How CyberInt's Investment in Outsourced Inbound Marketing Paid Off with 100s of MQLs
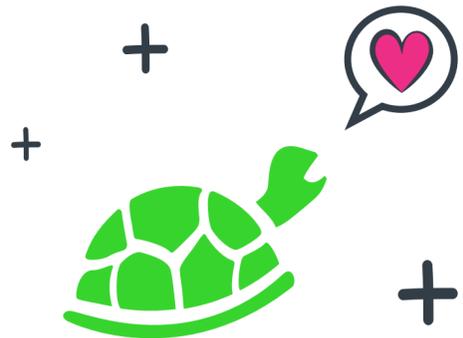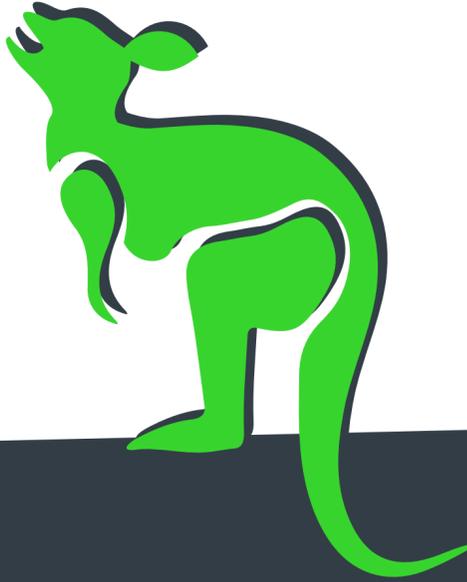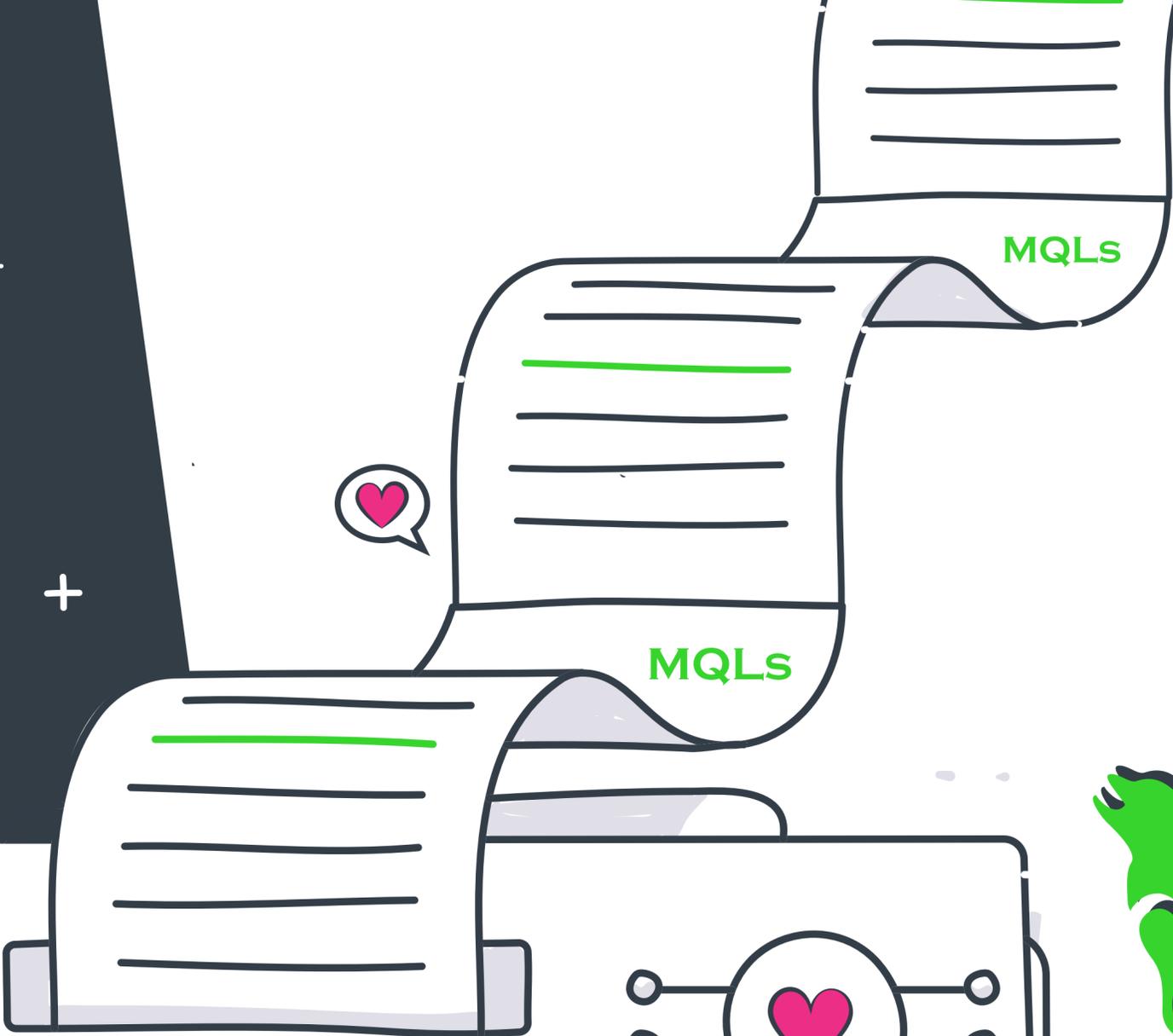
Cyberint

