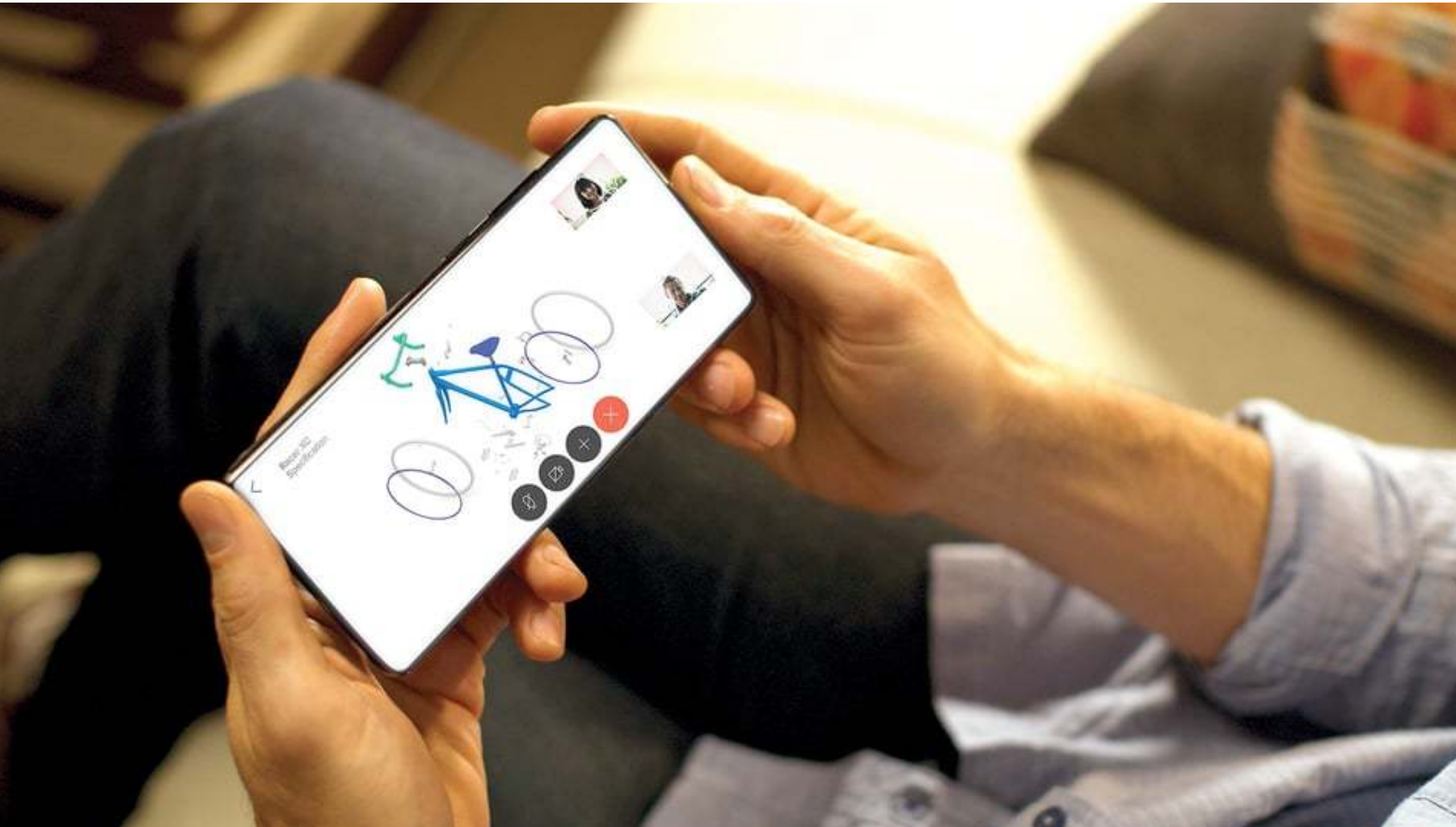


Partner Marketing Playbook

Work. Intuitive.
EMEAR





What to Expect in This Playbook

Welcome



Watch our 3-minute Work. Intuitive. Campaign Partner Introduction Video

Get to know the Work. Intuitive. Marketing Campaign Playbook

- Choose your path for successful execution of this campaign based on your marketing expertise, data and automation capabilities, and Cisco relationship. We've provided recommendations for new marketers, experienced marketers, and expert marketers.
- Get familiar with campaign messaging, creative, target audiences, and customer journeys.
- Follow the guided steps and best practices to successfully execute and measure the Work. Intuitive. digital marketing campaign with new and known (install base) contacts.
- Align with your sales team and practice leads to provide them with the resources and insights they need to continue the customer conversation.

Get started >



Choose Your Execution Options

I am a New Digital Marketer

I am a new digital marketer or sales person and want to engage with more customers.

I want turnkey guidance and execution.

Start Here >

I am an Experienced Digital Marketer

I am an experienced digital marketer with support from a Cisco Partner Marketing Manager.

I want guided set up of the campaign to maximize the impact of my team.

Start Here >

I am an Expert Digital Marketer

My company has invested in a marketing automation and data technology stack.

I would like to understand Cisco's strategy to build my own custom campaign using campaign assets.

Start Here >

Turnkey Execution for New Marketers

Using this playbook and our digital marketing guidance, new marketers can begin connecting with new collaboration buyers and drive demand with existing customers.

Take advantage of the free services on Cisco's Partner Marketing Central and work with approved marketing vendors on paid service activities.

Start small by testing proven tactics like email nurture programs, paid advertising, and social media. From there we hope you optimize and scale your Cisco campaigns as your marketing expertise grows.



Getting Started with Work. Intuitive.

Campaign Overview

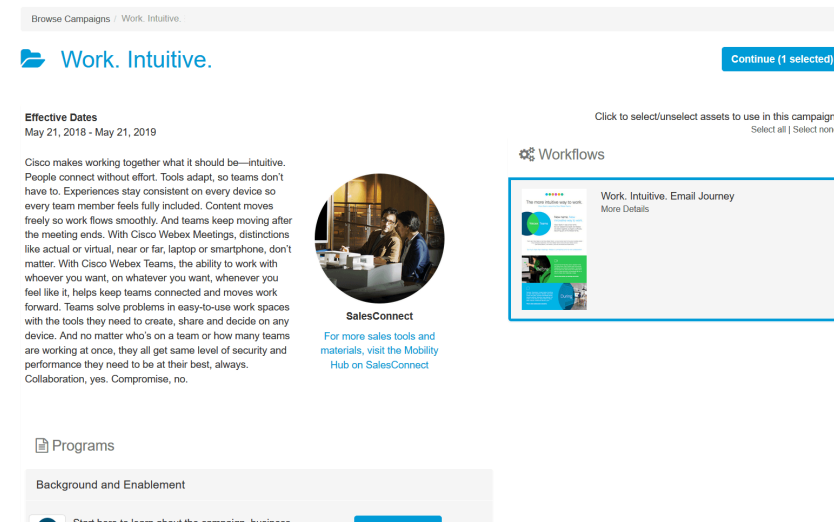
We provide you with deeper insight into the Work. Intuitive. campaign in our [Campaign Overview](#) section of the playbook – we suggest getting familiar with the goals, messaging and intended audience before you start to execute the campaign.

