ABOUT THE AUTHOR

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Ugur Gulaydin is a Chief Marketing Officer with a quantitative background and deep experience in B2B marketing across cybersecurity, managed IT services, cloud security, and home automation. He specializes in performance marketing, demand generation, and building content engines that connect directly to revenue.

This template is built on the same methodology behind his published work at gulaydin.com, including his research-backed vendor comparisons and GTM frameworks for mid-market technology companies.

Read the full article	Connect on LinkedIn
gulaydin.com/cybersecurity-content-strategy	linkedin.com/in/ugurgulaydin

HOW TO USE THIS TEMPLATE

This is not a generic marketing framework. Every section maps directly to decisions you need to make before a single piece of content gets written. Work through it in order. Do not skip the persona and journey sections — everything downstream depends on them.

1	Complete the Buyer Persona Worksheet (Section 1) with real data — not assumptions.
2	Map your Buyer Journey stages (Section 2) and identify where content currently has gaps.
3	Select content types (Section 3) that match each journey stage for each persona.
4	Fill in the Content Calendar (Section 4) and set your repurpose plan per piece.
5	Set up your measurement stack (Section 5) before you publish anything.

SECTION 1: BUYER PERSONA WORKSHEET

Build one persona per target segment. Do not guess. Use CRM data, sales call recordings, win/loss interviews, and LinkedIn research. A persona built on assumptions is a liability, not an asset.

Persona A — Enterprise Buyer (500+ employees)

Field	Your Input
Job Title(s)	*e.g. CISO, CTO, VP of IT Security*
Company Size	*Employee range and revenue range*
Industry Vertical	*e.g. Financial services, Healthcare, SaaS*
Primary Pain	*What keeps them up at night beyond generic threats?*
Secondary Pain	*Operational, budget, or compliance-related*
Buying Trigger	*What event typically starts their vendor search?*
Current Vendor Signal	*How do you identify contract renewal windows?*
Content Preference	*Long-form? Analyst reports? Peer reviews?*
Objection #1	*Most common reason they do not buy*
Objection #2	*Second most common reason*
Who Else Is In The Room	*Who influences or blocks the deal internally?*
Tools They Use to Research	*e.g. Gartner, G2, LinkedIn, peer referrals*

Persona B — SMB / MSSP Buyer (under 200 employees)

Field	Your Input
Job Title(s)	*e.g. Owner, Office Manager, IT Generalist*
Company Size	*Employee range*
Industry Vertical	*Which verticals are your best-fit SMB clients?*
Primary Pain	*Time, cost, or fear of breach? Be specific.*
Buying Trigger	*What event forces them to act?*
Content Preference	*Short, visual, simple — what format converts?*
Biggest Objection	*Cost? Complexity? "We are too small to be targeted"?*
Decision Timeline	*How fast do they typically decide?*
Who Refers Them	*Partner, peer, accountant, IT vendor?*

SECTION 2: BUYER JOURNEY MAP

Map content to where buyers actually are, not where you want them to be. Use intent data tools like 6sense and Clay to identify journey stage signals before you assign content.

Stage	What Buyer Is Doing	Signal to Detect	Content Goal	Your Content Here
1. Trigger Event	Realizing they have a problem or risk	New breach in their vertical, compliance deadline, leadership change	Create awareness of consequence	
2. Internal Research	Educating themselves on solutions	Searching industry terms, reading analyst reports	Position your expertise, not your product	
3. Vendor Shortlist	Comparing specific vendors head-to-head	Visiting comparison pages, G2, Gartner Peer Insights	Win the comparison moment with credible third-party proof	
4. Proof & Validation	Seeking evidence it works for companies like theirs	Downloading case studies, requesting demos, calling references	Reduce risk perception with specifics	
5. Internal Sign-Off	Building the business case for CFO or board	ROI calculator usage, multiple stakeholder page visits	Make the financial case easy to present	

Intent Signal Checklist — Tools to Identify Journey Stage

Tool	What It Detects	How You Use It
6sense	Account-level buying stage and intent keywords	Prioritize outreach by journey stage, not just firmographics
Clay	Job postings, tech stack, funding, contract timing	Enrich accounts with buying signals before assigning content
Snitcher	De-anonymizes website visitors by company	See which posts brought them in and which pages they visited
HubSpot	Engagement history, content touchpoints, deal stage	Central source of truth for all content-influenced pipeline
Apollo	Contact data, company signals, outreach sequencing	Distribute content directly to the right persona at the right time

SECTION 3: CONTENT TYPE MATRIX

Match the right content type to the right persona at the right stage. Not every format works at every stage. The matrix below is your guide — check the ones you will build, leave the rest for later.

