

Building an Enterprise Security Marketing Function

01

**GTM &
Positioning**

02

**ICP & Demand
Generation**

03

**Execution
Planning**

THE PROBLEM

The cybersecurity firm had no documented marketing strategy and no structured marketing function. Sales carried demand generation on its own, with no defined ideal customer profile, no buyer personas, and no process for qualifying or nurturing leads. Internally, the product structure had no consistent language across the website and sales materials, creating friction at every stage of the buyer journey.



What we *did*

- 01

Analysed the existing marketing foundation: current activities, spend, and materials in place.
- 02

Defined the ICP and three buyer personas, covering the full buying committee.
- 03

Built the lead generation and qualification process, from first engagement through to sales handoff.
- 04

Built a stage-by-stage execution and action plan with tracking and ownership.
- 05

Reviewed the product structure and identified gaps between website language, sales materials, and how the products were actually sold.
- 06

Built the go-to-market strategy: positioning, messaging, SMART goals with ROI framing, content, brand awareness, and existing-client growth with focused ABM.
- 07

Put together content suggestions and a channel plan mapped to each stage of the buyer journey.



The *results*

- 01 Executive-approved marketing strategy and action plan.
- 02 SMART goals with ROI framing, covering ABM, thought leadership, brand awareness and client growth.
- 03 Structural product-messaging gap identified and flagged for resolution before launch.
- 04 Defined ICP and buyer personas replacing ad hoc, sales-led targeting.
- 05 Full execution plan ready for a financial year.

BUSINESS IMPACT

Strategic clarity

Moved from no documented plan to an approved, resourced marketing strategy with clear ownership.

Buyer understanding

Replaced informal, sales-led targeting with a defined ICP and a three-persona buying committee.

Execution readiness

Built a staged operational plan with timelines, tracking and accountability across teams.