

# THE 25



**GREATEST**  
**LEAD GENERATION**  
**TIPS, TRICKS & IDEAS**  
For Cyber Security Companies  
**UPDATED: April 2019**

# Marketing Envy Founders



**Billy Cina**

Billy@MarketingEnvy.com  
@billycina



**Amit Lavi**

Amit@MarketingEnvy.com  
@amitlavi

Over 30 *<gulp>* years combined experience  
with tech start ups and multi-national brands

Google, Facebook, Ubuntu, Fuji-Xerox, HP Scitex, Cloudyn,  
PlainID, Illusive Networks, Forter, Coronet, CyberInt, Aqua  
Security, SecDo, Magic Software, Clicktale, SecuredTouch,  
Indegy, Luminate Security, Vulcan Cyber, Nuweba

# TABLE OF CONTENTS

**INTRODUCTION // 4**

**THE MECHANICS OF LEAD GENERATION // 5**

CHAPTER 1: CONTENT AND OFFERS // 6

CHAPTER 2: CALLS-TO-ACTION // 22

CHAPTER 3: LANDING PAGES // 27

CHAPTER 4: FORMS // 31

CHAPTER 5: ACCOUNT BASED MARKETING // 36

CHAPTER 6: MULTI-CHANNEL LEAD GENERATION // 39

**CONCLUSION // 47**

***“LEADS ARE THE METRIC THAT,  
AS MARKETERS, WE RELY ON.  
BECAUSE LEADS MEAN MONEY.”*** *- KIPP BODNAR*

Generating leads - both high in quantity and quality - is a marketer's most important objective. A successful lead generation engine is what keeps the funnel full of sales prospects while you sleep. Surprisingly, only 1 in 10 marketers feel their lead generation campaigns are effective. What gives?

There can be a lot of moving parts in any lead generation campaign and often it's difficult to know which parts need fine-tuning. In this guide, we will expose the top 25 techniques marketers should utilize to increase leads and revenue. These tactics have been tested in countless campaigns, working with some of the most impressive cloud and cyber security companies.

**~1500**

cyber security  
companies

**~500,000**

CISOs and Security  
team leads targeted

**5**

Marketing touchpoints (minimum)  
required to grab attention

# THE MECHANICS OF LEAD GENERATION

Before we dive into the **25 tips**, we should first cover the mechanics of lead generation. The best lead generation campaigns contain most, if not all, of these components. From a tactical perspective, a marketer needs four crucial elements to make inbound lead generation happen. These include:

## OFFER



An offer is a piece of content that is perceived high in value. Offers include eBooks, whitepapers, free consultations, coupons and product demonstrations.

## CALL-TO-ACTION



A call-to-action (CTA) is either text, an image or a button that links directly to a landing page so people can find and download your offer.

## LANDING PAGE



A landing page, unlike normal website pages, is a specialized page that contains information about one particular offer, and a form to download that offer.

## FORM



You can't capture leads without forms. Forms will collect contact information from a visitor in exchange for an offer.

The tips in this eBook will cover each of these elements so that each component is fully optimized to help you generate the most leads for your business. Now then, let's get started.



# CHAPTER 1

## CREATING IRRESISTIBLE OFFERS

# #1

## Use the Element of Scarcity

If you look at the principle of supply and demand, you'll notice that when supply is limited, demand goes up. Scarcity has a psychological influence on us, making us want something even more if there isn't enough to go around. Scarcity is great because it creates a fear of shortage, and thus a sense of urgency.

### Limited Time Offers

Limited time offers are among the most popular in the scarcity category. For example, provide a free proof of concept for anyone who meets you at RSA or BlackHat, or a special discount for Black Friday/Cyber Monday purchasers.



The banner is split into two sections. The left section has a dark grey background and features the MalCare logo (a stylized 'u' with three horizontal bars) and the text 'MalCare' in white. Below the logo, it says 'Fully Automatic WordPress Security Scanner and Cleaner' and 'Auto Scan | Instant Clean | Realtime Protection'. The right section has an orange background and features the text 'BLACK FRIDAY CYBER MONDAY' in white, '35% OFF' in large white letters, and 'Biggest Promo On BlogVault This Year!' in smaller white letters at the bottom.

MalCare  
Fully Automatic WordPress Security Scanner and Cleaner  
Auto Scan | Instant Clean | Realtime Protection

BLACK FRIDAY  
CYBER MONDAY

**35% OFF**

Biggest Promo On BlogVault This Year!



The banner has a blue background. At the top right is a close button 'X'. The text reads: 'RSA 2018 - The First Ever VR Game for CISOs', 'Face different vulnerabilities and vectors and select the right course of action - How Do You Think You'll Do?'. Below this is a digital countdown timer showing '06:21:42:23'. The timer is divided into four columns: 'Days' (06), 'Hours' (21), 'Minutes' (42), and 'Seconds' (23). At the bottom is a yellow button with the text 'Yes! I want to sign up'.

RSA 2018 - The First Ever VR Game for CISOs

Face different vulnerabilities and vectors  
and select the right course of action -  
How Do You Think You'll Do?

06:21:42:23  
Days Hours Minutes Seconds

Yes! I want to sign up

# #1

## Use the Element of Scarcity

### **Limited Quantity Offers**

When something is of limited quantity, it suddenly becomes more unique or exclusive. In some studies, limited quantity or supply offers have outperformed limited-time offers. Why? Because it's hard to tell when an offer of limited quantity will suddenly become unavailable, while a time-based offer has a known end time. Limited quantity offers are great for not only getting people to say “yes” to your offer but to avoid procrastination completely. For example: Provide limited time beta access for 50 engineers who connect their cloud accounts to your service. Another example, “Sign up this week to receive 10 extra container security scans”.

### **Limited Time and Limited Quantity**

A powerful combination that can be used for high profile releases of new product and features. When executed well, it should also increase shares on social media.



# #2

## The Bandwagon Effect

It's a natural tendency for humans to copy one another, even without realizing it -- we like to be a part of tribes and social communities. So when we notice our social circle is doing one thing, we tend to follow suit. One great way to make an offer more valuable is to show that other people are participating in that offer.

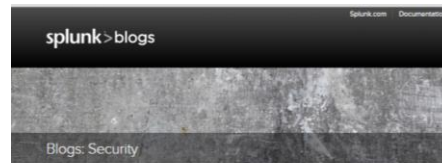
### Proof in Numbers

When possible, indicate how awesome an offer is by mentioning the number of people who have purchased, downloaded, signed up, or donated.

### Examples include:

- Webinars: When promoting a webinar, write how many have signed up in the past to that webinar, or so far to the webinar.
- Blog subscription & social sharing: Write under your blog Subscribe button the numbers of signups. See this example from Splunk.

Just make sure your claims are not only true, but believable.



### Adaptive Response Initiative to Better Combat Advanced Attacks with a Unified Defense

As we kick off this year's RSA conference, we are very excited to announce the [Adaptive Response Initiative](#), which brings together the best technologies across the security industry to help organizations combat advanced attacks. Splunk is proud to be leading this initiative, with other founding participants comprised of industry leaders from several security categories: [Carbon Black](#), [CyberArk](#), [Flareline](#), [Palo Alto Networks](#), [Powersight](#), [Tanium](#), [TrustConnect](#) and [Ziften](#). All of these companies will be demonstrating their adaptive response bi-directional integration with Splunk at RSA.

The [Initiative](#) aligns best-of-breed vendors – across different security areas – who recognize the importance of helping customers get the most out of collective security intelligence.



Was this content useful? Share it!



MARCH 1, 2016  
Posted by Haiyan Song in [Security](#)  
Tags: [adaptive response](#), [adaptive respon](#)  
[SplunkSecurity](#)

# #3

## Leverage Newsjacking

In May 2017, WannaCry was the latest in the long string of high-profile cyberattacks to splash doomsday scenarios all over the news. Ashley Maddison, Target, Sony, Tesco, and Yahoo, among others, have caused quite a stir across the cyber security community. But WannaCry stood out even among those breaches due to its immense reach and massive scale, impacting over 10,000 organizations and 200,000 individuals in over 150 countries.

