

Digital Marketing Agency, Marketer, Releases Comprehensive Cybersecurity Marketing Report for 2025

SEATTLE, WA, UNITED STATES, August 21, 2025 /EINPresswire.com/ -- [MARKETER](#), a leading digital marketing agency serving B2B and regulated industries, today announced the release of its [2025 Cybersecurity Marketing Report](#), a comprehensive analysis of how cybersecurity service providers can more effectively acquire and retain customers in a rapidly evolving marketplace.

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Nate Nead

The report underscores that cybersecurity buyers are becoming more discerning, with purchase shortlists shrinking and decisions increasingly influenced by trust signals such as analyst validation and third-party reviews. “Cybersecurity buyers don’t reward noise—they reward relevance and proof,” said Timothy Carter, Chief Revenue Officer at Marketer.co. “The fastest path to pipeline is a blend of precise intent capture, trust signals, and sales-assisted follow-up within minutes, not days.”

As digital channels become saturated, the report finds that the most effective cybersecurity marketing strategies emphasize clarity over complexity. Samuel Edwards, Chief Marketing Officer at Marketer.co, noted that “in B2B security, clarity beats complexity every time. We’re seeing the best results from ungated, problem-led content, interactive value tools, and pricing transparency. When you reduce friction and speak the buyer’s language, CAC drops and velocity rises.”

The report also emphasizes the need for long-term investment in compounding channels. Paid campaigns still play a vital role, but strategies like SEO, thought leadership, and community engagement provide sustainable growth. “Budgets are moving toward compounding channels that build durable advantage,” explained Nate Nead, CEO of Marketer.co. “This report gives cybersecurity leaders a playbook to reallocate spend with confidence, align marketing with revenue, and operationalize first-party data for the long term.”

Key Findings from the Report:

--Cybersecurity spend continues its upward trajectory, with end-user security and risk-

management investments projected to reach \$274 billion globally by 2028.

--Channel ROI is diverging: SEO and thought leadership content show the highest long-term ROI, while LinkedIn remains effective but costly, with rising CPCs.

--First-party data and privacy-by-design measurement are now essential as cookies deprecate and regulations tighten.

--Winning playbooks vary by company maturity, with startups benefiting from intent-led paid campaigns, while scale-stage firms should prioritize content ecosystems and community-building.

Who Should Read the Report

The 2025 Cybersecurity Marketing Report is designed for CISOs, CMOs, VPs of Marketing, Demand Generation leaders, and founders at MSSPs, MDR providers, SaaS security platforms, and cybersecurity consultancies.

Availability

The 2025 Cybersecurity Marketing Report is available today at Marketer.co. Readers can access an executive summary, downloadable charts, and the full report by registering on the site.

About Marketer

Marketer is a data-driven digital marketing agency specializing in SEO, paid media, ABM, and content marketing for B2B companies across technology, cybersecurity, SaaS, and regulated industries. The company started in 2010 as a [link building agency](#), but has since expanded its reach into nearly all aspects of digital marketing. Marketer helps growth teams build trusted brands, scale pipeline, and improve lifetime value with measurable, long-term strategies.

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