Marketing Guidance

30, 60 and 90 day marketing plan

It's important to create a multi-channel structure campaign across social media to drive prospects (existing clients and net-new) into the sales funnel for SD-WAN.

Here we have created a recommended 30, 60 and 90 day initial marketing plan to get you on-track.
The overall potential Sales funnel is as follows:

Broad distribution to drive people to a webinar
- Social Media content
- Email mailing list

Webinar (max 30 clients at a time)
- Overview of service offering
- Drive interested parties to a workshop

Workshop (can be 1:1 or max 10 clients in a specific vertical)
- Broad dive into areas where SD-WAN could help their business

CTAP Assessment
- Provide tangible outputs which show exactly how SD-WAN could help their business

An editable Excel version of this document is in your Accelerator Pack