Feelings of panic, helplessness and vulnerability run high, and many companies are willing to invest heavily for just a little piece of mind.... not to mention in order to comply with the tightening regulations.

Riding fear is valid. Simplistic, but valid. Following the attack, many cyber security vendors have jumped on the bandwagon with slogans like: “We will equip you better to handle the next attempted attack.” “Preempt WannaCry attack,” “Assess the damage,” and so on. There are, of course, some short-term gains from this type of campaigns.

When something is buzz-worthy, it creates high demand. In situations like this, you can align offers with “what’s hot.” Companies will often leverage newsjacking for this type of technique, and it works very well for offers, too.

Security

### Sophos waters down 'NHS is totally protected' by us boast

Watered down homeopathy for computers is more powerful, m'kay?

15 May 2017 at 13:34, John Leyden



**Updated** Sophos updated its website over the weekend to water down claims that it was protecting the NHS from cyber-attacks following last week's [catastrophic WannaCrypt outbreak](#).

Proud website boasts that the “NHS is totally protected with Sophos” became “Sophos understands the security needs of the NHS” after the weekend scrub-up.

Security-watchers, including former staffer [Graham Cluley](#), noticed the [reverse ferret](#).

# #3

## Leverage Newsjacking

There are pros and cons to leveraging newsjacking for marketing gain.

### Advantages

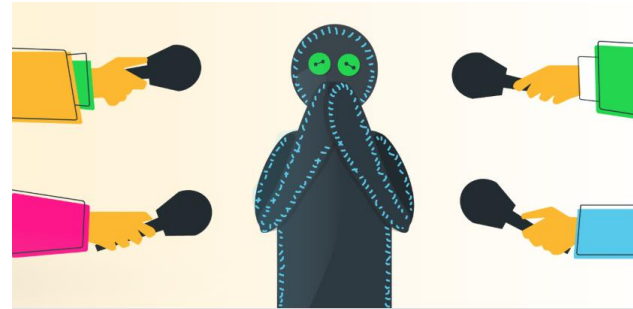
- Establishing yourself as an integral part of the ecosystem
- Spreading awareness
- Pressure to invest in cyber security

The complete post of the debate can be **found here** **(click on image):**

See examples of newsjacking on the next slide.

### Dis-Advantages

- Diverting Valuable Resources
- Calculating real ROI
- Self-righteous claims are risky



Newsjacking Cybersecurity Breaches: Good Practice or Bad Form?

# Leverage Newsjacking



CYBERINT.COM / THE CYBER FEED / THREAT LANDSCAPE / CONTACT US

## The Cyber Feed

PROTECTION BEYOND THE PERIMETER STARTS HERE.

### Recent Posts

Warning: Fifth-Generation Phishing Kits are here – A New Research by Check Point and Cyberint

### Wanna Cry? The Anatomy Of The Recent Attack

Last weekend, in the biggest attack of its kind ever recorded, the ransomware known as **WannaCrypt0r 2.0** has swept organizations of all shapes and sizes across 167 countries.

Webinar: Was WannaCry just a smokescreen for something far more dangerous? IDT Corp's CIO has first-hand proof that it was.

July 13, 2017 · Shai Morag



Register for the webinar on July 20, 1 pm EST/10 am PST to learn about, 'behind the scenes' of this evasive attack directly from Golan Ben-Oni, IDT's internationally acclaimed CIO and Gil Barak, CTO of Secdo.

REGISTER FOR OUR WEBINAR



Gadi Evron updated his status.

16 May 2017 · 1

Is **Cymmetria** the **ONLY** security vendor to not use **WannaCry** for marketing?

66

47 Comments



Like

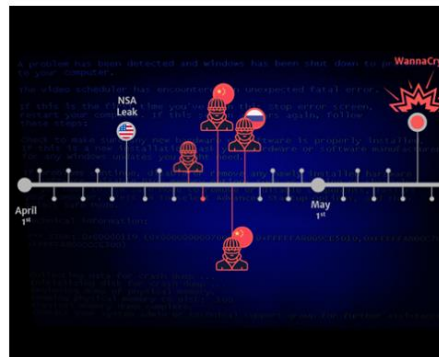


Comment



17 May 2017 · 6

First came the EternalBlue: Secdo found evidence of NSA EternalBlue exploit in use three weeks prior to the **WannaCry** attack!  
<http://hubs.ly/H07x3wF0>



Marketing Savvy 2018

Share

You and 44 others

# #4

## Focus on Creating An Amazing Title

Brian Halligan, HubSpot CEO and co-founder, once said that, “you can have a great offer with a bad title and no one will download it. But if you have an amazing title, suddenly everyone wants it.” Yes - people do judge a book by it’s cover. If your offer is a piece of content, such as a whitepaper, eBook, or presentation, put effort into creating an amazing title.

For an experiment, we changed the title of an eBook and ran an A/B test to see which one would perform better. We took the original title: “*The Productivity Handbook for Busy Marketers*” and changed it to: “*7 Apps That Will Change the Way You Do Marketing.*”

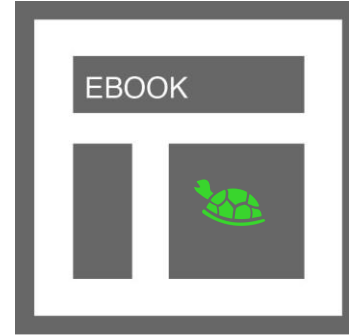
Name	Views	Conversion Rate	Submissions	First Time Submissions	Customers
7 Apps That Will Change the Way You Do Marketing	37,636	51.7%	19,465	2,716	8
The Productivity Handbook for Busy Marketers	7,233	32.3%	2,333	310	0

As you can see, the revised version outperformed the original by 776% at generating leads (first-time submissions). Not only that, but it resulted in more customers as well. If you’re struggling to come up with the perfect headline, try using the Headline Analyzer Tool by Advanced Marketing Institute or read: *7 Proven Headlines that Convert.*

# #5

## More Content Equals More Leads

The more content, offers, and landing pages you create, the more opportunities to generate leads.



# #6

## Use High-Value Offer Formats

Not all offers are created equal. Some “formats” perform better than others at converting leads. For example, what’s more valuable, a whitepaper or an eBook?

Below are the type of offers, in order of performance, that generate the most amount of cyber security leads.

- eBooks or Guides
- Presentations
- **Research & Reports**
- Whitepapers
- Kits (multiple offers packaged together)
- Live Webinars
- On-demand Videos
- Blog (including offers in the navigation or sidebar)
- Blog posts (if there is a CTA in the post)
- Middle-of-the-funnel offers: Demo Requests, Contact Sales, RFP, etc (more sales-ready offers).

It’s important to test different types of offers with your audience to determine what works for you. While eBooks score high on our list, you may find that reports, videos or other formats perform better.

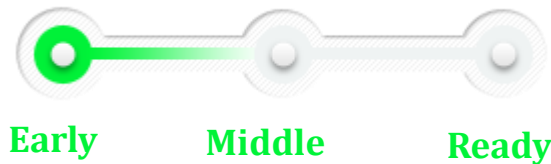
# #7

## Create Offers For Different Buying Stages

The most common offer I see on most websites is “Contact Us.” Sure, you want all your prospects to talk to sales, but not everyone is ready. As you know, buyers are more likely to do their own research before even engaging with a sales rep. And, every prospect is at a different stage of exploration. Some may need more education than others. That’s why it’s important to develop different offers at different buying cycles.