What's Your Goal?

It's a simple question, but marketers are often willing to start planning a campaign without knowing what they're trying to accomplish.

It is important that your goals align with your sales and practice leads goals. We'll guide you through that later in the playbook.

Start by setting a SMART goal (**S**pecific, **M**easurable, **A**chievable, **R**elevant, **T**ime limited) based on your company's objectives.



The screenshot shows the 'Work. Intuitive.' campaign setup page. At the top, there's a breadcrumb 'Browse Campaigns / Work. Intuitive.' and a 'Continue (1 selected)' button. The main content area is divided into several sections:

- Effective Dates:** May 21, 2018 - May 21, 2019.
- Description:** A paragraph explaining the campaign's goal: 'Cisco makes working together what it should be—intuitive. People connect without effort. Tools adapt, so teams don't have to. Experiences stay consistent on every device so every team member feels fully included. Content moves freely so work flows smoothly. And teams keep moving after the meeting ends. With Cisco Webex Meetings, distinctions like actual or virtual, near or far, laptop or smartphone, don't matter. With Cisco Webex Teams, the ability to work with whoever you want, on whatever you want, whenever you feel like it, helps keep teams connected and moves work forward. Teams solve problems in easy-to-use work spaces with the tools they need to create, share and decide on any device. And no matter who's on a team or how many teams are working at once, they all get same level of security and performance they need to be at their best, always. Collaboration, yes. Compromise, no.'
- SalesConnect:** A circular image showing two people in a meeting, with text below it: 'SalesConnect For more sales tools and materials, visit the Mobility Hub on SalesConnect'.
- Workflows:** A section titled 'Workflows' with a sub-section 'Work. Intuitive. Email Journey' and a 'More Details' link.
- Programs:** A section titled 'Programs'.
- Background and Enablement:** A section titled 'Background and Enablement' with a link 'Start here to learn about the campaign: business'.

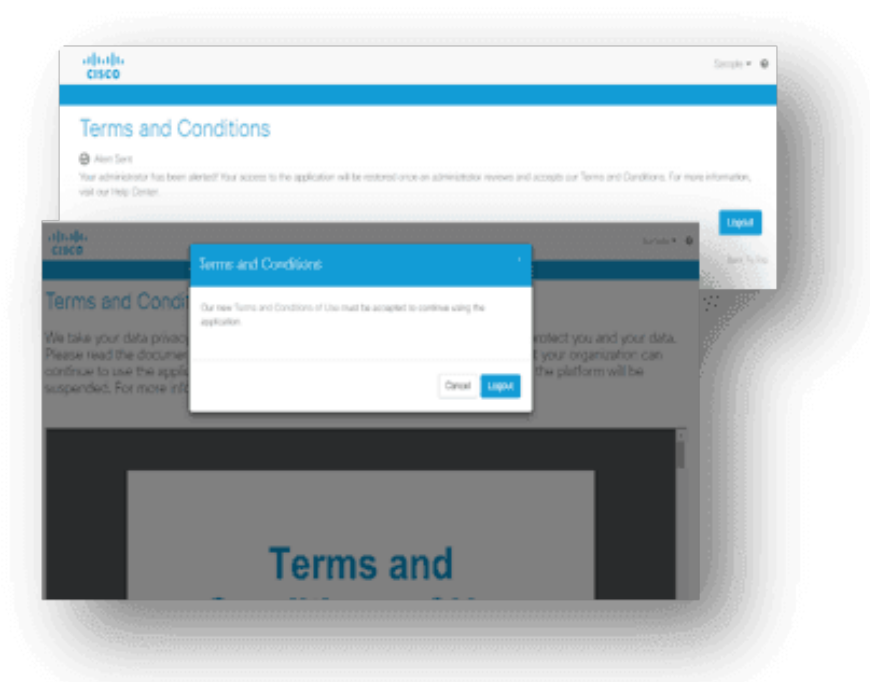
Partner Marketing Central Tip

Partner Marketing Central has data analytics to measure your digital marketing success. These insights help you track what is working and where there is room for improvement to achieve your goals. *Don't worry... We'll show you how in Step 7.*

1. Launch PMC

Launch [Partner Marketing Central](#) and view the **Work. Intuitive.** campaign page directly from that link.

If you are a first time user, you will need to accept the terms to create your account.



2. Link Your Social Media

Linking Partner Marketing Central to your company social media accounts allows you to easily post from your connected accounts and saves you valuable time. Use our [Activate Social Media Syndication in Partner Marketing Central Infographic](#) or [follow this helpdesk article](#) to link your social media accounts.

Social media is an inexpensive way to attract leads to your website and free PMC web plug-in (Step 3).

Digital Marketing Tip

Social media has a higher lead-to-close rate than traditional outbound marketing. If you are new to digital marketing, you may not have a large social media audience yet. If you are looking for help, we suggest a paid-social media campaign with one of our Full Service Activities vendors in Step 6.

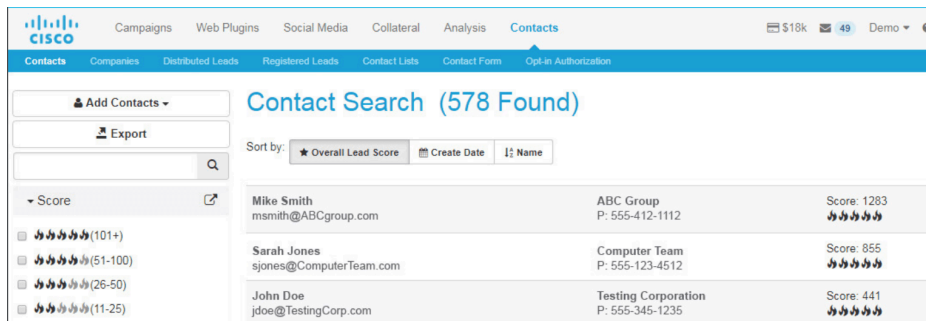
Want to learn more about building a digital marketing practice?

Digital marketing is flexible and lets you reach buyers through a range of channels. Cisco provides our partners with [resources to support building a digital marketing strategy](#) within your practice.

3. Upload Your Contacts into Partner Marketing Central

The 'Contacts' tab is designed to help you seamlessly manage all of your contacts in one place. The main contacts page provides an overview of all your contacts, regardless of which lists or companies they belong to.