Enviable Marketing Strategy

CyberInt began working with Marketing Envy in July 2015; their results are frankly - fabulously enviable:

Crafting coherent **messaging** that resonated widely with the target audience

Establishing an **inbound marketing** strategy including content and social media

Comprehensive and finely tuned **Hubspot implementation**

Establishing multi-channel **PPC campaigns** targeting multiple target markets and geo

Key Achievements:

- Uniformed and consistent messaging across the company

- Full visibility into marketing activities through HubSpot reports and quarterly reviews

- Content that is driving over 500% increase in organic traffic annually

- Engaging social media that generates over 5,000 annual interactions

- PPC that is filling the sales funnel (very) nicely: 100s of MQLs per quarter

- Effective sales / marketing team alignment
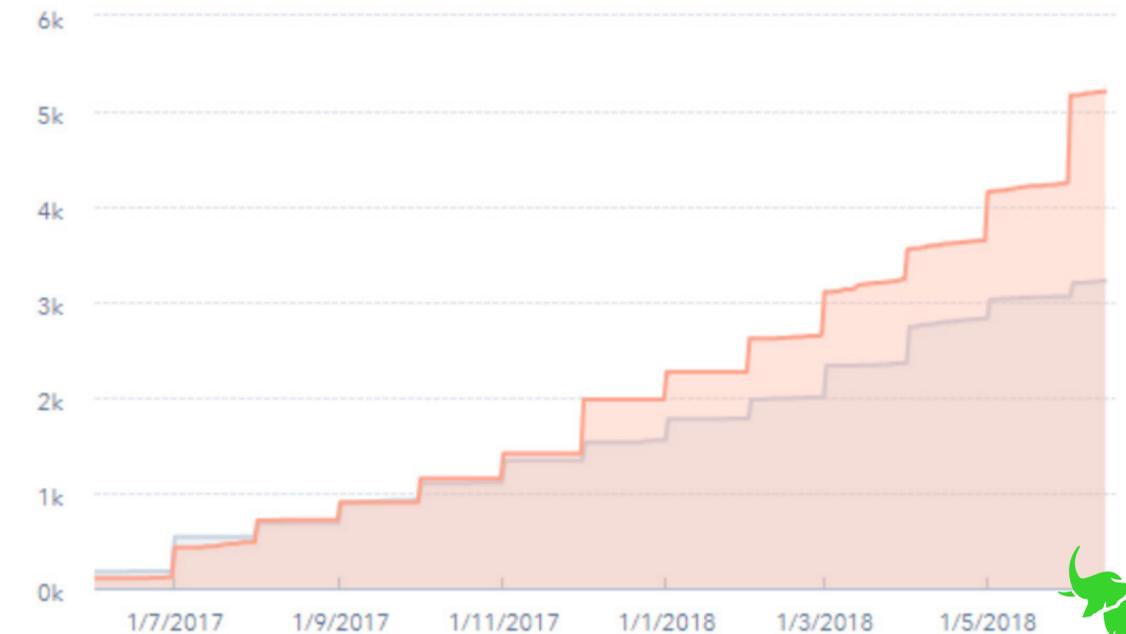
A Word About **Cyber**Int.

