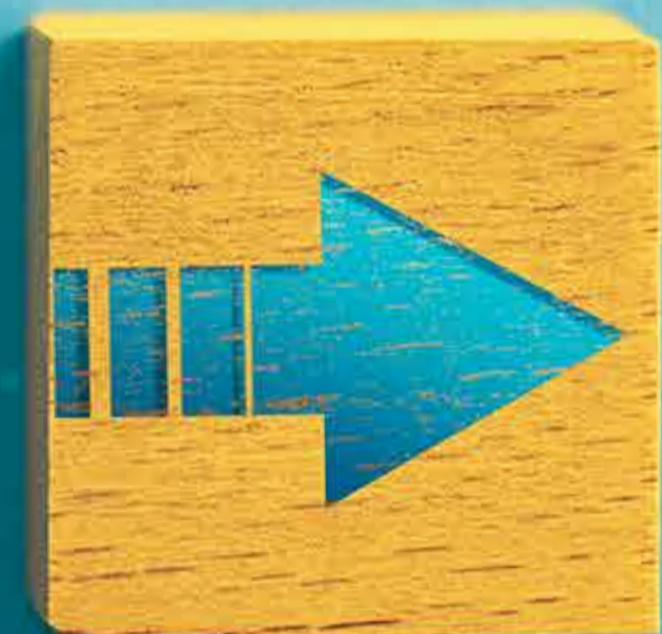
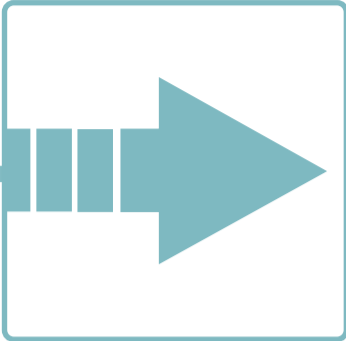


Digital marketing content
is the key to driving sales



The growing importance of digital marketing content



With physical events and meetings off the table for the foreseeable future, digital marketing has never been more important for reaching prospective clients.

Cyber security vendors need to have a regular supply of fresh, high-quality content for sales and marketing activity.

Content creation challenges

Creating regular, high quality content is difficult for many cyber security vendors. Some of the most common challenges include:



Subject matter experts aren't returning emails – they're too busy and don't see it as a priority.



Experts don't have the communication skills to translate technical expertise into accessible language for business decision makers.



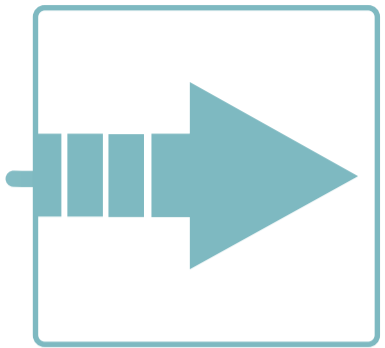
Outsourced marketing partners lack essential cyber security knowledge. They take too long to get up to speed, are prone to making mistakes or missing the tone and focus and lack the industry knowledge to produce credible copy.

84%
would be more likely
to work with an
organisation
that publishes
thought leadership
over one
that **doesn't***

For
3 in 5,
thought leadership
increases **respect,**
trust and **perception**
of an organisation's
capabilities*

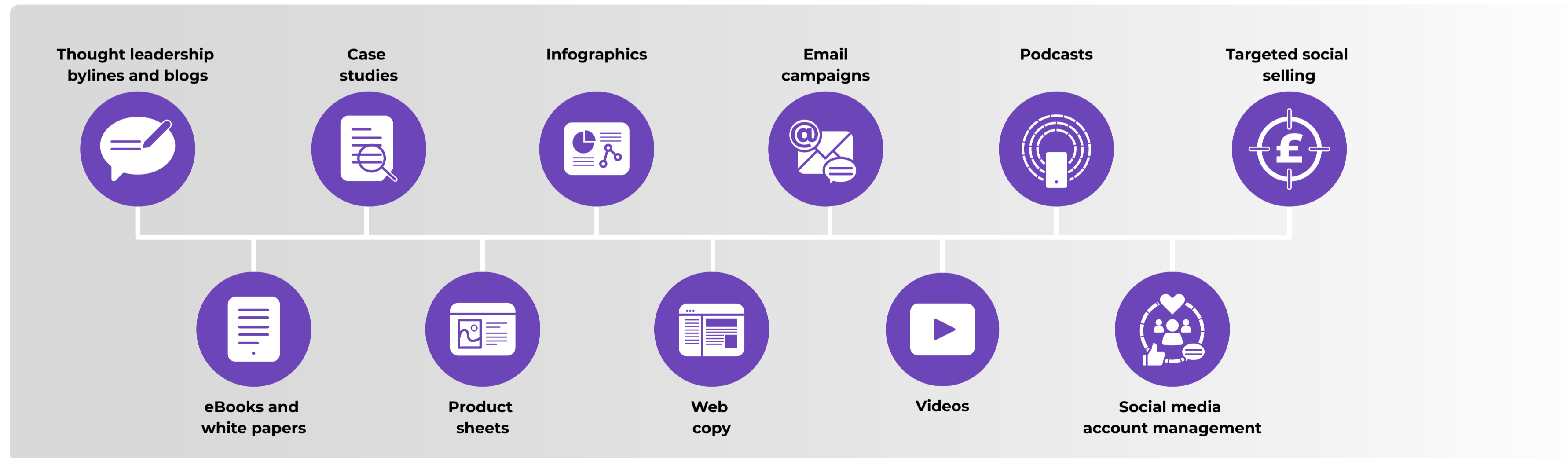
* From a survey of 200 Security decision makers on their use of thought leadership content.
Download a free copy of Code Red 'Think you know thought leadership?' eBook [here](#)