Someone at the top of the buying cycle may be more interested in an informational piece like a guide or eBook, whereas someone more committed at the bottom of the cycle might be more interested in a free trial or demo. You don’t need to pick and choose; create offers for each phase, and include a primary and secondary CTA to these offers on various pages throughout your site. For example, a company such as Portnox, a network security company, created the following content for each stage:

- **Early stage:** a blog post detailing the needs for standards in IoT security
- **Middle Stage:** Whitepaper about what you’d need to consider before a Network Access Control Solution
- **Ready Stage:** Product landing page with details about the advantages of their new IoT security solution





# #7

## Create Offers For Different Buying Stages




### 8 Reasons Why Deception Technology Trumps Honey Pots Every Time

Posted by [Gily Netzer](#) on May 25, 2017 7:45:07 AM

[Tweet](#) [Share](#) 44 [Like](#) [Share](#) [G+](#) 0

We see it every day. There's a widespread misunderstanding about the differences between deception technology and the traditional honeypot method of detecting cyber attackers. Honey pot tactics and deception technology are significantly different—from their underlying basic premise to their levels of effectiveness. Here's how they differ.






### Deception Matters: Slowing Down the Adversary with Illusive networks®

Growing awareness of illusive networks' Deceptions Everywhere® technology recently led SANS Fellow, Dr. Eric Cole, to test our solution. Not only did he attempt to successfully deceive an attacker, he also evaluated illusive's scalability, manageability, and believability.

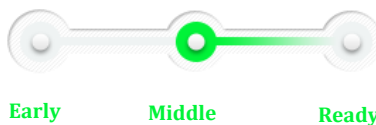
The results of his (unsuccessful) efforts to attack a network and escape detection are contained in this new SANS Solution Review.




*"Illusive has created a unique solution that allows deception to scale across the enterprise. Illusive's solution will provide value to any organization looking to reduce dwell time and control overall damage from an incident" said Dr. Cole.*

Download the SANS Institute Solution Review **Deception Matters: Slowing Down the Adversary with Illusive networks** and learn about.

First Name  
 Last Name  
 Email  
 Company Name  
 Phone Number  
 Country  
- Please Select -  
[Download the Report](#)





### Get A Free Threat Assessment And A 30-Day Product Trial\*

Request Your Free Assessment And Trial

Detect and disrupt the most advanced persistent threats with the first purpose-built, award winning deception technology.

Request a free assessment now and receive a review of your environment and consultation about potential attack vectors. Following the assessment, you'll receive a free 30-day trial\* of our solution suite, featuring Deceptions Everywhere® and real-time forensics.

Complete the form and explore the benefits of illusive networks' solution suite, including:

- Immediate solution possession
- Solution deployment without any disruption to customer business, promoting transparency with your IT team and users alike
- Remotely set deception traps with no agents installed on customer systems

First Name\*  
 Last Name\*  
 Business Email\*  
 Company Name\*  
 Number of Employees  
 Job Title\*  
 Country  
- Please Select -  
[Request My Trial](#)

\*Free trial for 30 days across Windows workstations and Windows servers. All trial requests are routed to an Illusive networks security specialist for evaluation. All requests must first meet PIV qualifications prior to initiating trial.



# #7

## Create Offers For Different Buying Stages



Just about everything is connected from cell phones and wearable devices to cars, refrigerators and industrial equipment. IT experts have long recognized this global connectivity will only continue to skyrocket. Gartner has predicted that more than 26 billion devices will be connected globally by 2020, and other experts have put that number in the 50-to-100 billion range.

Connectivity adds convenience to our jobs. It is almost expected that employees will use BYOD devices such as laptops, smart phones and tablets to communicate. But a tremendous challenge for IT professionals is network security. Not knowing what is connected to your employer's network is dangerous. How does your IT staff protect sensitive information from hackers if you and they don't account for risks such from invisible connected infrastructure?

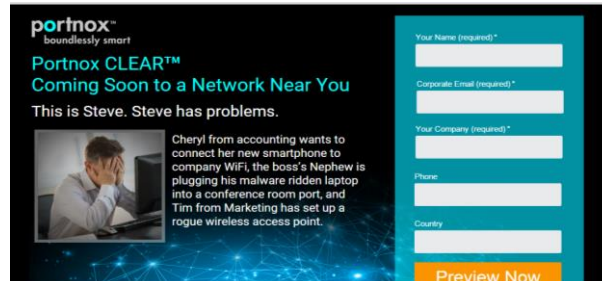
Well, it sometimes takes a village to be vigilant. There's currently a rush to create universal standards for IoT that will cover a wide expanse of areas, including security. Setting global standards for IoT security management will certainly help your IT staff keep questionable devices from wreaking havoc on your network.



Early

Middle

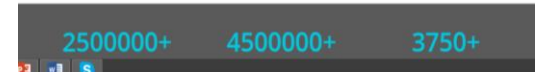
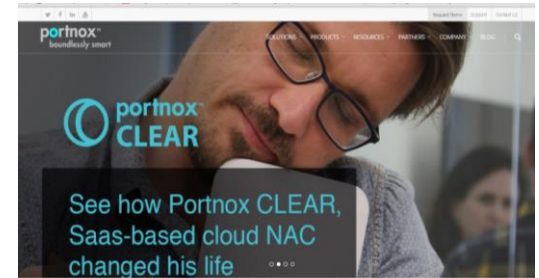
Ready



How can Steve keep his network safe?

Portnox CLEAR™ offers cloud-based continuous endpoint monitoring for the admin on the go. Not only does Portnox CLEAR™ detect susceptible devices, it assigns them appropriate clearance levels in real-time. Finally, a scalable NAC solution that never lets its guard down.

Want an exclusive sneak-peek at Portnox CLEAR™? Fill out the form and see what all the fuss is about.



Early

Middle

Ready



Early

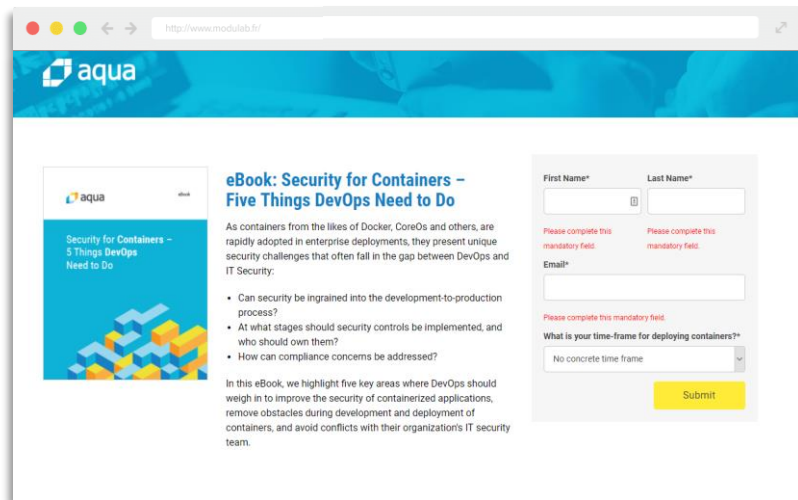
Middle

Ready

# #8

## Repurpose Your Content for Different Personas

For DevOps



The screenshot shows a web browser window with the URL <http://www.modulelab.fr/>. The header features the Aqua logo and a blue banner with the text 'REPURPOSE YOUR CONTENT'. The main content area displays the eBook cover for 'Security for Containers - Five Things DevOps Need to Do'. The cover features the Aqua logo and a blue background with yellow and orange cubes. The text on the cover reads: 'Security for Containers - 5 Things DevOps Need to Do'. Below the cover, there is a paragraph of text and a list of bullet points. The text reads: 'As containers from the likes of Docker, CoreOs and others, are rapidly adopted in enterprise deployments, they present unique security challenges that often fall in the gap between DevOps and IT Security:'. The bullet points are: 'Can security be ingrained into the development-to-production process?', 'At what stages should security controls be implemented, and who should own them?', and 'How can compliance concerns be addressed?'. Below the text, there is a paragraph: 'In this eBook, we highlight five key areas where DevOps should weigh in to improve the security of containerized applications, remove obstacles during development and deployment of containers, and avoid conflicts with their organizations IT security team.' To the right of the eBook content is a form with fields for 'First Name\*', 'Last Name\*', 'Email\*', and 'What is your time-frame for deploying containers?\*' (with a dropdown menu showing 'No concrete time frame'). There are red error messages: 'Please complete this mandatory field.' for the first three fields. A yellow 'Submit' button is at the bottom right of the form.

