

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

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

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