

How I secure earned media placements for my cybersecurity clients

(and real-world
examples of what
outlets are covering
today)



Here are real world examples of what cybersecurity outlets are covering today:

- Trends
- Hacks
- Reports/Studies
- Bylines
- Q&A
- Interviews
- News

And how I use this to secure media placements.



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Examples

- Users love their cyber teams, but find them frustrating, ComputerWeekly
- Should we ban ransom payments?, TechCrunch
- Contractual obligations driving data privacy, cybersecurity upgrades, Cybersecurity Dive



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How I use

What's your point of view on these trends?

What is no one talking about?

What should they be talking about?

If you have a unique point of view, I can insert you into the conversation.



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HACKS



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Examples

- U-Haul Reports 67K Customers Impacted by Data Breach, Dark Reading
- Amex Customer Data Exposed in Third-Party Breach, Dark Reading
- Malicious email campaign steals NTLM hashes, CSO



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How I use

Reporters want quotes from experts to round out these stories.

Deadlines for these articles are tight so you need to provide quotes within hours of the attack.

If your company can identify hacks, I can pitch it.



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Reports/ Studies



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Examples

Evolving cloud threats were observed in the last half of 2023, Security Magazine

86% of CIOs have implemented formal AI policies, Security Magazine

75% of third-party breaches target software, IT supply chains, ComputerWeekly



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How I use

State of the industry reports generate news.

They can focus on big trends and/or drill down into specific verticals.

These reports can't be self-serving though, i.e. this is the trend, companies need a solution, we offer this solution.



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Bylines



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Examples

Where President Biden's EO on digital privacy falls short, SC Magazine

What Cybersecurity Chiefs Need From Their CEOs, Dark Reading

Four Steps to Cultivating a Cyber Resilient Workforce, InfoSecurity



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Examples

Bylines are a great way to generate media coverage, especially when you don't have news.

It helps if it's tied to a relevant trend.

Note: no selling. Bylines are about thought leadership. Not a thinly veiled sales pitch.



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Company News



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Examples

Cloudflare adds new WAF features to prevent hackers from exploiting LLMs, CSO

Why Signal 'turned our architecture inside out' for its latest privacy feature, TechCrunch

Axonius Raises \$200M, Aims to Guard More Asset Types Via M&A



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How I use

Did your company receive an investment from a well-recognized firm?

Are you introducing a new solution that solves a specific problem for a specific audience?

If so, I can pitch it.



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Spokesperson Interviews



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Examples

Security leader Burke Brownfeld interviews Wendy Bashnan, Director of Security and Fire Protection at Scout Motors, Security Magazine

New PCI SSC Head Outlines Evolving Payment Security Amid Standards Upgrade, InfoSecurity Magazine

Illuminating Cybersecurity Wisdom: Insights from a Thought Leader – Wendy Nather – PSW Vault, SC Magazine



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How I use

Have a spokesperson who can share a point of view?

It helps if it's a CEO, but technical experts will work. They have to be dynamic though.

Suggest media training spokespeople first so they learn how to structure messages, frame the narrative, and answer difficult questions.



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Generating earned media doesn't involve writing a press release and dropping it on the wire.

But it requires collaboration.

Spokespeople have to have a point of view.

They have to respond promptly.

They have to provide what reporters are looking for.



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**And this is the
blueprint for
generating
earned media
for
cybersecurity
companies.**



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