CyberInt is a cybersecurity company that specializes in looking at all client online activities and assets from an attacker's perspective. They differentiate themselves by thinking like hackers and understanding how they behave; CyberInt's "from the outside in" approach allows for a comprehensive understanding of what needs to be monitored and safeguarded, setting them up to provide safety beyond the perimeter.

Key Challenges

- Achieving share of voice in a crowded cybersecurity market
- Forming an experienced marketing team
- Securing sufficient MQLs to fill the sales pipeline

Before connecting with Marketing Envy, CyberInt was struggling to focus the company's efforts on the right audience and to articulate their brand messaging. The company was established in 2009 offering a wide range of cybersecurity services. The cybersecurity market was of course highly saturated with ~1500 competing vendors and guidance to clarify the company's message was needed.

"We also found it hard to create interesting content that would be effective enough to generate leads as part of an inbound strategy; our social media was lacking consistency and direction."

"Even when we tried to hire in-house content writers, managing the team was difficult and the learning curve was too steep for writers not intimately familiar with the world of cybersecurity."

Elad Ben-Meir,
CMO at CyberInt.

Why CyberInt Chose to Outsource

Ben Meir is a longtime believer in Inbound Marketing and the importance of steady organic traffic to gain leadership presence and market awareness that would translate in the long run into MQLs.