**eBook: Security for Containers – Five Things DevOps Need to Do**

As containers from the likes of Docker, CoreOs and others, are rapidly adopted in enterprise deployments, they present unique security challenges that often fall in the gap between DevOps and IT Security:

- Can security be ingrained into the development-to-production process?
- At what stages should security controls be implemented, and who should own them?
- How can compliance concerns be addressed?

In this eBook, we highlight five key areas where DevOps should weigh in to improve the security of containerized applications, remove obstacles during development and deployment of containers, and avoid conflicts with their organizations IT security team.

First Name\* Last Name\*

Please complete this mandatory field. Please complete this mandatory field.

Email\*

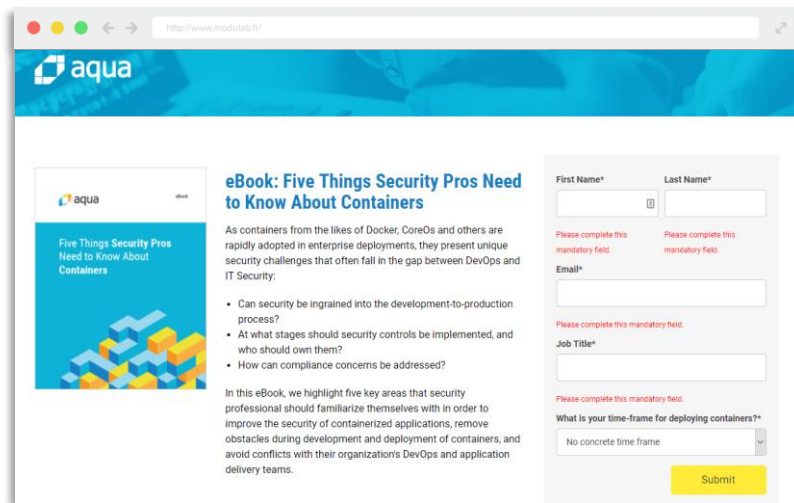
Please complete this mandatory field.

What is your time-frame for deploying containers?\*

No concrete time frame

Submit

For Security



The screenshot shows a web browser window with the URL <http://www.modulelab.fr/>. The header features the Aqua logo and a blue banner with the text 'REPURPOSE YOUR CONTENT'. The main content area displays the eBook cover for 'Five Things Security Pros Need to Know About Containers'. The cover features the Aqua logo and a blue background with yellow and orange cubes. The text on the cover reads: 'Five Things Security Pros Need to Know About Containers'. Below the cover, there is a paragraph of text and a list of bullet points. The text reads: 'As containers from the likes of Docker, CoreOs and others are rapidly adopted in enterprise deployments, they present unique security challenges that often fall in the gap between DevOps and IT Security:'. The bullet points are: 'Can security be ingrained into the development-to-production process?', 'At what stages should security controls be implemented, and who should own them?', and 'How can compliance concerns be addressed?'. Below the text, there is a paragraph: 'In this eBook, we highlight five key areas that security professional should familiarize themselves with in order to improve the security of containerized applications, remove obstacles during development and deployment of containers, and avoid conflicts with their organizations DevOps and application delivery teams.' To the right of the eBook content is a form with fields for 'First Name\*', 'Last Name\*', 'Email\*', 'Job Title\*', and 'What is your time-frame for deploying containers?\*' (with a dropdown menu showing 'No concrete time frame'). There are red error messages: 'Please complete this mandatory field.' for the first four fields. A yellow 'Submit' button is at the bottom right of the form.

**eBook: Five Things Security Pros Need to Know About Containers**

As containers from the likes of Docker, CoreOs and others are rapidly adopted in enterprise deployments, they present unique security challenges that often fall in the gap between DevOps and IT Security:

- Can security be ingrained into the development-to-production process?
- At what stages should security controls be implemented, and who should own them?
- How can compliance concerns be addressed?

In this eBook, we highlight five key areas that security professional should familiarize themselves with in order to improve the security of containerized applications, remove obstacles during development and deployment of containers, and avoid conflicts with their organizations DevOps and application delivery teams.

First Name\* Last Name\*

Please complete this mandatory field. Please complete this mandatory field.

Email\*

Please complete this mandatory field.

Job Title\*

Please complete this mandatory field.

What is your time-frame for deploying containers?\*

No concrete time frame

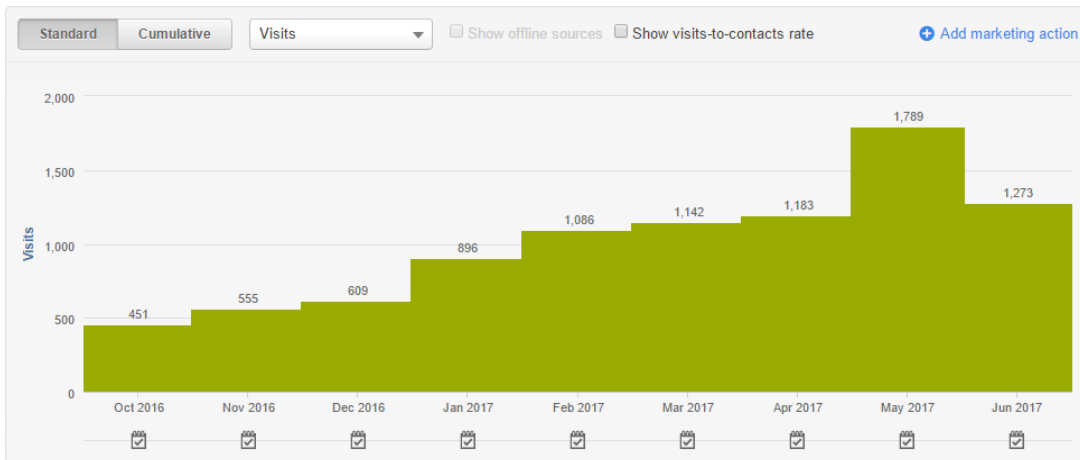
Submit

# #9

## Blogging That Brings in the Leads

Companies that blog 6-8 times per month double their lead volume.

- Know your audience
- Set SMART KPIs
- Set relevant CTAs



# #10

## Avoid Corporate Gobbledygook

Read how CISCO  
keeps their content  
mostly jargon free

A professional image is necessary, but you still want to avoid the dreaded corporate gobbledygook. What is gobbledygook you ask? Great question.

These are jargon terms and phrases that have been over-used and abused rendering them meaningless (you'll find them mostly in the high-tech industry, but everyone is an offender at one point or another). These words are meant to add more emphasis of a particular subject, but instead, they make your eyes roll.

### What's the true cost of a breach?

Data is at the heart of everything your company does: it's your intellectual property, your next big break, your customer records, your revenue. A breach costs much more than just fixing outages and damaged systems. Building a strong security posture can help protect your reputation.

Watch how an attack unfolds

### Avoid these words when describing your offers:

- Next Generation
- Flexible
- Robust Encryption
- Scalable
- Hermetically sealed
- Cutting edge
- Groundbreaking
- Best of breed
- Easy to deploy
- Mission critical



# CHAPTER 2

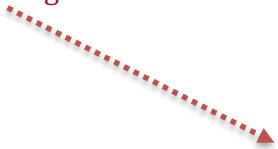
CALLS-TO-ACTION THAT ROCK

# #8

## Place Your CTA Where the Eye Can See

Calls-to-action do best “above the fold” - the space where your web page is viewable to the user without having to scroll down. According to heat map analysis, anything “below the fold” will only be viewed by 50% of people who visit your page. Doubling impressions on your CTAs can significantly increase your lead count.

