escalating threats.

In 2025, global cybersecurity spending **is expected to rise 15%**, reaching \$212 billion, with North America leading at \$92.3 billion. Nearly **90% of cybersecurity and risk leaders** expect budget increases, as companies race to bolster their defenses against rising AI-driven cyberattacks and other sophisticated schemes.

Organizations everywhere are actively looking for solutions to protect their organizations. This creates a prime market for tech providers. It also increases the competition. Standing out and capturing demand is easier said than done – despite record inflows of investment and budget.

## 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 cyber technology market, based on our 20+ years of experience in the market.



*The continuous adoption of **cloud**, hybrid workforces, 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.*



# Eight Smart Strategies for Cyber Technology Marketing

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## Optimize for AI-Powered Search

Generative AI is fundamentally changing how buyers discover and evaluate technology solutions. Instead of starting with Google or analyst firms, many buyers now start their searches with AI engines like ChatGPT and Gemini. This trend – along with the shift to “zero click” search behavior – is certain to accelerate. It changes how buyers shortlist software providers and creates an urgent need for marketers to reevaluate their brand strategies.

If your brand isn't showing up in AI-generated responses, you risk becoming invisible in the early stages of buyer research and getting boxed out of the considered set. On the flipside, these tools can be a valuable lead generator for the providers that optimize their PR strategies for GenAI.



A lot goes into GenAI brand optimization – every solution category, query and competitive set has its own strategy. At a high-level, marketers should **focus on the following**:



### Prioritize market visibility and brand recognition

AI tools look for known brands, focusing their recommendations on providers with significant market presence and recognition. This requires providers to increase brand visibility through trusted sources and reputable media.



### Increase third-party validation

Market credibility matters more than ever as AI engines evaluate who and what to recommend. Prioritize awards, peer reviews (G2, Gartner Peer Insights, etc.) and analyst recommendations.



### Create high-value content and thought leadership

Develop robust knowledge hubs with FAQs, case studies, whitepapers, interactive tutorials, product documentation and more so AI engines can pull the insights they need. Optimize your content for online search and structure it for machine readability. Use metadata, schema markup and structured formats to make your content easily digestible for AI engines.



### Establish strong use cases and ROI

Showcase how your solution helps companies achieve hard ROI. Ensure your case studies, customers and ROI are front and center.



### Focus on contextual relevance

Within your content, thought leadership and website copy, answer specific, nuanced questions that are relevant to your buyers, which helps position your content as a definitive source on niche topics.

Your strategy will be unique to you. AI tools pull from different sources depending on the prompt, industry, and company, so it's important to start with an audit to figure out the best strategy for your business.

## YOUR ACTION

Identify the relevant queries you want to rank for. What questions are your buyers asking AI engines? Audit the results to understand your current performance, that of your competitors and the sources the tools pull from to generate recommendations. Update your brand and PR strategy accordingly.

**AI-driven search is the new front page of Google. Are you being recommended?**

# Prioritize Buyer-Centric Narratives

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A significant amount of content and PR today is pointless air cover. That might sound brash – but it's a hard reality check: CISOs don't care about your latest product press release, and they surely won't find value in surface-level or company-orientated content.

Your content and PR should make your prospects smarter and speak to what they care about most – not your latest features, functionality or company news.

Think about it this way: What type of narrative works best for a prospect that's never heard of you before? What works best for a prospect that's been sitting in your sales cycle for 12 months? And how do you build credibility and drive urgency to close deals faster?

Your brand needs to have stories and campaigns for all of these questions, which requires an intimate understanding of your buyers and the trends and issues that drive your market.



Nearly half of B2B marketers say their content marketing budget will increase in 2025.

## YOUR ACTION

Move beyond air cover. Work with sales and customer success teams – and regularly monitor industry communities and trade media – to keep a pulse on what matters to your market right now.



