



# Marcom Mocha

A free monthly eNewsletter that provides insights and best practices in the world of B2B marketing communications

**HOFFMAN**  
MARKETING COMMUNICATIONS

## July 2015

This issue features our newest offering on information security. Hoffman is hiring! Our Readers' Poll is still open. Plus a recap of Steve Hoffman's LinkedIn posts.

We welcome your feedback!

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## Information Security Marketing: Are You Taking a Risk?

We live in a time when concern about data breaches and the lack of effective security is at an all-time high. If you're an information security provider, are you entrusting the creation of white papers and marketing collateral to someone with only a passing knowledge of your industry? If so, you may be taking a big risk. Your marketing materials need to effectively describe your offering to a protection-hungry marketplace. Here are our Top Five Ideas for Effective Content Marketing for Information Security. [Read more...](#)



## Steve Hoffman's LinkedIn Posts

Marcom guru Steve Hoffman is actively publishing directly on LinkedIn. Check out his LinkedIn author page and follow him to keep up with his weekly posts on marketing communications and content marketing.

[Read more...](#)

## Are You A Technology Marketing Writer? Join Our Team!

To keep up with the rising demand for our services, we need a writer to join our staff (part-time or full-time employee; no contractors please). It's a remote position – no relocation needed. Our writers work from home in their pajamas and keep weird hours. They write about cloud computing, information security, electric power, enterprise software, and other fascinating disciplines.

If you know somebody who might fit the bill (or if that person is you), please check out:

<http://hoffmanmarcom.com/job-offerings/>

## The Poll is Still Open: What Keeps You Up at Night?



In our latest readers' poll, we're asking you, the marketing communications professional, about what keeps you up at night. Budget constraints? Deadlines? We want to hear from you!

[Click here to take our short, two question poll...](#)

*Marcom Mocha is authored by the marcom experts at Hoffman Marketing Communications, Inc. It draws on our 30 years of marcom experience to deliver insights you can use.*

Hoffman Marketing Communications creates B2B product launch materials, white papers, and interactive brochures. Send us your difficult projects today.

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