CyberInt initially needed help with branding and messaging, but they didn't have the budget or headcount to handle its content needs in-house. The management team realized that hiring an agency with a deep knowledge of cybersecurity would provide them with a competitive edge that an in-house team at this stage could not provide quickly enough.
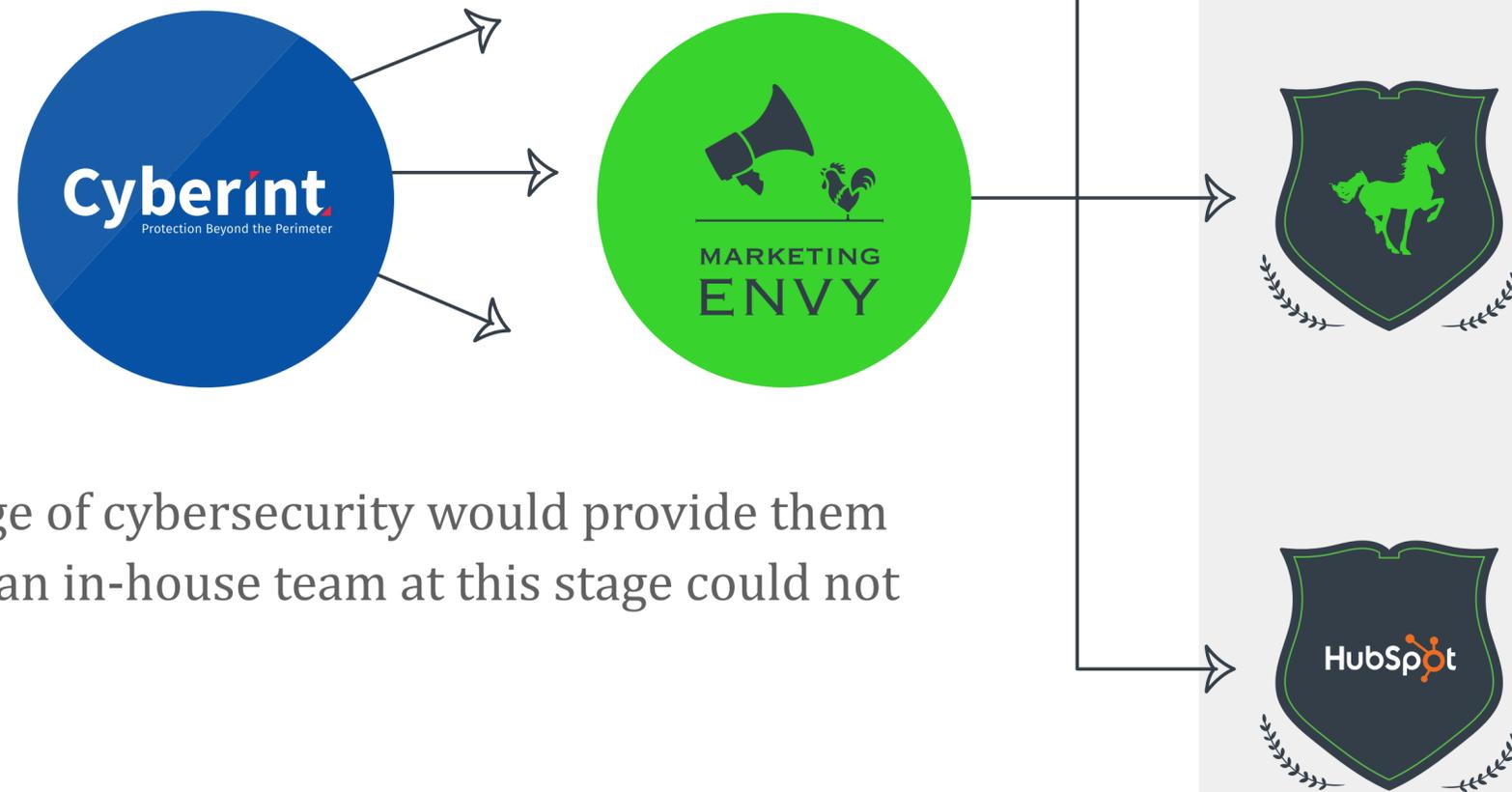
Outsourcing advantage #1
benefiting from expertise and direction for content creation, social media, and PPC