[Uploading a list in Partner Marketing Central Infographic](#)

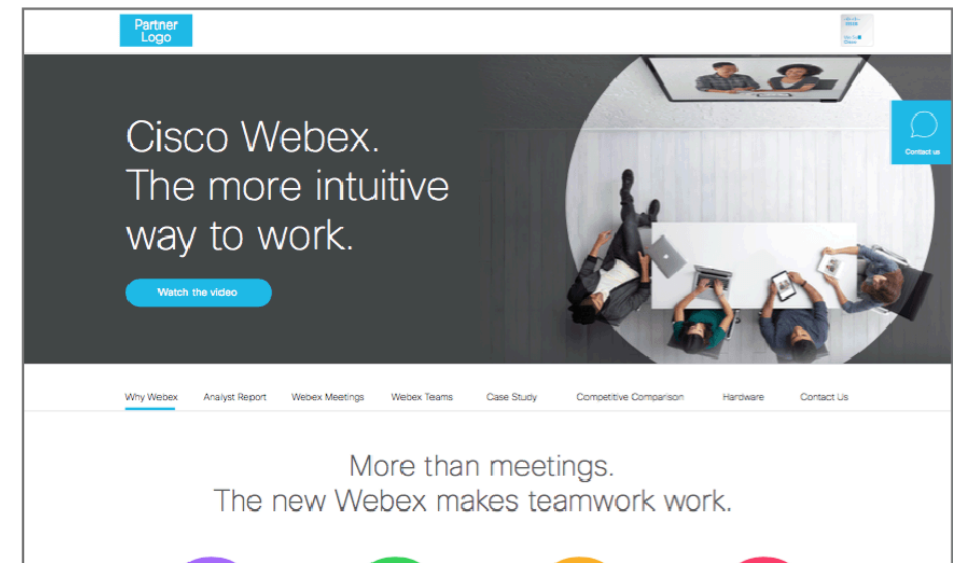


Contact Search (578 Found)			
Sort by: ★ Overall Lead Score 📅 Create Date 📄 Name			
Mike Smith msmith@ABCgroup.com	ABC Group P: 555-412-1112	Score: 1283	★★★★★
Sarah Jones sjones@ComputerTeam.com	Computer Team P: 555-123-4512	Score: 855	★★★★
John Doe jdoe@TestingCorp.com	Testing Corporation P: 555-345-1235	Score: 441	★★★

When Cisco co-funds demand generation activities we require leads with contact information for proof of performance, to ensure the validity of leads and to measure revenue generated. Your customer contact data is not being collected for Cisco to communicate directly with them. Your data is stored in 3rd party cloud based platforms which have undergone rigorous security testing and that are not connected with Cisco's marketing database. This data is only stored within your accounts in those platforms and remains the sole property of each partner. It is therefore the partner's responsibility to manage their customer PII within these platforms in accordance with GDPR requirements. [Read the full privacy policy here.](#)

4. Set Up Your Free Microsite

Set up your free campaign Microsite with syndicated content, hosted on the Cisco Partner Marketing Central platform. Follow the guided steps to customize the site with your company's contact information and logo. Start driving traffic to it from social media, email, and other digital tactics to generate more leads. In addition to your contact number, online forms and email, we **highly recommend you choose to be contacted using Webex Teams**, look for this option while setting up your microsite. [Learn more about PMC Microsites.](#)



5. Create a Free Email Workflow Journey

We have created a free five-touch email journey for you to nurture new leads and send to existing contacts.

Learn how to start customizing your email workflow with our [Partner Marketing Central Email Workflows Infographic](#).

6. Take Advantage of Full-service Activities (Optional)

Now that you have leveraged free digital marketing tactics, we recommend using 1 or 2 Full-service Activities, aka FSAs, based on your marketing goals to extend the reach of your campaign.

- Reach New Customers
- Market and Sell to Your Existing Customers

See our suggested options for these goals in the following pages of this section.

Contact our approved marketing vendors for these recommended services and additional guidance. [Click here](#) for EMEAR marketing approved vendors offering FSAs in support of Work. Intuitive. in your region.



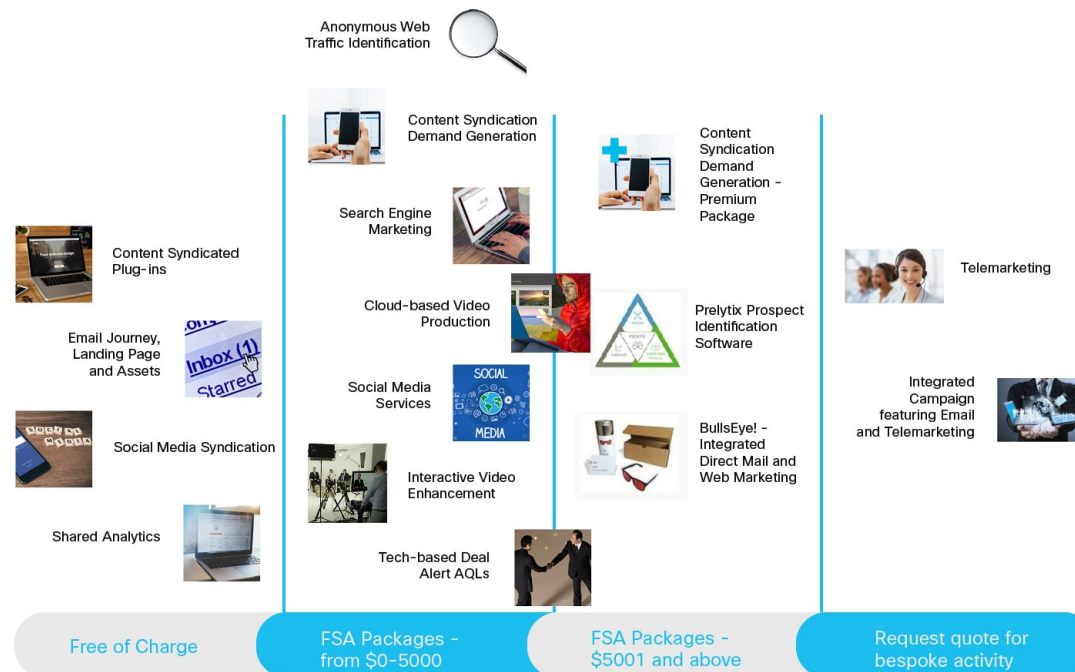
Partner Marketing Central Tip

These vendors will help you leverage the web and social content provided in the campaign, the free marketing automation and your social accounts and contacts on Cisco Partner Marketing Central in the course of providing their fee-based services

Reach new customers using marketing tactics available within PMC

Goal: Generate new leads

With your customized microsite in place, you'll need to drive traffic to it to attract leads. Below is an overview of digital services accessible via PMC, including paid-for 3rd-party offerings from our approved vendors. You can look to publicize your site using managed activities such as; Search Engine Marketing (SEM); syndicated content programs; social advertising and interactive promotional videos.



