



Case Study

Content Marketing Research

Providing original insights to support a client's content marketing and PR strategy

The Challenge

A global provider of enterprise information security services approached us to receive insights to support their content marketing and PR efforts. Global spending on information security among businesses had grown rapidly since the beginning of the decade and the complex nature of modern IT security threats meant that organisations were devoting more and more of their overall IT budgets to improving security. Recent years had seen particular growth in specialised IT security services such as consulting, implementation, outsourcing of security management and specialist support for when incidents occur.

In response to these trends and the opportunity presented, our client wanted to develop a growing range of information security services and to link these services with the security challenges that may arise for customers within the client's core offerings. To support communications around these expanding capabilities, and build a "thought leadership" positioning on the subject, our client commissioned research to support marketing and PR efforts around the extent to which security issues influence business decision making and supplier choice.

The Solution

Research was conducted with IT decision-makers across various countries from organizations of all sizes and a range of sectors to provide sufficient detail to compare findings between different types of organizations. 1,400 online interviews were completed and respondents included senior IT decision-makers, as well as specialist and general managers to enable a comparison of views from a range of different perspectives.

Following the completion of the online quantitative interviews, a small programme of telephone depth interviews was completed to explore key findings and themes in more detail to add further insight to the overall data and provide 'real-life' examples of the challenges faced and steps being taken by organizations to address security concerns. The depth interviews were prerecruited from the quantitative study with key questions used to identify areas of interest and greatest relevance.

The Insight

The research identified a number of areas of opportunity and interesting stories/angles that could be taken on the topic of information security that our client was able to use to develop marketing communications and PR campaigns. The research findings were reported face-to-face to the client and were complemented by an in-depth report and data tables with key breaks identified in collaboration with the client. The wider research findings helped to enhance the client's position as a thought leader in this space and supporting communication and PR activities acted as a platform for the enterprise security solutions offer.