How éclat Marketing can help you

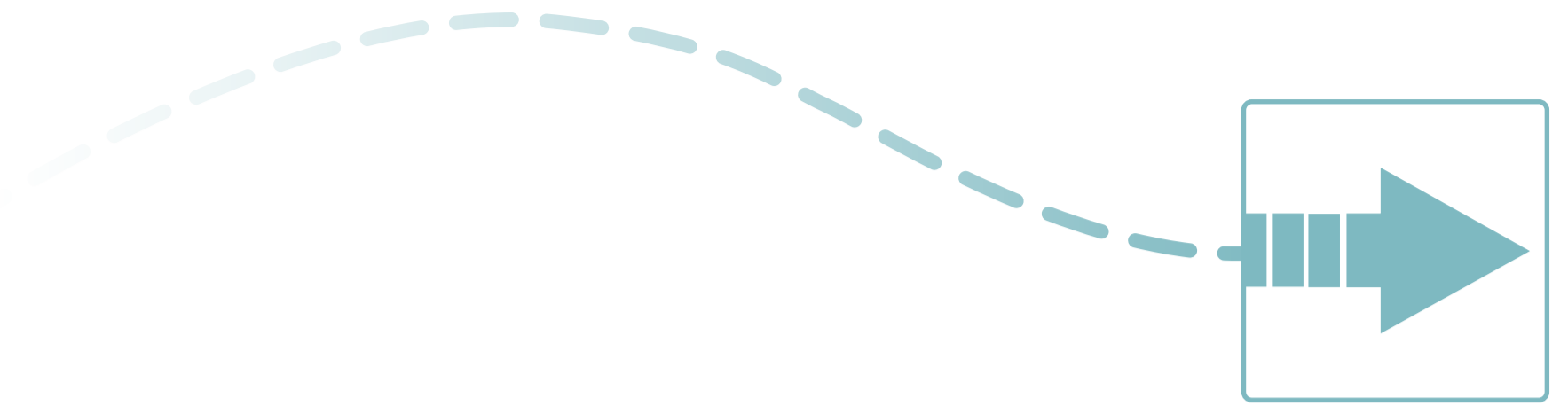


With more than 20 years in cyber security marketing and PR, éclat Marketing knows the industry inside out. We know the language, the trends, the priorities. We know how to reach CISOs and other key IT security decision makers. We have the specialist expertise to turn your technical knowledge into concise, clear copy that will resonate with your target audience.

Our capabilities include:



But don't just take our word for it



“éclat has worked on several key pieces of content for us including a case story and sector-specific marketing material as part of a wider campaign. Our sales team has already seen a significant improvement on prospect engagement using the new content.”

Heather Pearse

Senior Marketing Manager, F-Secure

“éclat was responsible for delivering a wide range of marketing material for a major campaign on cyber skills. They captured our messaging and tone across content including an eBook, flyer, blogs and email shots. A social selling campaign with one of our senior executives also delivered a huge boost in engagement with prospects.”

Pritesh Pancholi

*Marketing and Communications Manager EMEA,
Raytheon Professional Services*

HOW TO AUTOMATE YOUR SOC AND DEAL WITH THE ALERT OVERLOAD

ABOUT THE RESPONDENTS

The survey was conducted among 250 security professionals who manage threat alerts in the UK working in companies of 500 employees or more. The interviews were conducted online by Sapio Research in June 2020 using an email invitation and an online survey.

ORGANISATION SIZE

500-999	24%
1,000-2,499	22%
2,500-4,999	15%
5,000+	38%

INDUSTRIES REPRESENTED

Business and Professional Services	3%
Construction and Property	2%
Consumer Services	1%
Energy, Oil/Gas and Utilities	5%
Financial Services	6%
IT, Technology & Telecommunications	47%
Manufacturing and Production	7%
Media, Leisure and Entertainment	1%
Public Sector	14%
Retail, Distribution and Transport	8%
Other	6%

ROLES REPRESENTED

Middle manager	61%
Junior manager	26%
Mid / Junior executive level	9%
Entry-level	4%

TEAM SIZES REPRESENTED

1-2	11%
3-5	34%
6-10	24%
11-20	13%
21+	8%

AGE GROUP

18-24	7%
25-34	26%
35-44	27%
45-54	22%
55+	17%
Prefer not to say	1%

GENDER

Male	75%
Female	25%

NO TIME TO TRAIN? HOW VIRTUAL CLASSROOMS CAN DELIVER ESSENTIAL CYBER SKILLS

WORKFORCE DEVELOPMENT | NOVEMBER 12, 2019

When it comes to learning and developing new skills, face-to-face time with an instructor is often seen as the ideal approach. Indeed, research from (ISC)² found that 35 percent of cybersecurity professionals ranked in-person, instructor-led training as the most valuable way of developing their skills.

