



BRAND POWER

for Next-Gen Silicon Valley Security Vendors

WHY ZECURITY?

Keeping a brand **moving up and to the right** at all times, especially around cybersecurity, doesn't just happen.

ZecurityAscent is the cybersecurity marketing firm that **elevates cybersecurity brand and reputation**. We are the one that only focuses on delivering the coveted invincible brand for Fortune enterprises and Silicon Valley security vendors alike.

When next-gen organizations are looking for cybersecurity marketing, it's Zecurity they are looking at.

The impact that media has on our lives continues to gain in volume and relevance. Social media, in particular, is the de facto place where technologists and brand consumers meet and learn from each other on a daily basis. And what was once just referenced as "popular" has evolved to "trending", whereby reputations can be sparked or diminished with true Internet speed and scale.

The contemporary challenge for all cybersecurity vendors is not only listening to all that conversation, but doing so with the greatest discipline, then rapidly turning it into opportunities. To the smallest vendors, it's about performing in a much higher weight class. For the bigger vendors, it's about not letting the startups consume *your* message (a.k.a. eat your lunch).

MASTERING THE CONVERSATIONS THAT MATTER TO YOU

Great technology is important, but so too is great marketing. Since a market is the place where buyers and sellers meet, the ability to master that hourly conversation is what builds and maintains the brand. Ask any Fortune 500 what they rely on most and you will never get some "Don Draper" (Mad Men) punchline. It takes data in the context of the brand, the business, campaigns, topics, even hashtags. This is what moves the story forward at speed and scale.

As true peers, both in **marketing** and **cybersecurity**, our **brand power** solution delivers a service with an exponential impact on your market presentation and story. It's essential that the ability to listen and engage at Internet speed/scale is uninterrupted, the results consistent, and results delivered as promised.

Here's how we help you get there:

BRAND MONITORING

...as a service. We take on the core responsibility for monitoring your online brand footprint, including: sentiment, mentions, content, engagement, topics, and trends. You then receive near real-time access to highly visualized dashboards that fulfill many of your burning cybersecurity marketing questions.

COMPETITIVE INTELLIGENCE

Everything we do for you on the brand monitoring front, we can do for you as though we were also doing the same for your competitors. We then feed that back to you as highly valuable qualitative and quantitative data that the entire marketing team can use, even out in the land of field marketing.

SECURITY EVENTS

We also track the brands and channel communication for all the cybersecurity event players. So when you are planning to sponsor a conference, we have the data on hand to help you decide how it should be approached. You will know before going in just how well they help promote their sponsors, what might resonate with them, even what's trending. And then mutually beneficial follow-up data.

CAMPAIGN SUPPORT

It's frustrating to see that brilliant campaign you wrapped up 30 days ago already no longer a trending topic. And its even worse when a competitor picks it up and the data shows they getting more traction. We will see that, then advise on how to turn it right back around.

CREATIVE CONTENT

Do you perhaps need that new sales presentation reviewed by an outside firm before showing it the very first time? Or how about having something fresh, on brand, and on message, specifically for an upcoming event? And how about getting it done with little to no friction, such as having to go back and ask to spend more money? This is just part of the value of having ZecurityAscent as your ongoing service provider.

ABOUT ZECURITYASCENT

ZecurityAscent is the leading provider of cybersecurity brand and reputation creativity for next generation cybersecurity organizations.

Founded by a top Fortune 10 cybersecurity leader, Silicon Valley marketing executive, blogger, speaker, and author, ZecurityAscent was built from the ground up to be the leading source of cybersecurity brand/reputation strategy and execution. With ZecurityAscent, you benefit from our diverse team of multi-generational creative security talent that is designed to positively connect you with your intended audiences, influencers, and thought leaders. And because our only focus is on emerging cybersecurity discussions, the creative content we bring forward has the true authentic context required to keep your audience engagement high.

To learn more, visit us at www.zecurityascent.com.

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