See the benefits of a selection of Full Service Activities

Goal: Generate awareness through ad visibility and capture prospect information consensually

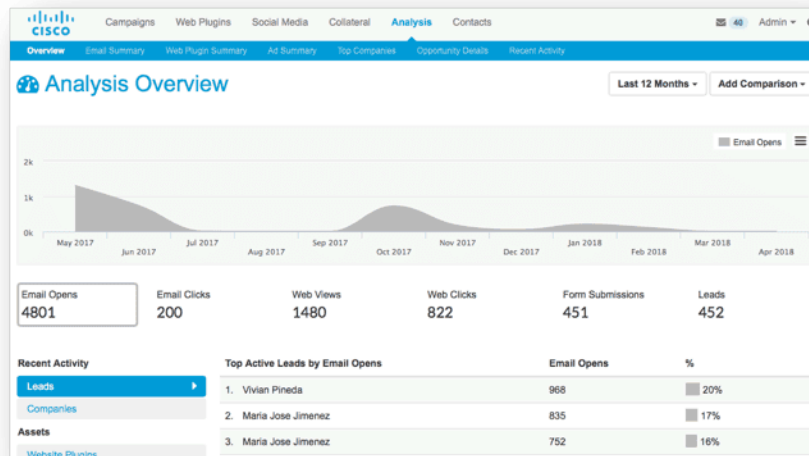
Digital marketing paid for services (Full Service Activities or FSAs) offer fully managed activities from approved agencies trained on Cisco technologies, architecture-specific campaigns and lead management processes. With agreed costs and outcomes, partner marketing forecasting and planning is easier. Below are overviews of a selection of lead generating services from our approved marketing vendors.

			
Demand generation	PPC (Google AdWords)	BANT PLUS ABM	Demand generation
<p>emedia can generate high quality BANT leads by circulating branded content via email to a highly-targeted audience who are then nurtured via customisable telemarketing tactics.</p> <p>emedia have 3 x the email audience engagement of their competitors (Return Path 2016) and access to over 55 million engaged b2b decision makers.</p>	<p>Paid SEM (Search Engine Marketing) from The Search Agency (TSA) promotes your business by leveraging the world's most popular search engine, positioning sponsored ads alongside organic results. A fully managed service generates BANT qualified leads and guarantees brand awareness and visibility via search engine exposure.</p>	<p>With access to a network of 18 Million IT pros across thousands of technology brands, your content is mapped to various stages of the buyer journey as registered users consider new Cisco products and solutions. Narrow your lead generation criteria using your target account in addition to standard BANT validation.</p>	<p>IDG provide access to a subscriber base of 44 million IT and Line of Business Professionals and will run multiple tactics such as web content syndication, email promotions and telemarketing interviews to deliver BANT leads.</p>

7. Measure Your Success

In addition to information provided by our marketing vendors, you can utilize the **Analysis** section of PMC to track and manage your leads and view the overall campaign performance.

Having quality marketing data allows you to better target customers and prospects, significantly improving your marketing performance. This data can also help you better align with your sales teams.



Partner Marketing Central Tip

Check out our Partner Marketing Central [Track, Score, and Analyze training modules](#), plus much more.

8. Final Step...

Keep going, there is no final step! Digital marketing is not only critical to intersecting with buyers who are evaluating new solutions, but also your existing customers re-evaluating their current solutions.

Keep growing your expertise and resources with our [Marketing Velocity Training](#). As you continue to execute digital marketing and customize your buyer and customer experiences, you will increase your return on investment and maximize your impact.

Now that you have successfully set up your Work. Intuitive. campaign, learn more about how to better align your sales and marketing efforts in the next section of this playbook.

[Go to the next section.](#)

Guided Execution for Experienced Marketers

By following this playbook and our digital marketing guidance, you will be able to begin connecting with new collaboration buyers and drive demand with existing customers using inbound and outbound marketing tactics.

Reach out to your Partner Marketing Manager to maximize your impact with the full-funnel campaign assets we've created and Cisco Partner Marketing Central automation tools and services, in combination with your own marketing tools and preferred vendors.



Getting Started with Work. Intuitive.

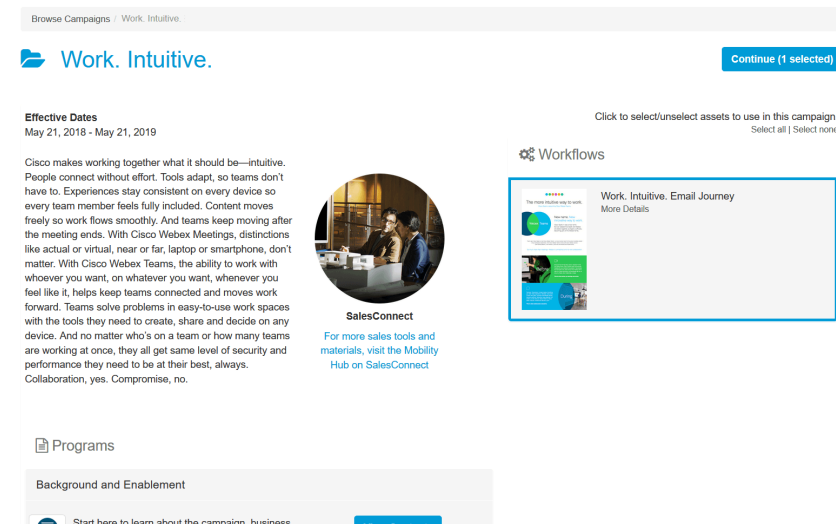
Campaign Overview

Start by learning more about the Work. Intuitive. campaign in our [Campaign Overview section](#) of the playbook.

Next, What's the Goal of Your Campaign?

It is important that your goals align with your sales and practice leads goals. Start by setting SMART goals (**S**pecific, **M**easurable, **A**chievable, **R**elevant, **T**ime limited) based on your company's objectives.

Work with your Partner Marketing Manager/VPMM/Distributor PMM to create goals and be sure to keep them informed of your progress and success so they can help you continue to refine and enhance your approach.



Partner Marketing Central Tip

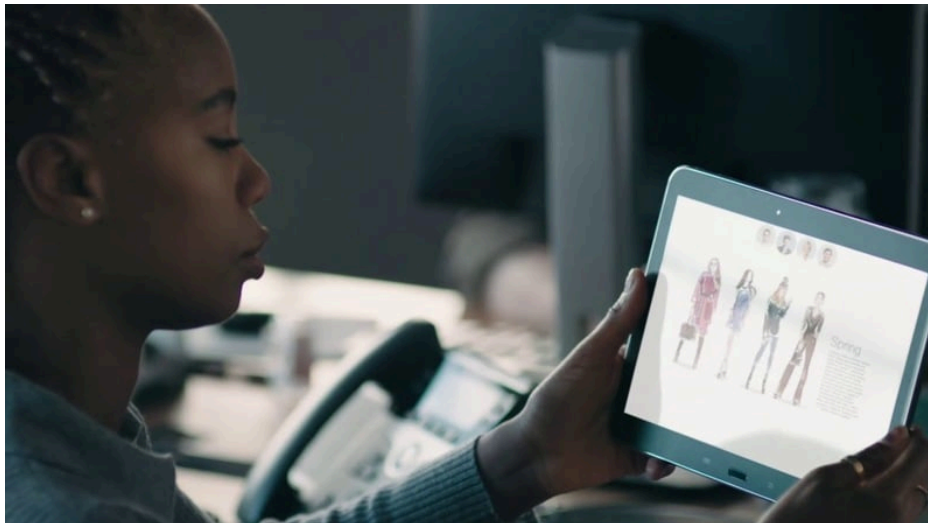
Partner Marketing Central has data analytics to measure your digital marketing success. These insights help you track what is working and where there is room for improvement to achieve your goals. We'll show you how in Step 6.