However, while face-to-face, classroom-style teaching can deliver many benefits, it can also be costly and inefficient, particularly when it comes to organisations that have distributed teams or highly extensive training requirements. Both of these factors are major issues for IT teams, and particularly cybersecurity practitioners.

The steadily climbing demand for security professionals also means that practitioners the time required to attend regularly scheduled classroom-based development sessions. The Enterprise Strategy Group (ESG) and the Information Systems Security Association (ISSA) found that 31 percent of security staff spent a disproportionately high amount of time on high-level tasks rather than planning and training. Of those surveyed, 47 percent also stated that they did not have the time or personnel to enable practitioners to learn the skills they need to utilise various security technologies.

Improving access to security skills has become increasingly crucial as organisations face more cyber threats – but how can new capabilities be developed if practitioners cannot be taken away from essential duties?

A web of weak spots: Securing your supply chain with NDR and Collective Defense

Raytheon

Are you ready to start your career in cyber security?

The threat from hackers and cyber criminals is growing and we need innovative and talented individuals like you to help thwart their attacks. A Raytheon Cyber Security Apprenticeship will give you the skills and experience you need to launch a career as a qualified cyber security practitioner.

As a Raytheon Cyber Security Apprentice, you will:

- Join a company's cyber security team and start getting hands-on practical experience.
- Complete coursework and assessments to test your knowledge and skills against real business-related problems.
- Work a full five-day week and be paid an apprentice salary.
- Become qualified as a Level 4 Cyber Security practitioner at the end of your two-year course.

Choose your path:

Raytheon offers two distinct courses to help you shape your career:

Cyber Security Technologist Providing a wide variety of skills and experiences, ideal for strategic and future leadership roles, such as Cyber Operations Manager and Intelligence Researcher.	Cyber Intrusion Analyst Practical skills to join the frontline fight against cyber criminals, developing towards roles such as Intrusion Analyst and Incident Response Centre (IRC) Analyst.
--	--

Start your journey now:

If you're ready to start your journey as a cyber security apprentice, get in touch with our team now. You'll need to have completed the equivalent to A-levels or a Level 3 Apprenticeship in computing, software or a similar field.

www.rpslearning.co.uk
 01302 837078
cyber-apprenticeship@raytheon.com

Insights

The post COVID impact

Preparing for a melting pot of requests

Requests from data subjects can be raised for any number of reasons. For some organisations these may be seasonal and for some it will be after an event. Some businesses will receive more requests from their customers while others will receive more from their employees or former employees.

Most businesses encounter an increased number of staff requests when they are looking to make roles redundant or making changes to working times or other situations where some people will be treated differently to another group.

The recent COVID-19 crisis is likely to be an example of such a scenario. Businesses should brace themselves for a new wave of DSARs. With companies forced to make tough judgments about laying off and furloughing staff, there is likely to be an increase in requests from disgruntled employees who are unhappy with decisions and are seeking to gather data for potential legal action.

75% of DPOs have struggled to complete DSARs during the lockdown

30% fear they will be overwhelmed by a post-pandemic DSAR storm from furloughed or sacked employees

3 in 5 DPOs fear that they will not have the resources to deal with more requests

Streamlined DSAR Management **The Essential Guide**

Related News

NOVEMBER 5, 2020
With the CCPA now entering enforcement what do businesses need to know?
 The global data regulation landscapes underwent another shift recently as the Californian Consumer Privacy Act (CCPA) enters enforcement. [Read more](#)

OCTOBER 8, 2020
Guardum is now an approved G-Cloud supplier
 We're pleased to announce that Guardum has been accepted as an approved supplier for the Government. [Read more](#)

MARCH 20, 2020
The clock is ticking: getting on top of DSAR requests
 Ask anyone responsible for DSARs and they will tell you their biggest challenge is responding to them in time. And no wonder. Searching through vast amounts of information sources to locate and extract the data specific to the subject, in order to respond within the statutory 30 days, is a race against the clock. Failure means having to ask for an extension or suffer the prospect of penalties imposed by the regulator. [Find the data, wherever it is](#)

Find out how we can help you

Are you struggling to realign and re-energize your digital marketing strategy to adapt to changing marketing conditions?

Get in touch with our team today and find out how we can help you boost lead generation with high-quality content for your sales and marketing activity.

Contact us today on
+44 1276 48600

Or email us at
info@eclat.co.uk