Notice the placement of the primary CTA on CyberInt's landing page.




**Find the Weak Spots Before the Attackers do with Threat Intelligence Based Penetration Testing**

Gaining the Attacker's Perspective – By identifying weaknesses in your attack surface using our cutting-edge threat intelligence platform is key for getting the most value out of any penetration testing.

With our penetration testing, you will be able to simulate real-life attack scenarios instead of testing your application, network or cloud infrastructure blindly.

Send us a note for a consultation call or to get a quote today. We're CREST certified.

And, here are some of our happy customers:



**Sign Up**

Email\*

First Name\*  Last Name\*

Company Name\*

Country\*

**Cyberint** [More Links](#) [Contact Us](#)

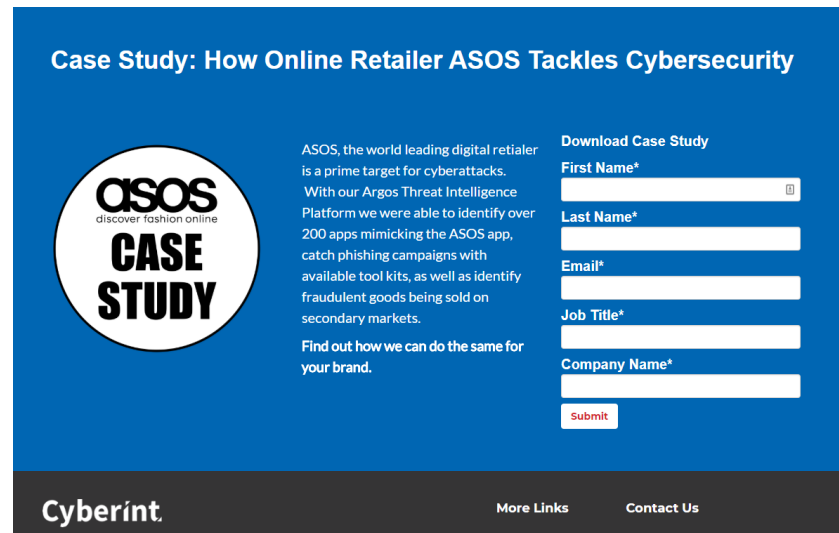
# #9

## Link Your CTA to a Dedicated Landing Page

This tip might seem minor, but it's incredible how often businesses miss this opportunity. Calls-to-action are meant to send visitors to a dedicated landing page where they receive a specific offer. Do not use CTAs to drive people to your homepage. Even if your CTA is about your brand or product (and perhaps not an offer like a download), still send them to a targeted landing page that is relevant to what they are looking for. If you have the opportunity to use a CTA, send them to a page that will convert them into a lead.



This CTA for a LinkedIn eBook drives visitors directly to a landing page for that eBook.





# #10

## Promote Offers on Product Pages

CTAs shouldn't be one size fits all. If your company offers various products or services, you may want to consider creating a different offer for each of them. Then you can place CTAs linking to each offer on the website pages that are most relevant to that offer.



The screenshot shows a product page for Palo Alto Networks' 'Cybersecurity For Dummies' ebook. The page features a large title, a cartoon character, and a list of three key points. Below the list is a registration form with fields for First Name, Last Name, Work Email, Company, Job Level, Phone, and Country. There are also checkboxes for 'I'd like to speak to a specialist' and 'Send me special offers and news'. A prominent blue button labeled 'DOWNLOAD FOR FREE' is located at the bottom of the form. A red dotted arrow points from the text on the right towards this button.

**paloalto NETWORKS**

# CYBERSECURITY FOR DUMMIES

BEST PRACTICES FOR DEFENDING AGAINST APTs

This ebook provides an in-depth examination of:

- 1 The cybersecurity landscape and why traditional security solutions fail
- 2 What next-generation security brings to the fight
- 3 Ten best practices for controlling APTs

APT's (advanced persistent threats) have changed the world of enterprise security and how networks and organizations are attacked. These threats, and the cyber-criminals behind them, are experts at remaining hidden from traditional security while exhibiting an intelligence, resiliency, and patience that has never been seen before.

Controlling these threats requires multiple security disciplines working together in context. While no single solution will solve the problem of advanced threats on its own, next-generation security provides the unique visibility and control of, and the true integration of, threat-prevention disciplines needed to find and stop these threats — both known and unknown.

Registration Form:

- FIRST NAME\*
- LAST NAME\*
- WORK EMAIL\*
- COMPANY\* (Suggestions from the yellow pages)
- JOB LEVEL\* (Please Select ...)
- PHONE\*
- COUNTRY\* (Please Select ...)
- ☐ I'd like to speak to a specialist
- ☐ Send me special offers and news

**DOWNLOAD FOR FREE**

In this example, a CTA for “Download Free” is placed on a product page.

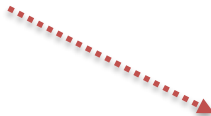
# #11

## Thank You Pages are Great CTA Real Estate

Even if someone completes a form on your website (thus they've converted as a lead), don't stop there. Increasing engagement is also a top priority for marketers so that prospects turn into loyal fans.

Once someone reaches a "thank you page," the page that a visitor arrives on after completing a form, use that space as an opportunity to promote more offers and content. For example, if a visitor on Palo Alto Networks signs up for an e-book, they are offered more information that may be of interest to them

Want more information?





# **CHAPTER 3**

## LANDING PAGES THAT CONVERT

# #12

## Elements of an Effective Landing Page

Landing pages, sometimes called a “Lead Capture Page,” are used to convert visitors into leads by completing a transaction or by collecting contact information from them. Landing pages consist of:

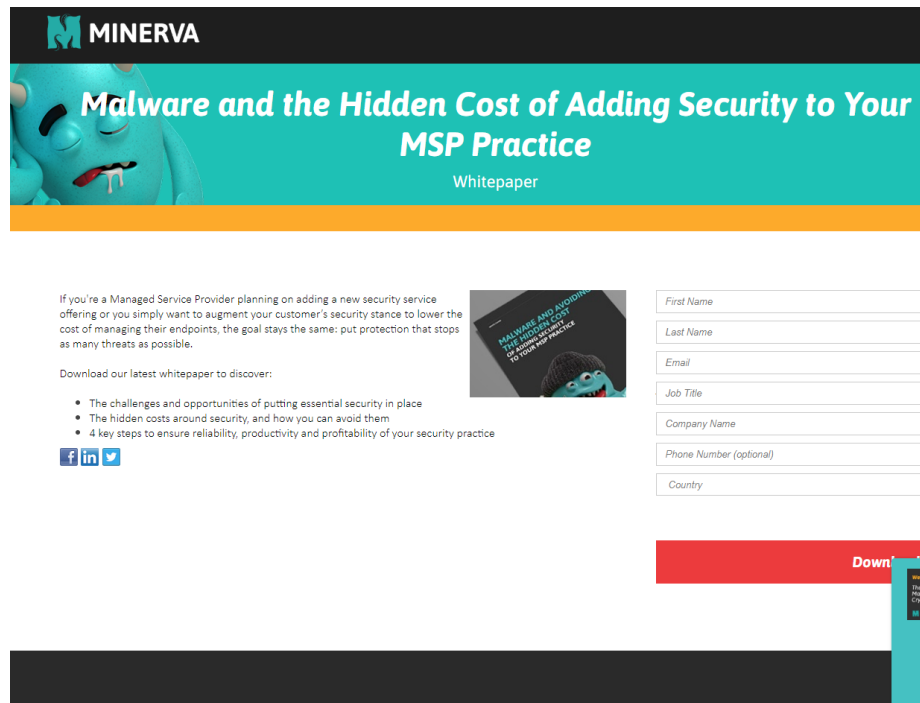
A headline and (optional) sub-headline

A brief description of the offer

At least one supporting image

(Optional) supporting elements such as testimonials or security badges

Increase your landing page conversion rates by removing the main navigation from the page.