*“Awareness for the sake of awareness is pointless. To be effective and drive sales, brands must go beyond broad awareness and generic air cover to create deep, buyer-centric stories that connect with the emotional needs, pain points and priorities of their target buyers,”* said **Greg Hakim, CEO of Corporate Ink.**



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## Showcase your expertise in the trades and invest in independent media

The cyber media landscape is powerful. CISOs have a plenty of sources, such as Bleeping Computer, CIO, CyberScoop, Cybersecurity Dive, SC Magazine, Security Week, and TechTarget to name a few. These outlets offer a valuable mix of editorial opportunities and thought leadership placements that reach cyber buyers.

But traditional outlets are only part of the game these days. Today's B2B buyers are consuming media in a variety of new ways. There is a broad swath of non-traditional and independent channels that influence cyber decision-makers.



### Newsletters and blogs are thriving

Many B2B tech buyers are turning to industry-specific newsletters and Substack for curated insights. Mainstream publications like Axios, The Wall Street Journal, and Forbes have invested heavily in targeted newsletters that directly reach buyers.



### Podcasts and video are now mainstream media

Podcasts and video are now mainstream media: Three quarters of [B2B decision-makers listen to podcasts](#). Cybersecurity-focused shows like The AI Fix Podcast, CyberWire Daily, Resilient Cyber Podcast, Risky Business are gaining traction. There are also industry-specific video series – such as SC Magazine's Cybercast – that are growing in popularity.



### Industry communities are growing

Slack groups, Discord servers, and subreddits (such as r/cybersecurity) have become thriving hubs for professional discussion, peer recommendations, and trendspotting.



### LinkedIn remains dominant in B2B

LinkedIn News is a go-to resource for B2B decision makers. The social media platform's in-house editors are constantly covering and curating industry news, stories and trends, which gives tech providers a direct channel for reaching and influencing buyers in their market.

## YOUR ACTION

Build relationships with the traditional media and independent voices that your buyers trust. Leverage these channels to generate awareness, educate the market on your unique approach and establish your executives as thought leaders. 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 also proves your executives' credibility as an expert source, which goes a long way in landing highly sought-after business media opportunities with outlets such as The Wall Street Journal, Axios and CNBC.

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*“The secret to creating buyer- and media-centric narratives is finding the perfect middle ground between your expertise, what your buyers care about and what's happening in the world right now.”*

- Greg Hakim

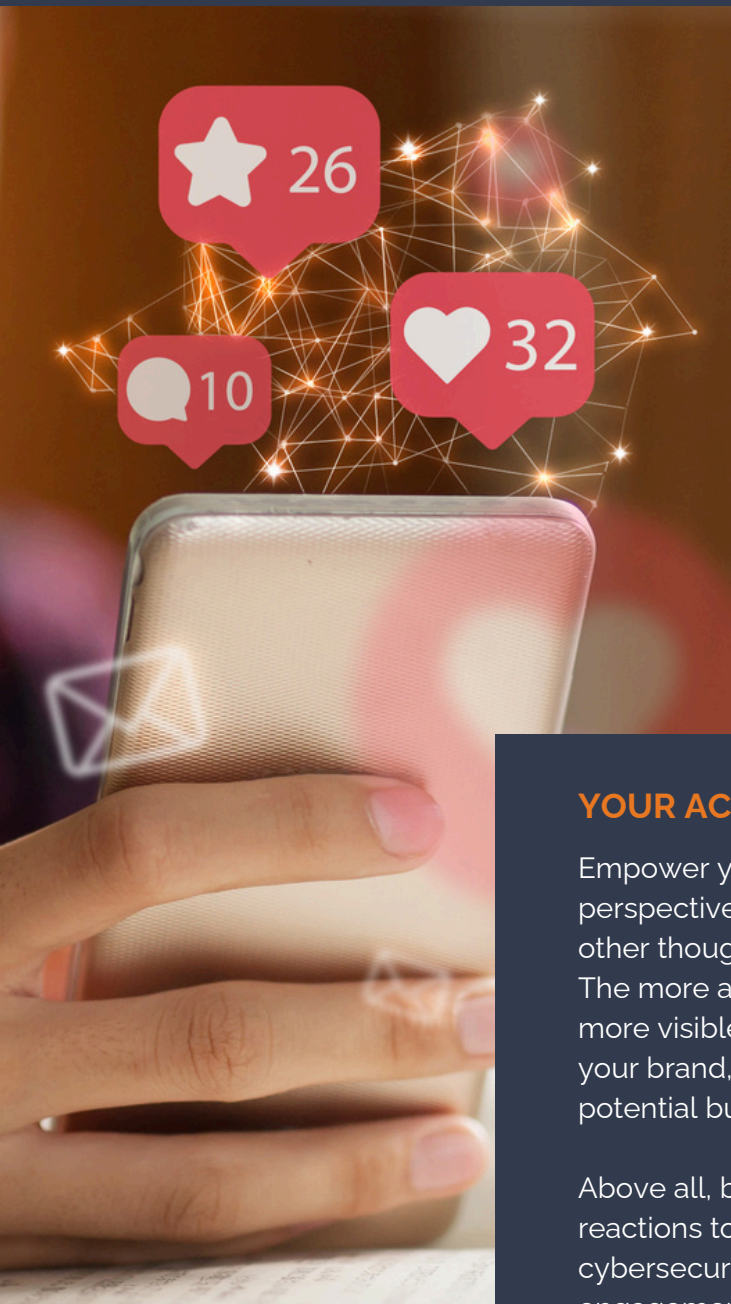
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Here are the top cybersecurity publications every cyber tech provider should know.