Outsourcing advantage #2
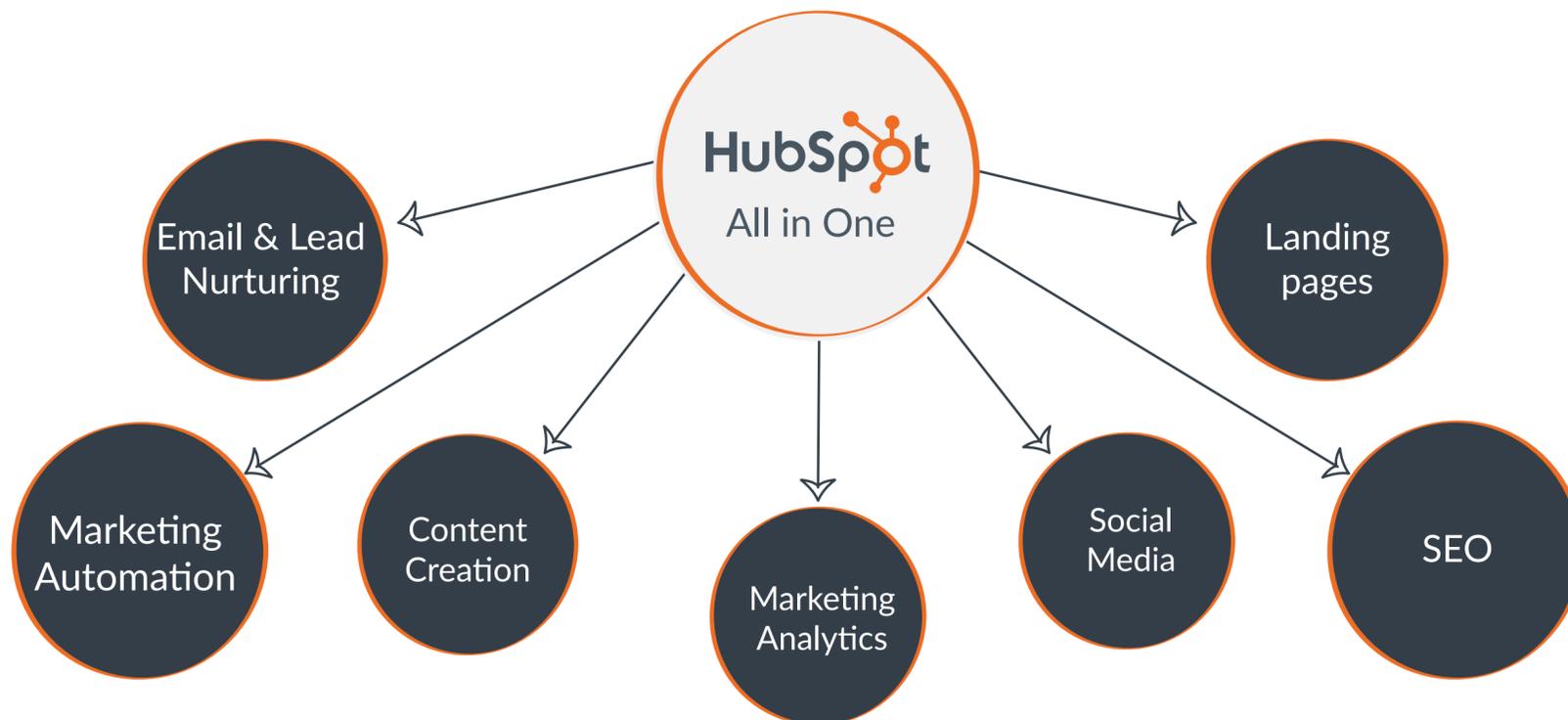accessing an abundance of tools for their 'inbound machine' for long-term strategic planning

Outsourcing advantage #3
 onboarding of Hubspot - consolidating and orchestrating everything

Why Use **HubSpot** ?

CyberInt was initially drawn to HubSpot because it's easy to implement and has a logical process. It also helped that the price was right.

They loved HubSpot's practicality and ability to easily present the right content to the right audience and essentially drive MQLs through nurturing. The company now runs everything through HubSpot and aligns all its campaigns through the platform. They've even gone as far as to use HubSpot's CRM which now allows their management team to gain visibility across the entire marketing and sales funnels.

HubSpot
All in One

- Email & Lead Nurturing
- Landing pages
- Marketing Automation
- Content Creation
- Marketing Analytics
- Social Media
- SEO

"The fact that we can easily prove and show the value of our marketing investments helps align the entire executive team around the importance of the marketing role in the company."
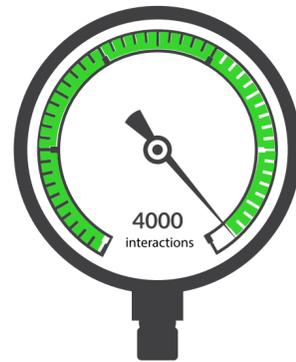
Enviable Results

CyberInt leveraged Marketing Envy's experience with inbound and outbound marketing to drive its marketing agenda with way impressive results.