# #13

## Remove the Main Navigation

Once a visitor arrives on a landing page, it's your job to keep them there. If there are links on the page to move about your website, it will distract the visitor and decrease the chance of them converting on the page.

One of the best ways to increase your landing page conversion rates is to simply remove the main navigation from the page. That's it!

Removed main navigation

The landing page design features a dark blue header with the 'distil networks' logo on the left and a stylized robot illustration on the right. The main heading 'IT Security Vendor Analysis' is centered in the header. Below the header, the text 'Bizety's IT Security Vendor Analysis: Akamai, CloudFlare, Imperva, F5 and Distil Networks' is displayed. A circular diagram titled 'Vendor Core Competency' shows various security services surrounding a central core. On the right side, there is a form with five input fields for user information.

**distil networks**

# IT Security Vendor Analysis

**Bizety's IT Security Vendor Analysis:**  
Akamai, CloudFlare, Imperva, F5 and Distil Networks

**Vendor Core Competency**

- CDN with DDoS Mitigation
- Bot Detection and Mitigation
- Distil Networks
- Security Appliance
- F5 ASM
- Imperva/Imperva
- Web Application Firewall
- Akamai
- CloudFlare
- Web Infrastructure and Data

**First Name\***

**Last Name\***

**Company Name\***

**Job Title\***

**Business Email\***

# #14

## Match the Headline of the Landing Page to the Corresponding CTA

Keep your messaging consistent on both your CTA and the headline of the landing page. If people click on a link for a free offer and then find out there's a catch on the landing page, you'll instantly lose their trust. Similarly, if the headline reads differently than the CTA, it might lead to confusion, and the visitor might wonder if the CTA is linked to the wrong page.

[Bring Your Own Device - The 10 Commandments of BYOD](#)

[Ad](#) [www.maas360.com/BYOD-Guide](#)

[Your Free Guide To A Strong BYOD Policy.](#)


[On Demand Webinars](#) · [30-Day Free Trial](#) · [Pricing Flexibility](#) · [Solution Bundles](#)

[Request MaaS360 Demo](#)

[Customer Success](#)

[Why MaaS360](#)

[Secure Productivity Suite](#)

 WHITE PAPERS

### The Ten Commandments of Bring Your Own Device (BYOD)

Bring Your Own Device (BYOD) May Be Overwhelming, But It's Not Hard

Bring Your Own Device (BYOD) offers employees and corporations countless business benefits from increased efficiency to controlled costs on provisioning a mobile workforce.

Download the Ten Commandments of Bring Your Own Device (BYOD) today to learn:

**Essentials:**

- BYOD policy considerations
- Device discovery
- Enrollment best-practices
- Over-the-air configuration
- Self-service portals

There's more inside, download your Bring Your Own Device (BYOD) Basics Guide today.

### Download this whitepaper

First Name

Last Name


Company Email

Phone

Company

[Download Now](#)

Your email and personal information are confidential, and will not be sold or rented. See our Privacy Policy for more information.

 **TRUSTe** certified privacy



# CHAPTER 4

## OPTIMIZED FORMS

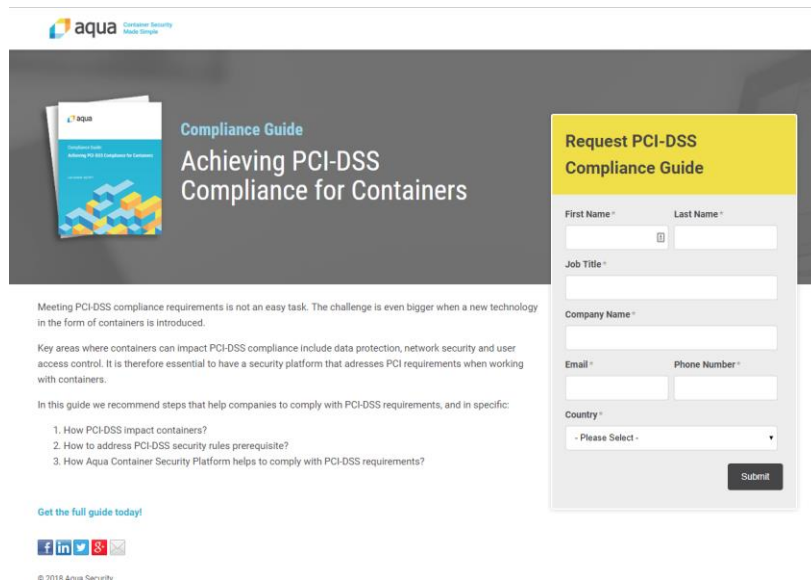
# #15

## The Right Form Length

You might be wondering how much or how little information you should request with a form. There is no magic answer when it comes to how many fields your form should contain, but the best balance would be to collect only the information you really need.

The fewer fields you have in a form, the higher the clicks and conversion rate. This is because with each new field you add to a form, it creates friction (more work for the visitor) and fewer conversions.

On the other hand, **the more fields you require, the better quality those leads will be.** The best way to determine what works best is to test it.



**aqua** Container Security Made Simple

**Compliance Guide**  
Achieving PCI-DSS Compliance for Containers

**Request PCI-DSS Compliance Guide**

First Name \* Last Name \*

Job Title \*

Company Name \*

Email \* Phone Number \*

Country \*

- Please Select -

Submit

Meeting PCI-DSS compliance requirements is not an easy task. The challenge is even bigger when a new technology in the form of containers is introduced.

Key areas where containers can impact PCI-DSS compliance include data protection, network security and user access control. It is therefore essential to have a security platform that addresses PCI requirements when working with containers.

In this guide we recommend steps that help companies to comply with PCI-DSS requirements, and in specific:

1. How PCI-DSS impact containers?
2. How to address PCI-DSS security rules prerequisite?
3. How Aqua Container Security Platform helps to comply with PCI-DSS requirements?

[Get the full guide today!](#)

[f](#) [in](#) [t](#) [v](#) [p](#)

© 2018 Aqua Security



# #16

## GDPR Compliance\*: Withdrawal of Consent

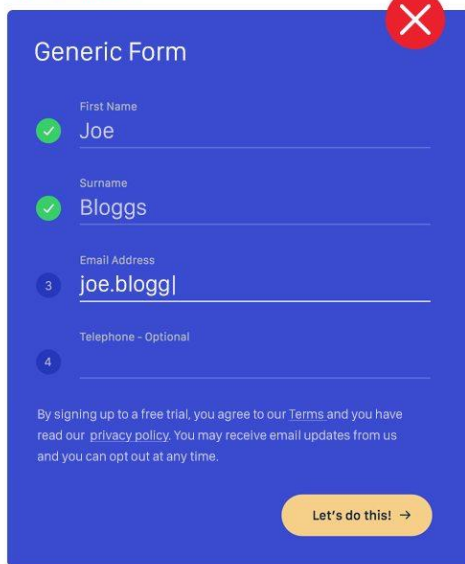
All contacts are required to provide specific consent for the use of their data.

- Pre-checked consent boxes are no longer be allowed.
- Make sure to **update these settings** if relevant on all landing pages and forms.
- Every action you wish to conduct with the data needs to be specified in the opt-in form.
- All data relating to consent criteria must be saved

All contacts must be able to withdraw consent for services they don't want and to opt-in only to services they do want.

