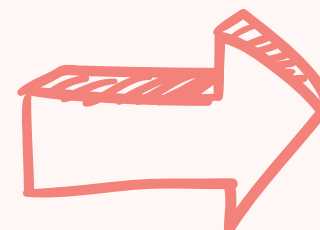


# 100+

## ESSENTIAL RESOURCES FOR STARTUP CYBERSECURITY MARKETERS TO BUILD FASTER



Jagsir Singh



@jagsirmsiles



jagsirmsiles.com

# Why these resources matter?

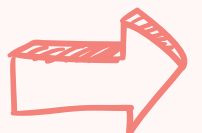
For startup marketers, the most crucial factor is speed and agility in execution. As they build marketing programs, they're on a journey to create a network of partners who can amplify awareness and capture demand. These resources help fast-track that journey.



Jagsir Singh

I've been in the cybersecurity industry for over 5 years, building marketing programs and partnerships grounds up. These programs generated a steady flow of inbound MQLs every month, fueling strong pipelines that directly impacted revenue growth. I hope these resources prove valuable for fellow marketers working to build high-impact, scalable programs at their ventures.

**Disclaimer:** The resources listed here are provided solely for educational purposes. If any association or group would like to be removed, please reach out to me directly at [jagsirsmiles@gmail.com](mailto:jagsirsmiles@gmail.com).



## Resource #1

# Governing Authorities and Standards Bodies

Goto resources for learning core fundamentals and guidelines.

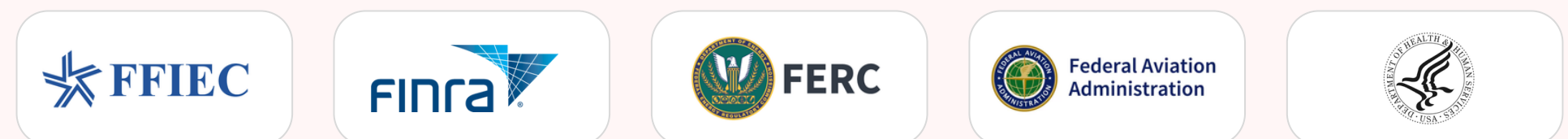
### Government Organizations



### Standards and Regulatory Compliance Bodies



### Industry Specific Authorities



### Regional and Global Cybersecurity Alliances



**CYBERSECURITY MARKETING RESOURCES**



# Resource #2

## PR and Media Partners

Jointly develop programs with them to leverage industry insights, news, trends, vertical specific content.

### High Industry Engagement and Reputation

### Specialized or Emerging Players



# Resource #3

## Research and Analyst Partners

Partner with them for featuring in their magic quadrants, industry and technology reports, Vendor POVs, joint custom research and more.

### High Industry Engagement and Reputation





















### Specialized or Emerging Players







  
THE RADICATI GROUP, INC.  
A TECHNOLOGY MARKET RESEARCH FIRM



  
OSTERMAN RESEARCH  
delivering insight











## Resource #4

# Third Party Review Sites & Listings

List your products and solutions on these platforms and publish reviews from your existing customers to gain visibility among your prospective customers.



# Resource #5

## Industry Influencers and Specialists

Build relationships with them to expand your cybersecurity network depth.

