

Topic: 3rd Party Risk Management	Title	Target Keyword	Content Brief	Due Date (for Karen)	Posting Date (for CLIENT)	Draft Link	Published Link	Notes
Blog Post	Best Practices in Cybersecurity Marketing	Cybersecurity marketing Vol: 140 SEO Difficulty: 36 Paid Difficulty: 54 CPC: \$14.67	https://app.frase.io/doc/read/7f8241ae0a154c4da5bb3f6f67a5acc-e-1	9/1/00	9/15/00			"marketing in cybersecurity" - 0 Vol
Blog post	Why You're Struggling with Your Cybersecurity Marketing Strategy	Cybersecurity marketing strategy Vol: 10 SEO Difficulty: 25 Paid Difficulty: 38 CPC: \$0						
White Paper	Creating an Effective Marketing Strategy for Your Cybersecurity Product							Link to whitepaper in CTA for previous blog posts as lead magnet