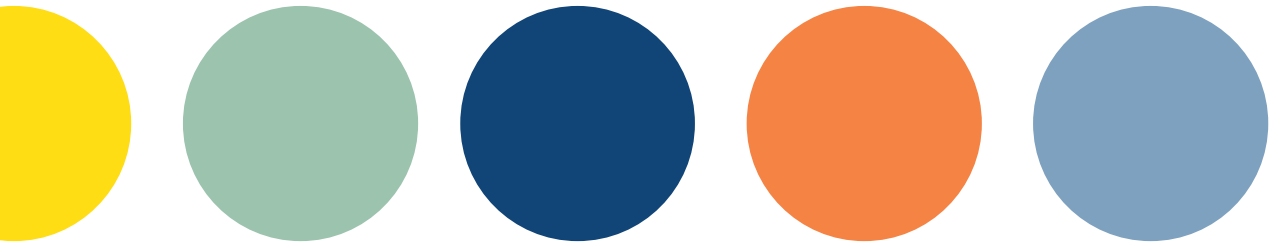


Demand Methodology



The difference between a campaign and a tactic.

A tactic is a single activity.

A campaign is an integrated series of multi-touch, multi-channel tactics that nurture and engage an audience over time.

Alignment of cross-functional teams.

Shared goals, KPIs and measures of success.

Amplification of message across sales, marketing and partners.

Multiple tactics working together

Achieve a bigger pipeline number than individual tactics could ever achieve.

Momentum building behind a common message.



Campaign Framework

Goal Setting based on Market Intelligence

Thought Leadership Air Cover to Build Brand and Reputation



Sales and Partner Enablement

Typically a 6 – 18 month campaign cycle



Goal Setting

Goal Setting based on Market Intelligence

GTM Goal

- Defined goals and metrics
- Establish a campaign demand waterfall of lead stage
- Benchmarking to differentiate from competition
- Tailored and relevant value proposition

Customer and Partner Perspective

- Partner input and feedback
- Understand how partners can amplify and get behind the campaign
- Validate campaign message and goals with customers

Aligning with the Business

- Joint objective setting with sales management
- Integration and buy-in with cross functional stakeholders: Technical services, sales, comms, sales enablement, partner teams