### High-Profile Cybersecurity Experts



**Bruce  
Schneier**



**Mikko  
Hypponen**



**Brian  
Krebs**



**Troy  
Hunt**



**Dan  
Kaminsky**

### Influential Researchers and Academics



**Ross  
Anderson**



**Gene  
Spafford**



**Eugene  
Kaspersky**



**Marcus  
Ranum**



**Katie  
Moussouris**

### Social Media and Blogging Influencers



**Graham  
Cluley**



**Kim  
Zetter**



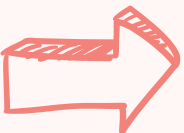
**Lesley  
Carhart**



**Jack  
Rhysider**



**Chris  
Hadnagy**



## Resource #6

# Events and Conferences - Part 1

### Global Flagship Events

RSA  
Conference™

black hat®

DEFCON

Infosecurity Europe

Gartner Security & Risk  
Management Summit

CYBERTECHTLV  
THE EVENT FOR THE CYBER INDUSTRY

CLOUD & CYBER  
SECURITY EXPO

SECURITY  
ANALYST  
SUMMIT

ISC2™

CISO  
GLOBAL

### Niche and Regional Events

SANS Cyber Security  
Summit Series

SECTOR

B&S  
SIDES

Hack in  
the Box

CyberSec  
& AI Prague

AUSTRALIAN  
CYBER  
CONFERENCE

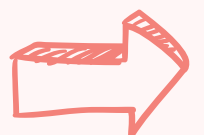
SHMOOCON

itsa  
Die IT-Security-Messe

RECON2024

#FIRSTCON

**CYBERSECURITY MARKETING RESOURCES**



## Resource #6

# Events and Conferences - Part 2

### Specialized Cybersecurity Events



### Emerging Markets and Regional Events



**CYBERSECURITY MARKETING RESOURCES**



# Resource #7

# Communities, Groups, Education and Training

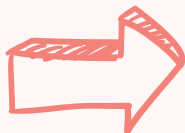
## Professional Associations



## Communities



## Certifications and Training Platforms



# Resource #8

## SEO and Backlinking Partners

Use their services to rank better on search engines and improve your inbound discoverability when prospective customers look for products you sell.

CyberSEO

Eskimoz

SCORPION

READERLINK

TechWyse  
INTERNET MARKETING

Rise  
a Quad company

linkbuilder.io

Black Hat SEO

LINKS  
MANAGEMENT

dofollow.com

<seo.co/>

POSITIONLY

fatjoe.

SEO.com

B BRAFTON  
FUEL YOUR BRAND

STRAIGHTNORTH  
Make every click count.®

VICTORIOUS

cybermark

Shark  
Digital

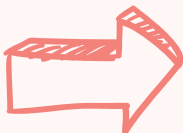
NinjaOutreach

Find more partners on  
following platforms

Clutch

GoodFirms

UpFirms.



## Resource #9

# Tools and Technologies - Part 1

### Market Research and Competitive Analysis



### Content Marketing and SEO



### Paid Advertising, Retargeting, Amplification



### ABM, Lead Generation and Nurturing



**CYBERSECURITY MARKETING RESOURCES**



## Resource #9

# Tools and Technologies - Part 2

### Social Media Management & Monitoring



### Email Marketing & Automation



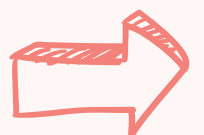
### Analytics and Reporting



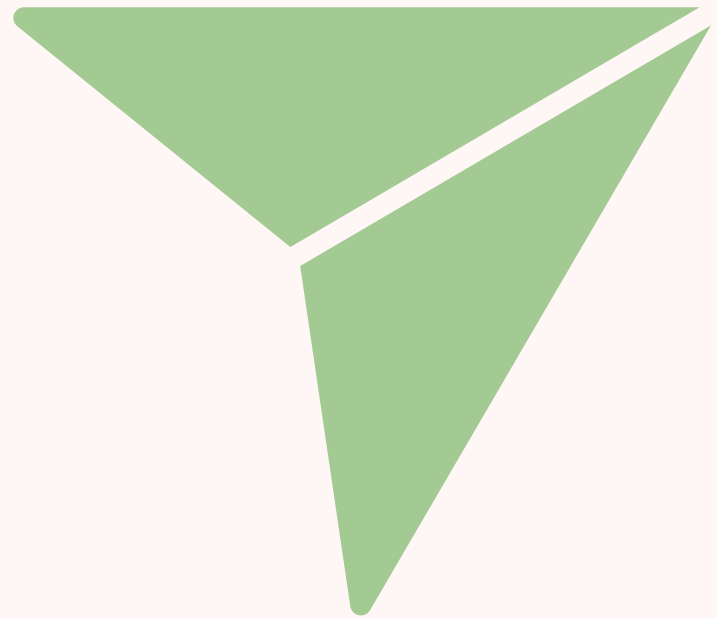
### Website Optimization & Conversion Rate Optimization (CRO)



**CYBERSECURITY MARKETING RESOURCES**



If you found this useful  
**Please Share with**  
**Your Cybersecurity**  
**Marketing Friends**



Connect with me for  
more resources



Jagsir Singh



@jagsirmsiles



jagsirmsiles.com