Sophos sells its cybersecurity products through channel partners and has a great deal of visibility in the channel.

When the company developed unified, customer-facing messaging around the future of cybersecurity, it partnered with QuinStreet to demonstrate thought leadership.

Using native articles and a Sophos-sponsored TweetChat on eWEEK, Sophos was able to engage directly with buyers and support its channel partners at the same time.

The cybersecurity field is constantly changing. IT professionals get daily news about new threats, the latest data breaches, and any number of new products and services designed to keep users safe and data secure. It’s a crowded field where vendors are constantly working to get their message in front of potential customers and develop differentiation.

UK-based Sophos uses a channel partner strategy to sell its cybersecurity solutions. When the company developed unified messaging in 2018 around the future of cybersecurity and how advanced technologies like neural networks could improve protection, one of its goals was to expand end-user awareness and showcase its thought leadership on the topic.

Sophos was looking for a partner that could help its security experts get their voices heard, said Sara Eberle, Senior PR Manager, Americas, at Sophos. Under the guidance and recommendation of Sophos’ North America PR firm, March Communications, Sophos partnered with QuinStreet for a fully integrated program that drove awareness at the end-user level to encourage conversations with the Sophos channel partners.

QuinStreet developed content that included a Q&A article with Sophos experts Dan Schiappa and Chet Wisniewski, which was distributed via QuinStreet’s native advertising platform. Sophos also sponsored and participated in a live eWEEK TweetChat, led by eWEEK editor-in-chief Chris Preimesberger. The chat, which included Dan, Chet, and more than two dozen others with an interest in cybersecurity, added even more visibility for the Sophos message.

For Sophos, the additional exposure helped increase brand awareness with potential customers and help its channel partners in their efforts to sell the company’s next-generation endpoint protection and security products.

“We married four or five different departments with one unified message geared toward the customer: the future of cybersecurity,” said Eberle. “If a company is working with a security vendor that isn’t looking ahead, they risk buying obsolescence.”