1. Launch PMC

Launch Partner Marketing Central to access the new [Work. Intuitive. campaign](#).

For the [Work. Intuitive. campaign](#), we suggest creating inbound and outbound marketing tactics.

(Cisco employees must first be logged into the EMEAR Partner Experience in [PMC](#) before viewing this [Cisco Employee Only Link](#))



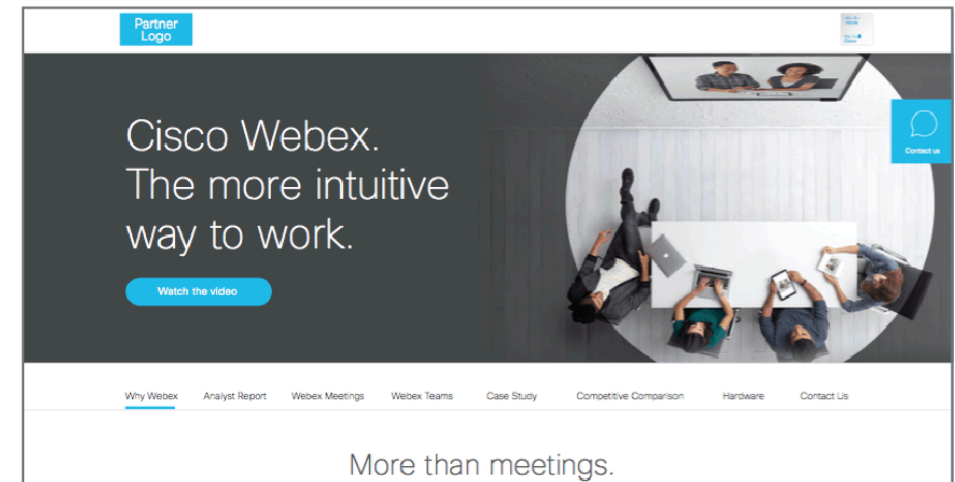
[New campaign short video](#)

2. Set Up Your Free Microsite

Set up your free campaign microsite with syndicated content, hosted on the Cisco Partner Marketing Central platform.

Follow the guided steps to customize the site with your company's contact information and logo, and start driving traffic to it from social media, email, and other digital tactics to generate more leads. [Learn more about PMC Microsites](#).

We did something new! Now your customers can choose to be contacted using Webex Teams. Look for this option while setting up your microsite.



3. Building an Inbound Marketing Strategy

Create awareness and generate new leads

Use inbound digital web tactics like the campaign shareable content and social syndication to drive traffic to the microsite web plug-in. Use [Search Engine Optimization \(SEO\)](#) and display ads to drive traffic to your pre-built microsite.

Need help? We've recommended FSA vendors for partners to use in Step 5 or you can consult with your Partner Marketing Manager.

Use the new Webex short videos (shareable assets section) in your social amplification/re-targeting efforts or on your website to create awareness for the campaign and around the products.

Videos:

[Cisco One Button to Click](#)

[Webex New Way to Whiteboard](#)

[Webex Take Your Meeting Anywhere](#)

[Webex Meeting Assistant](#)

These new campaign short videos are currently ranked 2-5th most engaged pieces of content on Cisco.com.



Generating Leads with Inbound Marketing

Inbound leads (new and existing contacts) may reveal themselves by providing their email address to access gated offers on your website or microsite web plug-in. Align with your sales team to make sure qualified leads are contacted in a timely manner, leveraging the campaign sales enablement and collateral found in 'Background and Enablement' section on [PMC](#).

4. Building an Outbound Marketing Strategy

This campaign should also be used to target known customers and contacts to re-engage and drive conversations around the new intuitive features of Cisco Webex Meetings and Webex Teams. Start a conversation with your existing customers and to identify opportunities within your install base.

Use your current install base to call and email customers who are not on the latest version of Webex (currently @ v33 as of May 2018) to ensure they are aware of the new features in Webex Meetings and Webex Teams.

We have created a free five-touch email journey for you to nurture new leads and send to existing contacts.

Learn how to start customizing your email workflow with our [Partner Marketing Central Email Workflows Infographic](#).

You can also use case study videos to demonstrate how other customers are using Webex Teams to transform the way they work. [See all Collaboration case studies](#).

Other Outbound Marketing Tactics

Offer a webinar (or a series of webinars) and events (breakfast briefings, happy hours, on-site demos, lunch n' learns, customer dinner series) to showcase and demonstrate the Cisco Webex Collaboration solutions.

Leverage and share [Project Workplace](#) as a resource to explore and build ideal collaboration rooms, browse Cisco's collaboration products for customer's who may not know all that Cisco has to offer.

Encourage your sales teams to use [Proposal generators](#) for their high touch customer engagements. These are highly valuable co-brandable leave-behind documents that include value props statements, business outcomes and more. There is no cost to leverage; plus they're easy to customize and brand with your logo.

5. Take Advantage of Full-service Activities (Optional)

Here we highlight two Full-Service Activities (FSAs) that could be used in tandem to help achieve campaign objectives.

Social media management and advertising could be used to push traffic towards your custom microsite, via organic reach and paid advertising.

Alongside this, anonymous traffic identification would help you re-target visitors to your site who have not revealed themselves.

Discuss these options with your Partner Marketing Manager to see whether they, or any of the other FSAs available within 'Other Activities' on the Work. Intuitive. campaign page, might be suitable for your use.