## Intentionally leverage your executives for social activation

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The era of "set it and forget it" social media is over. Platforms like LinkedIn are no longer just for pushing content and company updates—they're where buyers engage, ask questions, and discover experts they want to follow and hear from. Social success lies in activation – turning static posts into dynamic conversations that extend beyond your immediate audience. This dynamic shifts social media responsibility from your brand to your executives. Buyers want insights from industry leaders, not corporate logos.

### YOUR ACTION

Empower your executives to share their unique perspectives, engage in conversations, and interact with other thought leaders, customers, partners and analysts. The more active and engaging your executives are, the more visible they are – and the more likely they are to get your brand, expertise and content directly in front of potential buyers.

Above all, be bold and be timely. Real-time executive reactions to industry developments, strong POVs on cybersecurity risks, and thought-provoking takes drive engagement far more than generic content.

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## Use data to fuel urgency

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

Start with your platform. Can you create an index by aggregating and anonymizing your own data to showcase cyber vulnerabilities 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 the results as the basis for an integrated marketing campaign.



### YOUR ACTION

Explore how to integrate proprietary insights into your marketing and PR campaigns. Releasing branded indexes or surveys 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 topic that's critical to your business. The media loves data. These campaigns, when executed correctly, lead to a lot of press, in addition to leads and social engagement.



# Leverage the news cycle to break into top-tier press

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Cyber and risk stories are everywhere. Based on a recent analysis conducted by Corporate Ink, cyber and risk related stories have increased 16% in 2025 compared to the same period in 2024. Reporters in the business and mainstream press write daily about real issues facing your customers – ransomware and cyber breaches, major IT outages, cyber fraud, and more. Breaking news is a great way to insert your brand into the conversation, but you need to be intentional. There are new breaches almost every day. Prioritize the ones that actually matter based on your solution and leave rest to the masses.

## The top business publications writing about cyber issues are:

- Axios
- 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 cyber 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.

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## 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 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 and social media testimonials may be easier to get approved than the traditional press release. Another recommendation: 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.



## Influence the analysts and consultants

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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.

### 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. Nurture them as you would a named prospect.

Consultants are also a major competitive weapon. They often play a leading role across technology selection and major transformation initiatives.

### 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.

# 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.

Finding the right PR partner makes all the difference. At Corporate Ink, we have proven experience building and implementing strategic, buyer-centric campaigns in the cyber market 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, perform a competitive share of voice analysis 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 cybersecurity and risk markets.

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