

“Business as Usual? Study Reveals How COVID-19 Could Change Cybersecurity”

In early 2020, the COVID-19 pandemic forced the world to shut its doors, turning virtual connection into a necessity. With the newly developed “virtual economy” still barely in its infancy, online safety measures are now a must-have for the online consumer. This sudden influx of demand is predicted to usher the cybersecurity industry as a whole into a new era of growth.

However, even the cybersecurity industry is not immune to the global economic impact of COVID-19. Contractions in the industry have raised some uncertainty about what the future of cybersecurity will look like, despite seemingly favorable conditions. InkHouse CEO Beth Monaghan is optimistic, suggesting that a new approach to “business as usual” is on the horizon:

“Contractions force creativity and efficiency. COVID-19 has caused all businesses to change seemingly overnight -- pressing pause on ‘business as usual’ and pivoting towards a new virtual model.”

To learn how the pandemic has impacted the industry’s approach to “business as usual”, InkHouse interviewed 20 CMOs and marketing leads from top cybersecurity corporations. A whopping **100%** of marketers surveyed reported a shift in their annual marketing strategy; newer marketing strategies were reported to place a higher emphasis on **empathy (86% of responses)**, **directness (29%)**, **philanthropy (29%)**, and **urgency (24%)**. These results suggest that, with the uncertainty brought about by COVID-19 and lockdown regulations, these qualities may be just what consumers are looking for.

In the wake of the COVID-19 pandemic, remote work and virtual events are rapidly becoming the new norm. Cybersecurity companies are now in a unique position, as they are the solution to a new, urgent problem. Companies are taking advantage of this opportunity to change their outreach strategy; Bob Roberts, VP of Communications at XSecurity, reports:

“For any piece of content or media engagement, we asked: ‘What is our role in helping to solve the larger problem?’ If we couldn’t definitively answer that question, we would change our [marketing] approach.”

To keep up with an increased demand for remote communication, marketers are reportedly making use of virtual events, social media, and digital media (e-books, downloadable resources, etc.) to connect with consumers. Overall, consumer feedback to these new strategies has been generally positive. These conditions are not expected to last, however: 34% of respondents were reportedly uncertain of their strategy for the coming year, while 58% expect to have to change their next annual strategy entirely.

The full details of this survey and its findings will be available in an upcoming video Q&A with a cybersecurity CMO, hosted by InkHouse. To learn more about InkHouse's own security practices, consider subscribing to our newsletter or emailing the team at workwithus@inkhouse.com.

To: [JOURNALIST / MEDIA COMPANY]*

From: InkHouse

Subject: Study Reveals How COVID-19 Could Change Cybersecurity

Hello [NAME]*,

I hope this email finds you well! I'm a Public Relations Associate at InkHouse. I was very interested in your latest coverage on [POST-PANDEMIC ECONOMIC EFFECTS AND/OR CYBERSECURITY]*. If you and your team are interested in covering similar topics in the future, we at InkHouse interviewed 20 CMOs and marketing specialists in the cybersecurity industry about how their approach to marketing has changed in the post-pandemic era.

The highlights of our findings were as follows:

- 100% of interviewees reported a shift in their marketing strategies amidst the COVID-19 pandemic.
- In the cybersecurity industry, marketing messages place a much higher emphasis on empathy (86%), along with directness (29%), philanthropy (29%), and urgency (24%)
- 58% of respondents expect to have to change their annual strategy entirely within the next year, suggesting that companies predict volatile market conditions.

To learn more, I encourage you to read the full press release here: [\(link to article\)](#)

If these findings are at all interesting to you, I'd love to set aside some time for a more in-depth discussion. Please let me know what date and time works best for you. And of course, if you have any further questions about our findings or our company, please don't hesitate to let me know!

Sincerely,

Kristina Algas

** = subject to change depending on recipient*