CYBER MARKETS AND BUYERS · PRODUCT MARKETING

Five layers sit between your market and your buyer.

Segmentation narrows the field. Only the last layer signs anything.

01 · INDUSTRY
Every industry is a cyber market. Even neglecting security is a security decision.
All of them

02 · SEGMENT
Cut by geography, employee count, revenue and IT footprint — not by industry alone.
Top 500 → 50

03 · ACCOUNT
A whale and a regional bank share an industry and almost nothing else.
One company

04 · BUYING COMMITTEE
Champion, economic buyer, technical buyer, end users, IT and compliance.
8+ people

05 · PERSONA
The one you write for. Leader or practitioner — never both at once.
The hero

Most messaging fails at layer 4: written for one persona, read by eight.