



# Content is King

## The Fundamental Importance of Matching Content to Target Audience



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## *Targeting the Content*

Key Considerations include:

- Topic
- Learning Style
- Language

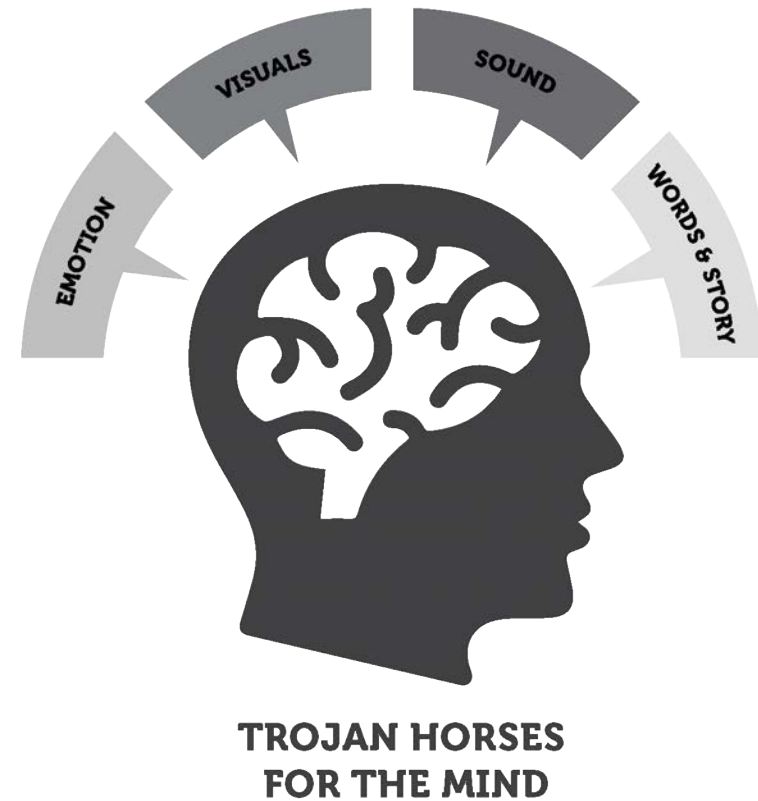
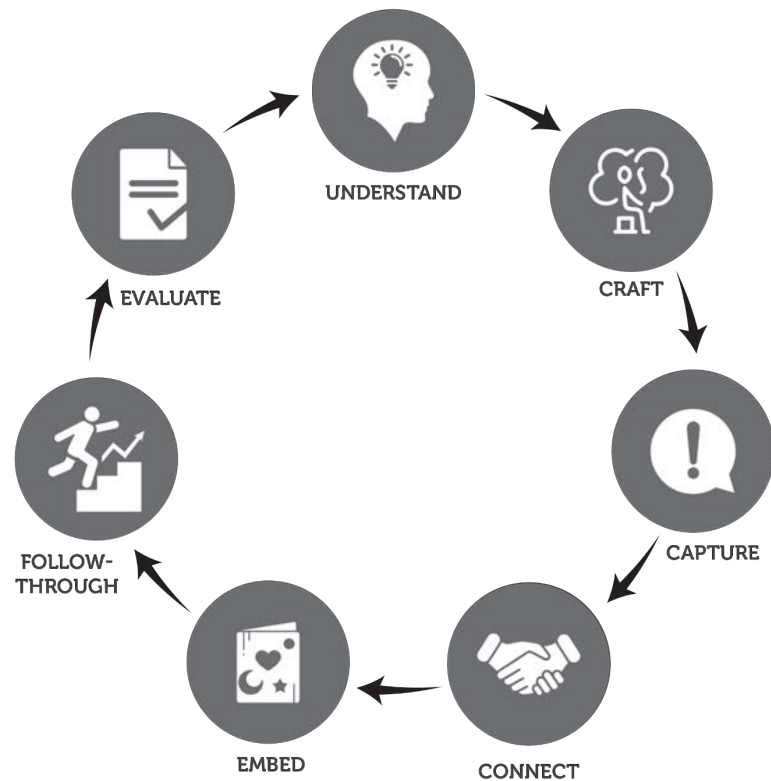
You want to ensure that the content can be  
**consumed, retained, and actioned upon.**



A grayscale photograph of a person's hands using a laptop and a mouse. The person's left hand is on the laptop keyboard, and their right hand is on a computer mouse. The image is dimmed and serves as a background for the text.

# Never Underestimate the Importance of **Relevance** and **Nuance**

# Learn from Marketers and Storytellers to Embed Your Message





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Content is  
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Seek to cut through  
the noise and drive  
engagement

Repetition is needed at the  
message level...

but variety is needed to help  
capture and maintain attention





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Meaningful Awareness

vs.

“Check-the-box” Awareness





# Content Exists in *Multiple* Formats and Types

*Traditional Modules, Videos, Games, Newsletters, Posters,  
Messaging on swag/give-away items, Executive Messaging,  
Meeting Support Materials, Table-top Exercises, etc...*



# Support along the Journey and where **KnowBe4** fits







KnowBe4's Content Strategy is all about being the  
"Netflix of Security Awareness"



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# Thank You

KnowBe4  
Human error. Conquered.