

Marketing Opportunities for Aura

Prepared by Lauren Holiday | December 2025

Executive summary

After analyzing Aura's digital presence, content strategy, and competitive positioning, I see significant opportunity to scale what's working (your SEO moat) while expanding into channels that can accelerate brand awareness and customer acquisition. Your organic foundation is strong. The next phase is about multiplying reach without losing what makes Aura different.

What you're doing well

SEO moat in scam/fraud content: 56 URLs targeting "scams" drive 200K+ monthly visitors. This is defensible, high-intent traffic that competitors will struggle to replicate.

Human brand positioning: The warm, accessible approach (vs. fear-based security marketing) is a genuine differentiator. The Circus Maximus brand work stands out in a category that defaults to dark/Matrix aesthetics.

Product review coverage: Ranked #2 best identity theft protection by U.S. News (August 2025), "Best User Experience" recognition. This third-party validation is valuable for conversion.

Opportunities I see

1. Expand beyond scam content into parenting/digital wellness

Observation: Your scam content dominates, but the parental controls and "family online safety" messaging has less organic visibility. Competitors like Bark and Qustodio own "parental control" keywords.

Opportunity: Create a content pillar around "digital wellness for families" that positions Aura as the thought leader, not just a product. Topics: screen time, cyberbullying, age-appropriate online independence, teen mental health and social media.

Impact: Opens a new traffic stream that's adjacent to scams but reaches parents earlier in the consideration journey. Builds brand affinity before crisis moments.

2. Leverage the Red Sox partnership for content, not just branding

Observation: The Aura Pavilion and partnership are great for awareness, but I don't see content extending beyond PR announcements.

Opportunity: Co-create family safety content with Red Sox: player PSAs, "game day safety tips," parent guides for connected stadiums. Create a microsite or content hub tied to "America's pastime meets America's families."

Impact: Turns a sponsorship into a content engine. Earns backlinks and media coverage. Differentiates from competitors who can't replicate this partnership.

3. Build a case study and data hub

Observation: You cite FBI IC3 data and FTC reports, but Aura doesn't own original research. Competitors like Norton release annual "Cyber Safety Insights Report."

Opportunity: Launch an annual "State of Family Online Safety" report using Aura's own anonymized data. Create a resource that journalists and researchers cite.

Impact: Earns high-authority backlinks (news sites, academic). Positions Aura as the authority, not just a product. Creates recurring PR moments.

4. Employee benefits channel needs dedicated content

Observation: MetLife distribution deal is live, but B2B content for HR/benefits buyers appears limited. The site emphasizes D2C heavily.

Opportunity: Create a dedicated B2B content stream: "Why identity protection is the benefit employees actually use," ROI calculators for HR, case studies from employer clients.

Impact: Supports sales team with content that converts HR buyers. Differentiates Aura in a channel where LifeLock/Norton have more awareness.

Quick wins

1. Update older blog posts with 2025 statistics and refresh dates. Google rewards freshness, and your 2022-2023 scam posts could rank higher with current data.
2. Add "last updated" dates prominently on security content. Builds trust in a category where recency matters (scam tactics evolve).

About me

14+ years in content marketing across B2B SaaS, consumer tech, and journalism. Grew organic traffic from zero to millions of visitors for companies including CUTCO, HubSpot clients, and B2B tech brands. Former journalist with experience at major publications.

laurenholiday.com | [LinkedIn](#)

I'd love to discuss any of these ideas if they resonate. Happy to jump on a call or answer questions.**Lauren Holiday**
hi@laurenholiday.com