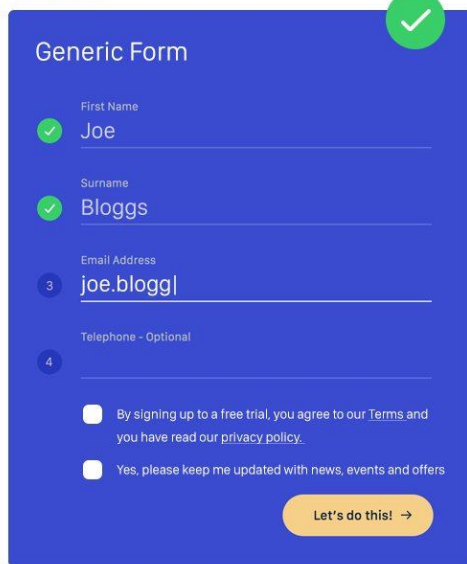
\*This is by no means a comprehensive list of GDPR compliance requirements. Make sure you do your homework and find out how the regulation applies to your company and marketing. You will need legal advice!

Non compliant



A blue form titled "Generic Form" with a red "X" icon in the top right corner, indicating it is non-compliant. The form contains four input fields: "First Name" (filled with "Joe"), "Surname" (filled with "Bloggs"), "Email Address" (filled with "joe.blogg|"), and "Telephone - Optional" (empty). Below the fields is a paragraph of text: "By signing up to a free trial, you agree to our Terms and you have read our privacy policy. You may receive email updates from us and you can opt out at any time." At the bottom is a yellow button that says "Let's do this! →".

Compliant



A blue form titled "Generic Form" with a green checkmark icon in the top right corner, indicating it is compliant. The form contains four input fields: "First Name" (filled with "Joe"), "Surname" (filled with "Bloggs"), "Email Address" (filled with "joe.blogg|"), and "Telephone - Optional" (empty). Below the fields is a paragraph of text: "By signing up to a free trial, you agree to our Terms and you have read our privacy policy." followed by two checkboxes. The first checkbox is checked and is followed by the text "By signing up to a free trial, you agree to our Terms and you have read our privacy policy." The second checkbox is unchecked and is followed by the text "Yes, please keep me updated with news, events and offers". At the bottom is a yellow button that says "Let's do this! →".

# #17

## Make the Form Appear Shorter

Sometimes people refrain from filling out a form just because it “looks” long and time-consuming. If your form requires many fields, try making the form look shorter by adjusting the styling.

For example, reduce the spacing in between fields or align the titles to the left of each field instead of above it so that the form appears shorter. If the form covers less space on the page, it may seem as if you’re asking for less.

**A**

Name:\*

Email\*

Company\*

Phone\*



Both forms have the same number of fields, but version *A* looks shorter than *B* just in terms of space on the page.

**B**

Name:\*

Email\*

Company\*

Phone\*

# #18

## Reduce Anxiety With Social Proof

People are more resistant to give up their information these days, primarily due to the increase in spam and data theft. There are a few different elements you can add to the form or landing page to help reduce a visitor's anxiety to complete the form:

- Add a privacy message (or link to your privacy policy) that indicates their email will not be shared or sold.
- Adding testimonials or customer logos is another way to illustrate social proof. For example, if your offer is for a Free Trial, you may want to include a few customer testimonials about your product or service or their logos.

Example of social proofs located next to the form.



**Find the Weak Spots Before the Attackers do with Threat Intelligence Based Penetration Testing**

Gaining the Attacker's Perspective - By identifying weaknesses in your attack surface using our cutting-edge threat intelligence platform is key for getting the most value out of any penetration testing.

With our penetration testing, you will be able to simulate real-life attack scenarios instead of testing your application, network or cloud infrastructure blindly.

Send us a note for a consultation call or to get a quote today. We're CREST certified.

And, here are some of our happy customers:

**Sign Up**

Email\*

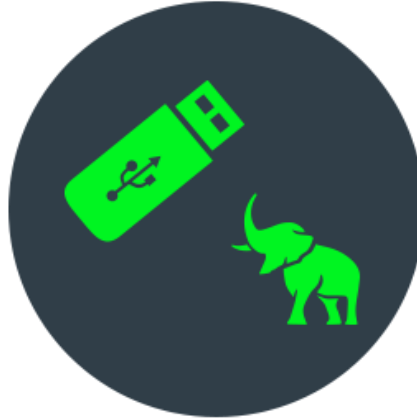
First Name\*  Last Name\*

Company Name\*

Country\*

**Cyberint**

[More Links](#) [Contact Us](#)



# CHAPTER 5

Account Based Marketing (ABM)

# #19

## Don't Skip ABM

Account-based marketing (ABM) or inbound marketing - which way should you go? Well, actually, it's not quite as simple as that.

Traditional B2B marketing tends to take a broad approach to lead generation, with the goal of capturing as many leads as possible. Conversely, ABM takes the traditional inbound marketing funnel and flips it on its head.

*“Traditional demand generation is like fishing with a net for leads. You don't care which specific ‘fish’ you catch, you only care if you catch enough. But Account Based Marketing is more like fishing for named accounts with a spear. You reach out to the right people at the right accounts with targeted, relevant messages.” - Jon Miller, CEO and Co-founder of Engagio & Former Co-founder of Marketo*



Based on the #FlipMyFunnel model for ABM by Sangram Vajre



# #19

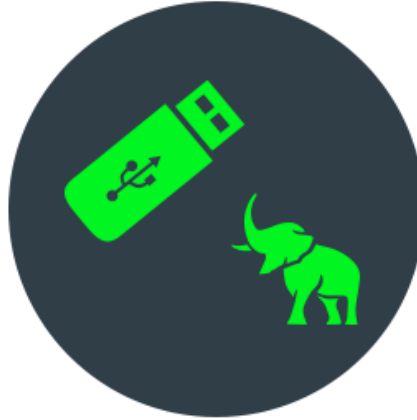
## Don't Skip ABM, Part 2

**ABM is a form of strategic B2B marketing based on measurable goals for specific target accounts**

ABM is not exactly a new concept in the B2B marketing community and is ideally suited for B2B firms with long, complex sales cycles that often involve many stakeholders, and are typically high-value. Creating an ABM strategy for a product that costs \$25 a month and is suited to a wide audience may not be the right approach.

### **6 Keys to ABM Success for B2B**

- **Account Selection** - a collaborative effort between marketing and sales based on a mix of firmographic data and business intelligence to define and prioritize your high-value accounts.
- **Insights** - planning and preparation; map accounts and pinpoint key internal players.
- **Content** - start creating quality, compelling content with targeted messaging that addresses each target account's specific needs
- **Orchestration** - choose your promotion channels and budgets wisely.
- **Distribution** - it's time to execute
- **Measurement** - test, measure, optimize, repeat; test, measure, optimize, repeat!!!



# CHAPTER 6

## MULTI-CHANNEL LEAD GENERATION

# #20

## Blogging Brings in the Leads

According to HubSpot's recent Benchmarks report, companies that blog 6-8 times per month double their lead volume. There is no question that blogging is a highly effective channel for lead generation.


In every blog post, include hyperlinks to landing pages within the copy of the post, as well as a prominent call-to-action.

An example of a CTA at the bottom of an Aqua Security blog post. The offer matches the content of the post for relevance.

[Use Cases](#)[Platform](#)[Partners](#)

Container networking has come a long way in a very short time. Just two years ago, Docker released [its Overlay driver](#) for connecting containers across hosts. Today, Kubernetes networking tools and Docker networking tools are capable and resilient enough to satisfy the needs of most deployments.