 Zazzle Media	 LEAD FORENSICS
<div data-bbox="1288 375 1601 406" data-label="Section-Header"> <h3>Social Packages</h3> </div> <p>Zazzle use content to create and grow targeted audiences of value through social, PR and influencer channels. Zazzle are globally respected thought leaders in digital marketing.</p> <p>Social media set up: consistent branding and messaging across relevant social channels</p> <p>Social media community management: Managing accounts on behalf of partners enables us to grow targeted audiences</p> <p>Social media promotion: promote an existing campaign</p> <p>Social media campaign: creative and technical support with targeted promotion to generate Automation Qualified Leads</p>	<div data-bbox="1624 375 1926 406" data-label="Section-Header"> <h3>Web traffic identification</h3> </div> <p>Lead Forensics is software that allows users to see details of companies that have visited their website.</p> <p>The software is easily installed by adding a tracking code to your website that monitors a whole range of information that is unique and exclusively available to your organisation. You can access the data instantly either via the "online portal", or by integrating it with a CRM platform.</p> <p>See details of who has visited your site, including the terms they searched on to find you. Could help with:</p> <ul style="list-style-type: none"> • Building out keywords lists • Contact list building • Interest-level retargeting

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6. Measure Your Success

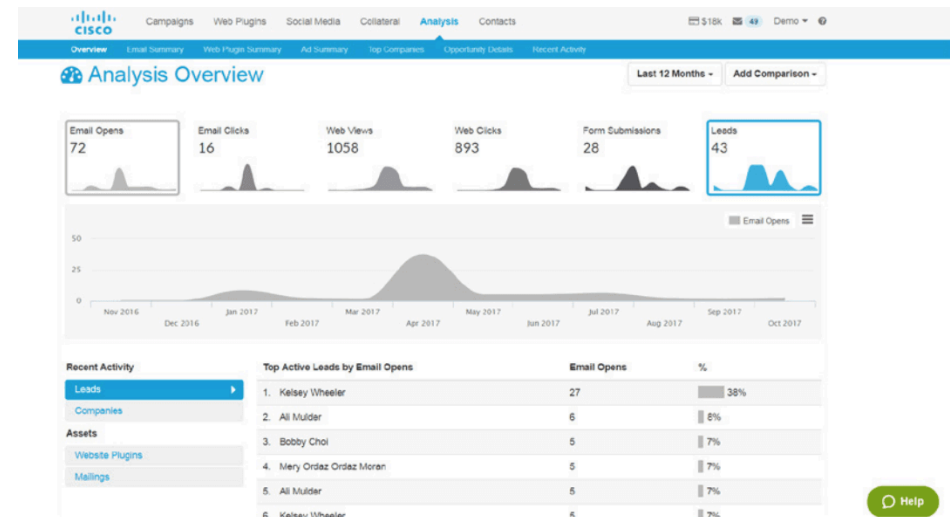
In addition to information provided by our marketing vendors, you can utilize the Analysis section of Cisco PMC to track and manage your leads and view your overall campaign performance.

Having quality marketing data allows you to better target customers and prospects, significantly improving your marketing performance. This data can also help you better align with your sales teams.

Check out our [Partner Marketing Central Track, Score, and Analyze training modules](#), plus much more.

Start enabling your Sales Teams in the next section of this Playbook.

[Go to the next section.](#)



Monitor your analytics weekly to identify trends

Want More Digital Marketing Resources and Training?

Digital marketing is flexible and lets you reach buyers through a range of channels. Cisco provides our partners with free training resources to support building a digital marketing practice.

[Fuel your marketing efforts with Marketing Velocity](#)

Custom Execution for Expert Marketers

We understand that many of our partners have invested in their own digital marketing automation and capabilities. For our expert digital marketers, we will be providing deeper insight into how Cisco is creating custom journeys using our marketing technology stack.

Reach out to your Partner Marketing Manager to maximize your impact and create an effective Work. Intuitive. campaign strategy that aligns with the joint sales and business planning efforts you may have with Cisco.



1. Understand the Campaign Journeys & Goals

Below is a simple overview of the campaign goals and journeys enabled. The [Campaign Overview section of this playbook](#) will give you more background and a clear view of all of the Top, Middle and Bottom of the Funnel (TOFU, MOFU, BOFU) assets you have to work with to build targeted, customized and automated journeys using your marketing technologies.

Before exploring the full campaign overview, the following pages will show you how Cisco has chosen to structure the primary landing pages for the Webex Meetings and Webex Teams journeys.

Webex Meetings Journey

Existing Webex Meetings customers – protect your current install base with the new Webex Meetings experience.

Webex Teams Journey

New and prospective customers – attract new customers with the future of work and Webex Teams experience.

Cisco.com/go/conferencing Landing Page Webex Platform focused	Cisco.com/go/teams Landing Page Webex Teams focused
Drive to from Outbound Marketing & Social Promotion	Organic Site Traffic and New Visitors
Audience & Objective <ul style="list-style-type: none"> • Protect Webex existing customers • Highlight the New Webex story with new video-first experience and enhancements • Address organic traffic needs looking for high-quality video meeting solutions 	Audience & Objective <ul style="list-style-type: none"> • Acquire New Customers • Integrate new Webex brand and product identity • Messaging focused on teamwork, agile workstyles and the future of work.

Click image to enlarge

2. Build your Landing Pages

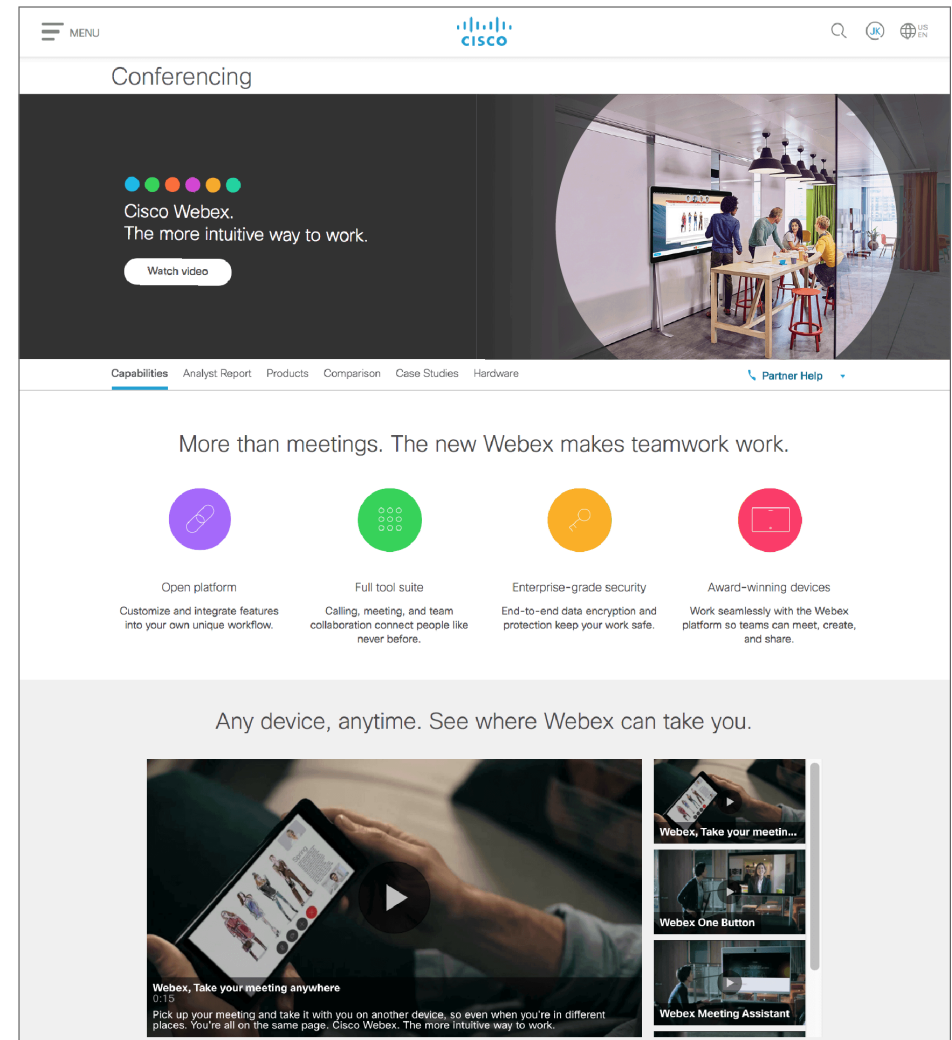
Use our landing pages as inspiration and bring your visitors down a strategic journey to capture leads. View our list of keywords for better SEO performance or access the Shareable Content in [PMC](#). Or work with your Partner Marketing Manager to create campaign assets.

