

# CYBERSECURITY PR

MAKING YOU VISIBLE, VALUED & UNDERSTOOD





The global cybersecurity market size is forecasted to grow to 248.26 billion U.S. dollars by 2025<sup>1</sup>. The sector is fueled by major data breaches, phishing attacks and accelerated digitalisation. To stand out players need to be clearly differentiated and command share of voice in their chosen media.

### **A strong media profile gives you competitive advantage:**

- It makes your talents and achievements visible, findable and familiar.
- It gives your expertise authority and credibility.
- It explains the advantage of your approach over alternative providers.

It's the combination of the three which is so compelling. Integrate this into your outbound sales strategy, leveraging the collateral and exposure we secure for you, and you have a powerful competitive advantage.

Within Infosecurity, we have a unique and impressive track record.

<sup>1</sup> [Cybersecurity case study](#)

## SPECIALIST:

Over the last decade, we've been working with BMT, Mason Advisory and Red Goat. We have helped them to develop their PR strategies, hone their messaging, build their brand profile and increase awareness of their expertise and successes.

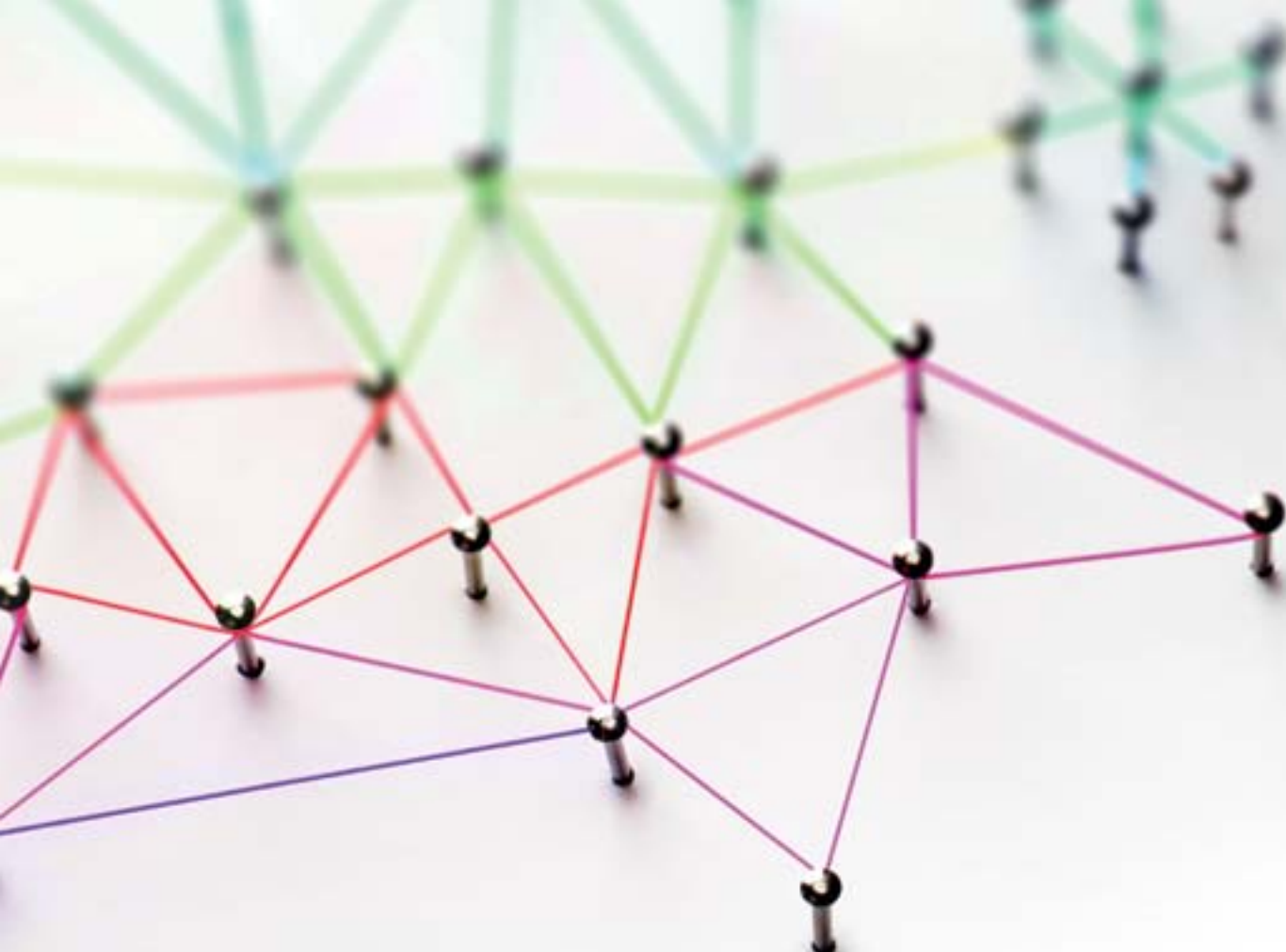
### Campaign deliverables include:

- 100% strike rate
- Bespoke executive media training
- Communication audit
- Event support – messaging, media engagement, press pack
- Interviews – strategy, briefing and facilitation
- White papers - research and insight
- Media relations – social, trade, national, web, print & broadcast
- News management worldwide
- Strategic messaging development
- Technical authorship – thought leadership, technical articles, case studies and white papers
- Video production

## AUDIENCE:

We understand the senior security purchaser; the challenges and issues they face; the unenviable and relentless requirement to balance the budget, manage risk and deliver optimum performance.

**Because we understand your audience, we can create ideas and collateral that appeal directly to the very people you are seeking to engage with.**



## DISCIPLINE:

We are experts at developing and delivering a PR strategy that produces results – we think, we write, we engage, and we deliver – every time.

- We will help you to develop your value proposition and messaging so that you stand out from your competitors. We will produce a PR strategy which aligns with your business objectives and we will train your experts to engage confidently with the media so that your expertise is heard, understood and appreciated.
- We develop campaign ideas to bring your PR strategy to life. We can help you develop and produce White Papers, videos and presentations to support the campaign.
- We will research and draft your industry comment so your experts don't have to, including your magazine insights, news stories, LinkedIn articles, blogs, thought leadership and case studies.
- We will use our relationships with the industry press to place your stories and secure regular presence for your brand in the channels that matter – wherever they may be.

## OUTCOME:

We ensure you are visible, valued and understood amongst your customer base - credible, authoritative and omnipresent.



Steve Watmough  
CEO Mason Advisory:

**“Lorraine has provided tremendous support to us. She has taken time to understand our business culture and has achieved a 100% hit rate placing articles in the media. I would recommend Lorraine to anyone looking for a PR injection to their professional services firm.”**

Graeme Park,  
Senior Consultant, Mason Advisory:

**“We engaged Lorraine as part of a PR campaign for our cyber practice. Focussing upon developing and placing opinion pieces, Lorraine placed 100% of our articles with well recognised magazines, developing our organisational exposure and credibility. She has been a pleasure to work with and gone the extra mile to understand the intricacies of our business and sector.”**





## REACH:

We work in your markets and have global reach.

- We are small enough to care; to exclusively dedicate senior resource to attend to your requirements and deliver outstanding service. But, we are also scalable, currently working with businesses all over the world.



## RESONANCE:

We are pragmatic problem solvers – we understand your pain points and we can help you to resolve them. You have a limited budget, you want to make a difference to your business performance and you have multiple channels available to you. You can't do everything, you know you can't, but you'd still like to – where do you start?



...YOU EAT  
THE ELEPHANT  
ONE BITE AT  
A TIME!

**CALL US TODAY 0203 740 60 80**

OUR PROMISE TO YOU:

We make you look  
amazing by delivering  
phenomenal results.



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