Cyber Marketing Con

AUSTIN·TX
2025

Sponsorship ROI Booster **Kit** **2025**

Our partnership,
your success...
Our priority

Welcome, Partner!

We're excited to have you as part of our growing and engaged global community of over 4,000 cybersecurity marketers. This playbook will guide you on how to get the most from your partnership with us and drive meaningful impact and ROI.

Why This Playbook Matters
Cybersecurity marketers are overloaded with pitches and burnt out by generic messaging. CyberMarketingCon attracts an audience that is deeply specialized, tight-knit, and community-oriented. Sponsors who show up with value, respect the craft, and engage meaningfully will stand out and win long-term clients.

The Community

Our members are:

- **Cynical but curious:** They're tired of "AI-powered" fluff but intrigued by genuine innovation.
- **Metrics-driven:** Attribution, ROI, SQLs, and pipeline velocity matter.
- **Jargon-immune:** If you lead with buzzwords, you'll lose them.
- **Time-starved:** Outreach needs to be relevant within seconds.

Priorities

- Gaining the trust of the skeptical security buyer
- Creating pipeline under tight scrutiny
- Aligning with sales
- Automating operations & reporting
- Generating differentiated content
- Staying ahead of AI, buyer behavior, and dark funnel tactics

Understand the Marketer's Reality Cybersecurity marketers are navigating:

1

A skeptical, hard-to-reach buyer: Security teams are deeply technical, too busy, and resistant to traditional sales tactics.

2

A noisy market: Hundreds of vendors say the same thing our marketers are trying to make their brand stand out.

3

Pressure to deliver pipeline: Marketing teams must show ROI fast and forecast pipeline with accuracy.

4

Cross-functional alignment challenges: Often acting as a bridge between technical teams, leadership and go-to-market functions.

✨ *Your messaging should reflect empathy for these pain points.*

Pipeline Acceleration Tactics for Sponsors

Pre-Event:
- Build Awareness with Value
- Segment outreach: Target CyberMarketingCon attendees and members of the Society on LinkedIn.
- Use intent data or job titles to create lists.

Content give-first strategy:
- Share tactical guides like: AI for B2B Marketing Ops or How to Forecast Pipeline in Cybersecurity
- Sponsor or co-create a webinar or downloadable resource with the Cybersecurity Marketing Society

Warm up engagement:
- Run retargeting ads with testimonial-based creatives
- Use storytelling, not sales pitches about success with other cybersecurity vendors

At the Event: Engage Like a Human

Booth Do's:

- Don't just demo, teach.
- Have micro-sessions with tips like: 3 Demand Gen Tactics Working in Cyber Now.
- Offer "office hours" with your product marketers or RevOps leaders.
- Feature a fun, authentic, themed activation tied to the "Marketing Time Machine" theme.
- Network authentically
- Attend not just expo hours but workshops and happy hours.
- Take notes on problems marketers share, not just names and titles.

⚡ *You win when marketers see you as a partner, not a vendor.*

Best Practices for Engaging the Community via Email

When planning for your campaigns or newsletter sponsorships, follow these tips:

Do:

- Personalize your message to marketers, they can spot generic copy!
- Highlight a specific, relevant challenge you help with like: Need help forecasting pipeline impact? OR Want to make the most of your RSAC Conference or BlackHat event spend?
- Include a resource or tool that makes their life easier like: Post event success playbook for your SDRs so your event leads don't go stale.
- Keep copy concise, skimmable, and benefit-focused, include swipe copy or templates they can use

🚫 **Avoid:**

- Overly salesy language ("Buy now," "Schedule your demo today")
- Jargon-heavy messaging not tailored to cybersecurity marketers (not all marketing teams are created equal, and cybersecurity ones are truly unique)
- Long emails without a clear CTA or takeaway

Top-Performing Resources You Can Create

We encourage our sponsors to offer these types of valuable assets:

Resource	Why it works
Budget planning tools	Help marketers justify and allocate spend for new year
Pipeline forecasting templates	Enable smarter planning and GTM decision-making
Pipeline conversion benchmarks	Give context on how their efforts compare
Webinar strategy templates	Help them drive attendance + conversions
AI prompts for content topic ideas	Help them narrow down topics that resonate best with their ICP
Security market trends & data	Provide insights for their internal stakeholder discussions
CMO Dashboard Templates	CMOs will thank you! With a dashboard like this, they can breathe easy when preparing for the next board meeting
Resources to help navigate SEO, GEO and searchability in the world of AI	One of the biggest challenges with optimizing the website for conversions is SEO. Help them understand what to do in the new AI era

💬 *Pro Tip: Co-create one of these with us for max exposure!*

CyberMarketingCon Sponsorship Playbook

What Makes CyberMarketingCon Special?

CyberMarketingCon is the biggest gathering for cybersecurity marketers globally. Your sponsorship gives you:

- Trusted access to highly targeted professionals
- Brand visibility with key decision-makers
- Opportunities to add real, tactical value

Pre-Event Preparation

- Know your audience
- Tailor your messaging and offer to cybersecurity marketers
- Train your event staff on their challenges

Post-Event Email Communication

Best Practices:
- Make it personal and reference event interactions
- Lead with value, not a sales pitch
- Segment and tailor your outreach
- Include multimedia and recap content

Email Flow Example:
- Day 1: Quick thank you + promised resource
- Day 5: Benchmark or insights follow-up
- Week 2: CTA to join a post-event roundtable

✨ *Tip: Use "community currency" to drive booth traffic and engagement.*

Keep the Momentum Going

- Create a post-event content hub
- Ask for feedback
- Stay active in the community via LinkedIn, meetups and other channels

Let's Co-Create!

Our team is here to guide you in crafting campaigns and content that actually resonate. Want to do something custom?
A community challenge?
Exclusive roundtable?
Benchmark report?

Let's brainstorm together!

📩 Get in touch: heythere@cybersecuritymarketingsociety.com

Thank You for Investing in Cybersecurity Marketers

By sponsoring this community, you're not only marketing smarter—you're enabling the success of an entire industry.

We appreciate you.

Let's make some marketing magic.