Start by creating the landing page you will use primarily with new Webex customers to enhance their solution, experience, and productivity with Webex Teams.

Cisco Webex. The more intuitive way to work.

Landing Page Anatomy:

- . Marquee
 - High-level Messaging with CTA
- . Why Webex? Portfolio Overview
- . 15-second top-of-funnel (TOFU) demo videos // CTA: Watch Video
- . Third-Party Validation from a Trusted Source // Gated Call to Action: Gartner Reports
- . Introduction to Portfolio Components // CTA: Product Pages
- . Competitive Comparisons // Two CTAs: Meetings & Teams Comparisons
- . Case Study // CTA: View Case Study (Optional to Gate Content)
- . Highlight Hardware Portfolio // CTA: Product Pages



Next, create the landing page you will use primarily with new Webex customers to showcase the importance of agile teams and the future of work.

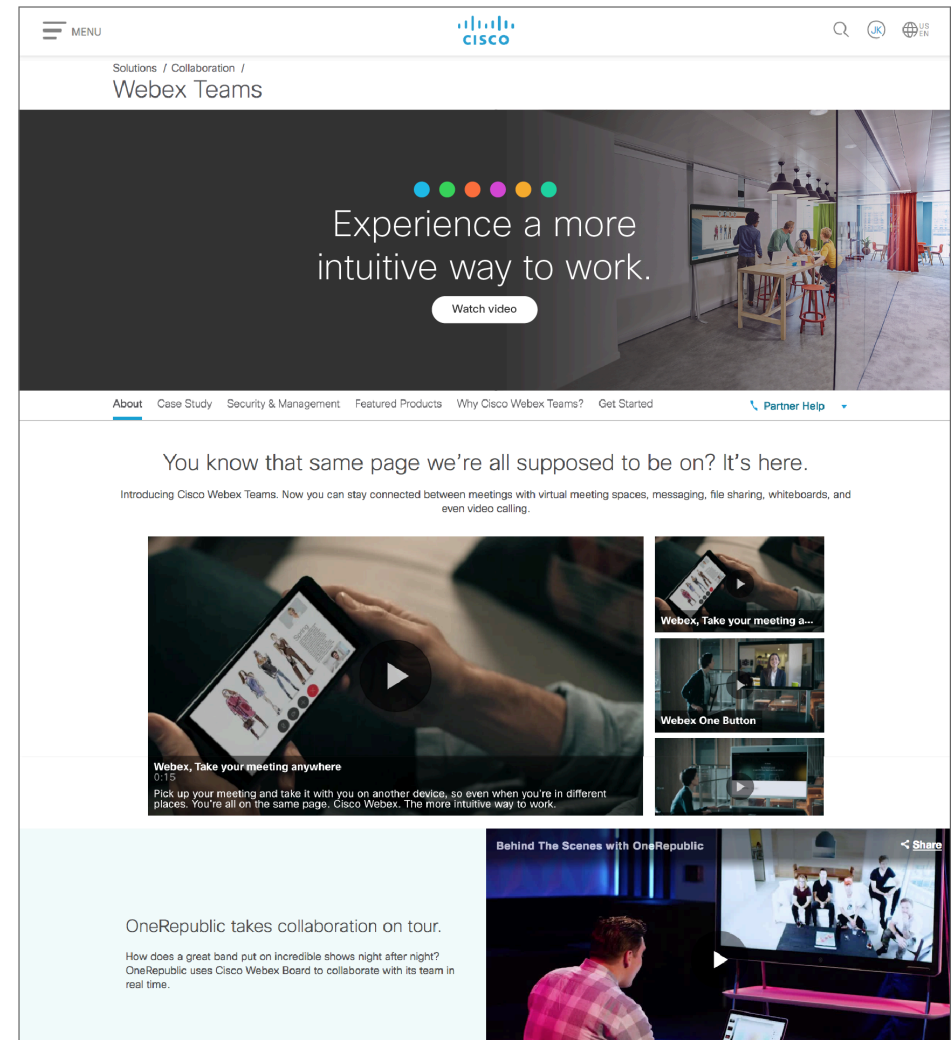
Accelerate Teamwork with Webex Teams.

Landing Page Anatomy:

- . Marquee
 - High-level Teamwork Messaging with CTA
- . 15-second top-of-funnel (TOFU) demo videos // CTA: Watch Video
- . OneRepublic Case Study // CTA: View Case Study (Optional Gated Content)
- . Security & Management // CTA: More Details
- . Why Cisco Webex Teams? // CTA: Top 5 ways Webex Teams makes work more intuitive for IT & Teams
- . Get Started // CTA: Download App Options
- . (Optional) Competitive Comparisons // Two CTAs: Meetings & Teams Comparisons
- . (Optional) Customize with Integration & Bots // CTA: Webex Depot

Digital Marketing Tip

Cisco is using a combination of [paid social media](#), [search engine marketing](#), and [search engine optimization](#) to generate paid and organic traffic. Find the right mix for your company.



3. Collect Leads

Use your marketing automation tool to identify Marketing Qualified Leads (MQL) and Sales Qualified Leads (SQL) based on their behaviors. Using engagement points and lead scoring will help you pass more qualified digital leads to your sales team, accelerating the sales conversation.

Set expectations on how you pass leads to your sales team and the amount of time it should take to follow up. You can create or include this in your Marketing and Sales Service Level Agreement for better measurement, accountability, and alignment between both teams and the Work. Intuitive. campaign.

4. Track your Success

Measure and track your success. Work with you Partner Marketing Manager to identify wins and ways to maximize the campaign impact.

They can also bring insights from what Cisco is learning about the campaign. For example, what content is performing best and where you can make changes to optimize your marketing content to drive more opportunity and greater demand.

Enhance your marketing skills with social media, integrated marketing plans, Cisco architectures, and more [in our online courses](#).

5. Understand Value-based Selling for a Lifecycle Practice

Learn how Cisco is changing the conversation with our customers. In the next section we'll outline how you can help your sales teams successfully continue the customer conversation for better adoption and lifecycle selling.

