

# Building an Enterprise Security Marketing Function

Cyber Security | Demand & lead generation process | Go-to-market strategy

**GTM &  
Positioning**

**ICP & Demand  
Generation**

**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.





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## What I Did

- Analysed the existing marketing foundation: current activities, spend, and materials in place
- Reviewed the product structure and identified gaps between website language, sales materials, and how the products were actually sold
- Defined the ICP and three buyer personas (CISO, CIO, CRO) covering the full buying committee
- Built the go-to-market strategy, including positioning, messaging, SMART goals with ROI framing, content, brand awareness, and existing client growth with focused ABM
- Built the lead generation and qualification process, from first engagement through to sales handoff
- Put together content suggestions and a channel plan mapped to each stage of the buyer journey
- Built a stage-by-stage execution and action plan with tracking and ownership





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## The Results

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

## 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 three-persona buying committee.

### Execution readiness



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