Content Type	Trigger	Research	Shortlist	Validation	Sign-Off
Vendor Comparison Post		Yes	Yes		
Cybersecurity Posture Assessment	Yes	Yes			
ROI / Cost Calculator			Yes		Yes
Quantified Case Study			Yes	Yes	
Whitepaper / Research Report		Yes	Yes		
Incident Post Mortem (Vertical-Specific)	Yes	Yes			
Analyst Report (Gartner, Forrester, MITRE)		Yes	Yes		
Compliance Checklist / Audit Framework		Yes		Yes	
Technical Deep Dive		Yes	Yes		
Before / After Client Story (Anonymized)			Yes	Yes	
CFO / Board Business Case Template					Yes

SECTION 4: CONTENT CALENDAR + REPURPOSE PLAN

One core piece of content should produce multiple outputs. Plan the repurpose before you produce — not after. Each row below is one content initiative, not one post.

Month	Core Content Piece	Persona	Journey Stage	Content Type	Owner	Repurpose Into

Repurpose Format Options — Check What Applies

For each core content piece, identify which of these formats it can become without losing quality or relevance:

- LinkedIn long-form post
- Short-form LinkedIn carousel
- Email nurture sequence (3-part)
- Cold outbound email asset
- Sales enablement one-pager
- PR pitch or contributed article
- Webinar or short-form video script
- Partner co-marketing asset

SECTION 5: MEASUREMENT STACK + PIPELINE REPORTING

Track what connects to pipeline, not what is easy to count. Set up this stack before you publish anything. If the tracking is not in place, the data is useless after the fact.

Tech Stack Configuration

Tool	Role in Stack	What to Configure	Connected To
Snitcher	De-anonymize traffic	Install pixel, set up company alerts for target accounts	HubSpot via Zapier
6sense	Intent and journey stage	Define intent keywords by persona and vertical	CRM + sales outreach sequences
Clay	Account enrichment	Build enrichment workflows for job postings, tech stack, contract signals	Apollo, HubSpot
Apollo	Contact data + outbound	Build sequences triggered by content engagement	HubSpot via native integration
HubSpot	CRM + automation hub	Set up content attribution, lifecycle stages, and content-influenced deal tracking	All tools above

Metrics That Actually Matter — Report These to Leadership

Metric	What It Tells You	Your Target / Benchmark
Content-influenced pipeline ($)	How many deals had a content touchpoint before entering the funnel	
Identified accounts from content	How many target companies visited content this period	
Content-to-meeting conversion rate	Of accounts who engaged with content, how many booked a call	
Cost per pipeline dollar (content)	Total content spend divided by pipeline generated	
Content-influenced deal size vs. cold	Are content-warmed deals larger than cold outbound deals?	
Top performing content by pipeline	Which specific posts or assets appear most in won deals	

> *Skip vanity metrics: page views, impressions, follower growth, and social reach do not belong in a pipeline report. If your CFO asks "so what", the metric does not belong on the slide.*

SECTION 6: AI-ASSISTED CONTENT PRODUCTION CHECKLIST

AI is a research and structure tool. It is not a substitute for domain expertise. Every piece produced with AI assistance must pass through this checklist before it is published.

#	Checklist Item	Status
1	Use AI to build the outline first — identify gaps in your argument before writing	*Not Started / In Progress / Done*
2	Feed AI primary sources directly — vendor pages, analyst reports, official documentation	*Not Started / In Progress / Done*
3	Run the same prompt through at least two LLMs and compare outputs	*Not Started / In Progress / Done*
4	Where models disagree, dig deeper — do not pick the preferred answer	*Not Started / In Progress / Done*
5	Manually verify every statistic and source citation before publishing	*Not Started / In Progress / Done*
6	Author with real domain experience has reviewed and added original insight	*Not Started / In Progress / Done*
7	Content passes the "aha" test — does it give the reader something they did not already know?	*Not Started / In Progress / Done*
8	Content is mapped to a specific persona and journey stage — not written for everyone	*Not Started / In Progress / Done*
9	Distribution plan is in place before publishing — not figured out after	*Not Started / In Progress / Done*
10	Tracking is confirmed live in HubSpot or CRM before the piece goes public	*Not Started / In Progress / Done*

WHAT TO SKIP

Not every content format deserves your time or budget. The following are common traps in cybersecurity content marketing:

Skip This	Why It Does Not Work	Do This Instead
Generic threat stat graphics	Buyers are overexposed and scroll past. No "aha" moment, no next step.	Interactive posture assessment or vertical-specific incident post mortem
Same content repurposed as same-format posts	Different look, same message. Audience learns to ignore it.	Restructure into a different format — not just a different image
Traditional SEO volume-chasing	Your TAM already knows what ransomware is. Generic keyword content does not convert.	LLMO-optimized content targeting decision-stage queries
Content without a distribution plan	Publishing and hoping is not a strategy. Most content dies because of poor distribution.	Plan cold, warm, PR, and paid distribution before writing
One persona for all company sizes	A CISO at a 2,000-person firm and an SMB owner are completely different buyers.	Segment content by employee size, vertical, and technical sophistication