Uniformed and consistent messaging across the company

Social media that is driving engagement: over 4000 annual interactions through social media

Full visibility of marketing efforts through HubSpot reports

Content that is driving awareness and MQLs: Over 500% increase in organic traffic within 1 year

PPC that is filling the sales funnel nicely: 100s of MQLs quarterly

In a short period of time, CyberInt has increased its MQLs significantly while maintaining a lean marketing team.

Why Marketing Envy Over Other Agencies

Marketing Envy was selected because of its extensive experience in cybersecurity and its diverse, professional team that could create a holistic approach for multiple channels. According to Elad Ben-Meir,

"It was obvious from very early on in our meetings that they knew their cybersecurity stuff. They spoke our language, understood our pain points and could really hit the ground running without too much hand-holding or chaperoning."

Outsourcing to Marketing Envy gave CyberInt the ability to succeed with new inbound channels. By adopting a low-touch, high-value model, CyberInt got measurable results from a relevant target audience while enabling its in-house team to focus on its strengths.

Ben-Meir favored Marketing Envy because he could trust them with segments of day-to-day operations without having to micromanage.

"Marketing Envy can run as fast as we can, and manage themselves as they run."
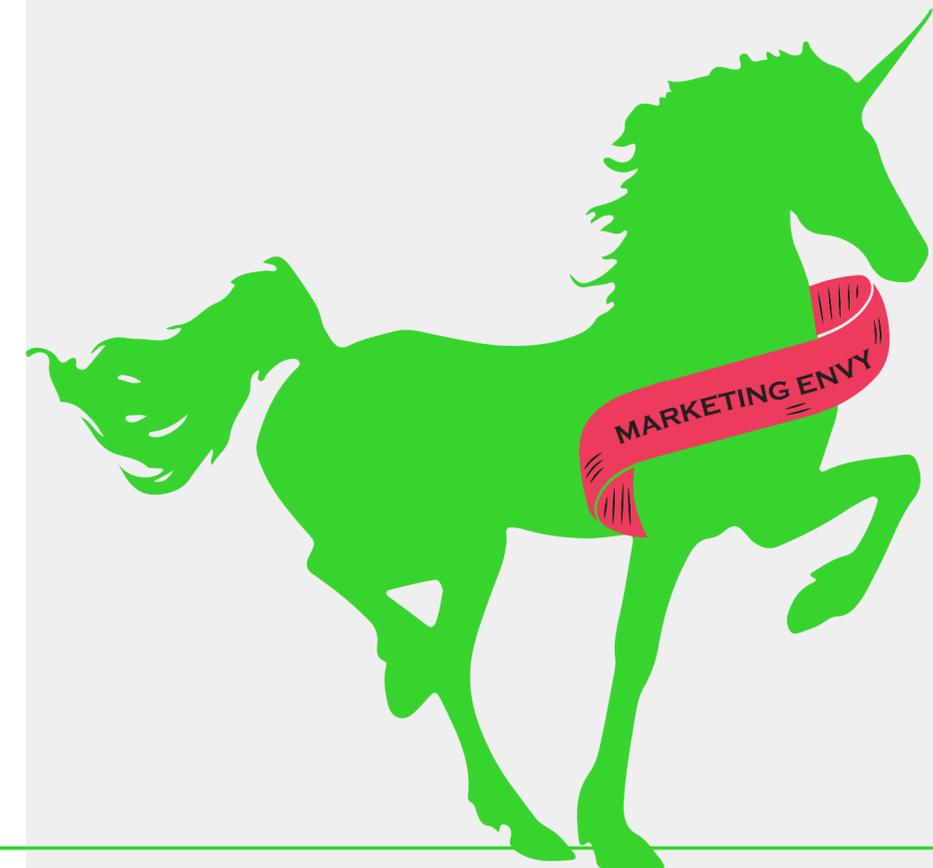
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