[On-Demand Webinar: Container Networking, Storage and Security](#)

 container tools, kubernetes, docker tools



# #21

## Email Marketing

Many businesses believe that email marketing only really works when communicating with existing prospects and customers. Not so! Email can be a great channel for new lead generation. Here are some ways you can use email to generate more new prospects while keeping within the GDPR guidelines:

- **Focus on an opt-in strategy.** The first step to email lead generation is to make sure you have happy subscribers that enjoy receiving emails from you.
  - Spamming under GDPR is no longer an option
  - List buying will become obsolete
  - Existing contacts from EU addresses will need to provide consent to receive further emails
  - New contacts will need to receive precise information regarding what you will be doing with their contact information
- **Send valuable offers.** If you send really interesting or super valued offers - whether it's downloads, discounts or educational content - people will more likely share your emails with their friends or colleagues.
- **Provide the tools to share.** Don't forget to add a "Forward to a Friend" link.

Simple email promoting a valuable offer that includes social media sharing buttons.



Hi CONTACT.FIRSTNAME,

Malware vaccination can play a powerful role in stopping the spread of malware and help the company gain control over the incident.

I've compiled a few blogs I think will interest you, and help you dive deeper into the way vaccination can stop attacks before damage is done.

- [Using Vaccination to Stop Malware in Real-Life Scenarios](#)
- [Malware Vaccination for the Enterprise](#)
- [Mystique automatically extract infection markers](#)

If you'd like to see for yourself how this works, feel free to reach out at any time for a [quick demo](#).

Best,

Sharron Malaver

VP Marketing

 MINERVA



# #22

## Social Media

Social media isn't just for liking funny pictures or Tweeting what you ate for breakfast. Companies large and small are increasingly using the platform for lead generation, influencer and crowd engagement. Here are some great tips for generating leads on social networks.

- **Build a loyal following.** Building a relationship with potential customers is a critical first step. Social media connections are really about people-to-people, not always company-to-individual. Get to know your audience online, communicate and share information. To generate leads, you need to have human interaction with others.
- **Remember, social media is a dialogue.** Companies that only use social media to blast out messages about themselves aren't using social channels effectively. The goal is to interact with others and be helpful. When you share content on social media, don't always post something that relates to your company. Share links to other interesting things you've found online. People will be very thankful you are noticing their work, too!
- **Influence connections for content sharing.** Publishing and sharing content that directs traffic to targeted landing pages is the single biggest lever to increase lead generation through social media. Share your new content offers by posting links to landing pages, and also share blog posts, discounts, and other great resources.

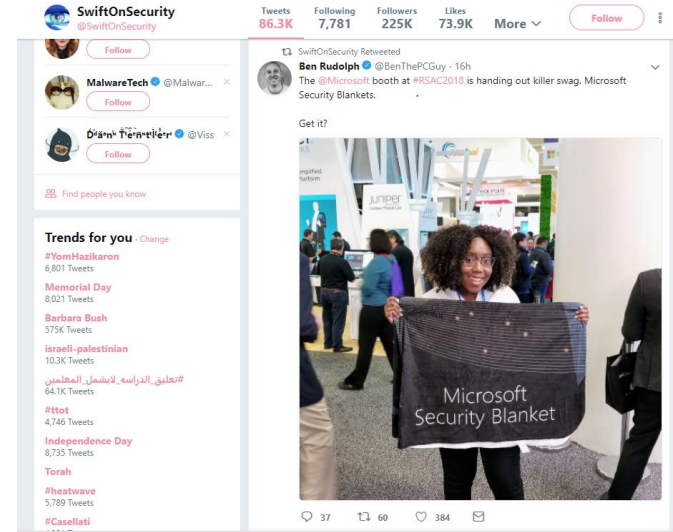
# #22

## Social Media, Part Two

CyberInt: An excellent example of social media boosting PR activities

CyberInt On Sky News Following The JD Wetherspoon Breach

Our VP Marketing talks to Ian King on Sky News about the JD Wetherspoons breach.



Microsoft: Another illustration of social media boosting RSA trade show activities

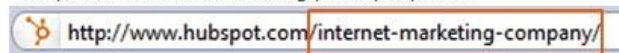
# #23

## Organic Search

While promoting your offers in many channels is crucial for lead generation, it's also equally important to make it easy for people to find your landing pages through search engines. To do this, you need to apply search engine optimization (SEO) best practices to your landing pages, such as:

- Pick a primary keyword for each landing page and focus on optimizing that page for that word. If you oversaturate a page with too many keywords, the page will lose both its importance and authority because search engines won't have a clear idea of what the page is about.
- Place your primary keywords in your headline and sub-headline. These areas of content have greater weight to search engines.
- Include the keywords in the body content but don't use them out of context. Make sure they are relevant to the rest of your content.
- Include keywords in the file name of images (e.g., mykeyword.jpg) or use them in the ALT tag.
- Include the keywords in the page URL.

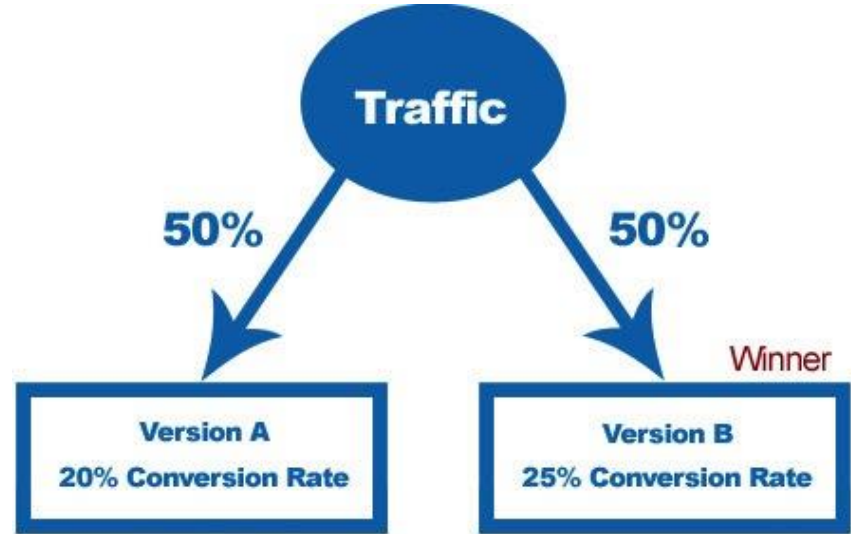
Example of a clean URL containing primary keywords:



# #24

## A/B Testing

While this isn't a channel per se, it *is* a great way to increase leads across all channels and tactics. A/B testing can be used in calls-to-action, landing pages, email marketing, advertising, and more. According to HubSpot research, A/B testing your landing pages and other assets can help you generate up to 40% more leads for your business. When done correctly, A/B testing can provide a substantial competitive advantage for your company.



# #25

## PPC Boost

Organic is key but the only way to boost efforts is through PPC Online campaigns. While cyber security channels are more limited than traditional B2B, there are still excellent options available.



Use Google AdWords to promote your content offer on broad and general keywords but make sure to create ads for direct demo requests for keywords like Threat Feed Providers or Firewall Solutions.



The 'Go To' platform for B2B but the cost per click is high. This is the only paid media to reach CISOs (and other C-levels) but must be accompanied by high-value, helpful content. Use remarketing to convert to lead.



Excellent for reaching DevOps, Network and System administrators. Remarketing on Facebook is a must for all target groups. Drives great traffic for the awareness stage.



Great for traction and engagement. Make sure to engage with influencers after acquiring them. Remarketing works as well, but mostly on Desktop.

# CONCLUSION

Generating leads online has the power to transform your marketing. Using great offers, calls-to-action, landing pages, and forms - while promoting them in multi-channel environments - can reduce your cost-per-lead while delivering higher quality prospects to your sales team.

The basics herein are just the beginning. This guide contains many best practices for every aspect of cyber security lead generation to help bolster your conversion rates, but these tactics are only the tip of the iceberg. Continue to tweak and test each step of your inbound lead generation process to improve lead quality and increase revenue.

Now go, young grasshopper, on your way to becoming a lead generation master.



**Contact us to receive your free inbound consultation**  
**@mktgenvy**  
**Info@MarketingEnvy.com**