[Go to the next section](#)





Campaign Overview

Cisco Webex. The more intuitive way to work.

Why Collaboration?

The compound annual growth rate (CAGR) of Cloud Connected Collaboration is 16%.

Today more than ever, business wins depend on teamwork. And the teams that make things happen are bigger, more diverse, and more distributed than ever. People are working at home, in coffee shops, and on the road. They span multiple time zones. They use every imaginable device, relying heavily on their mobile phones. With so much to manage, people are challenged to be truly present and focused in the moment.

Users need tools that allow them to work intuitively. Effortlessly. That fade into the background, leaving them free to keep focused, stay engaged, get inspired, innovate. That allow them to connect as if they were in person, when they're not.

Collaboration is becoming increasingly cloud-based and subscription-oriented. Deployment is easy and leads and free trials can be quickly converted to sales. Start customer relationships, drive adoption, ongoing expansion and renewals.

Return to execution option: [Turnkey](#) | [Guided](#) | [Custom](#)

Agility plays a central role in the organization of the future, as companies race to replace structural hierarchies with networks of teams empowered to take action.

Why Marketing is Critical

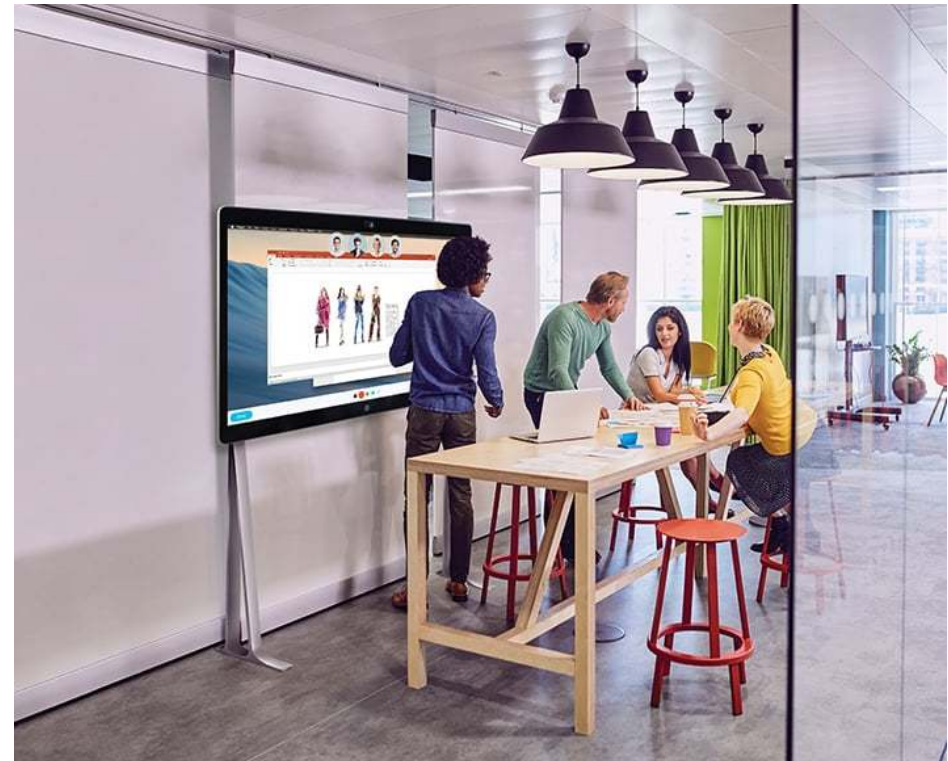
Both existing and new buyers, IT and LoB research online and up to 74% have a purchasing decision in mind before contacting vendors and partners.



Campaign Goals

- 1 Disrupt the noisy/cluttered collaboration space and create awareness of Cisco Webex
- 2 Take a position about intuitive technology designed to work the way people work
- 3 Drive engagement with collaboration buyers

Return to execution option: [Turnkey](#) | [Guided](#) | [Custom](#)



Campaign Platform

People love being with people to collaborate. But that doesn't always happen in meetings. We believe in a more intuitive way to work. And only Cisco's collaboration tools enable that more human, intuitive connection.

Technology nuisances fade away so that seamless, powerful connections can be made. People can work, collaborate and create together – regardless of device or location – and really get things done.

The more **INTUITIVE** way to work.

Return to execution option: [Turnkey](#) | [Guided](#) | [Custom](#)

Campaign Buyer Personas

The Work. Intuitive. campaign will target two buyer personas:

. The Collaboration Buyer

. The Knowledge Worker

Along with these two buyer personas, we also aim to protect/grow our existing customers and acquire new customers. There will be targeted messaging and customer journeys tailored to the careabouts for these two buying personas.

Return to execution option: [Turnkey](#) | [Guided](#) | [Custom](#)

Collaboration Messaging Themes

Theme 1:	Theme 2:	Theme 3:	Theme 4:
Simple set-ups for “huddle” rooms without the hassle	Same great meeting experience regardless of device or location	Easiest end user experience. Maximum participation with little frustration	Most advanced video/web meeting features anywhere

Cisco-out messaging

One to one communications like voice and video are the lifeblood of organization communication. Cisco is the undisputed leader in business voice and video communications and provides the de- facto choice for the future.

VS.

Persona-based messaging

It’s important to have a meeting experience that everyone can join quickly and easily, regardless of location or device. This helps increase employee engagement and satisfaction, and reduces frustrating sign-on issues.

Persona Profile: The Collaboration Buyer

Key Careabouts

- Bringing a reliable solution into the organization
- Ensuring exceptional meeting experiences for the end users – regardless of where the meeting is happening
- Getting people to attend a meeting and use video

Typical Solution Research Areas

Properties	Examples
Business Websites	Google, Economist Bloomberg, CNN, Forbes
IT Websites	Cnet, Computerworld, ITworld, CIO.com
Publications/Newspapers	Wall Street Journal, Financial Times
Social Media	LinkedIn, Facebook, Google, Instagram, YouTube
Vendor Websites	Salesforce, Cisco, AT&T, Google, Microsoft
Technology Analysts	Forrester Research, Data-monitor, Enterprise System Spectator, Gartner

Persona Profile: The Knowledge Worker

Key Careabouts

The careabouts for Knowledge Workers break down by an organizations Lines of Business (LoB).

LoB	Key Careabouts
Human Resources	<ul style="list-style-type: none"> Finding and training highly qualified employees and complying with industry regulations Making meetings more flexible and scalable across divisions, affiliates, and continents
Customer Experience	<ul style="list-style-type: none"> Improving customer service, making it quicker, more accessible, and more personalized Delivering seamless interactions while reducing cost
Workplace Resource (WPR)	<ul style="list-style-type: none"> Providing adequate work spaces for a variety of meeting needs and using resources efficiently Keeping meeting spaces flexible to scale as needed

LoB	Key Careabouts
Sales	<ul style="list-style-type: none"> Meeting with customers/prospects anytime, anywhere and staying responsive to speed up sales cycles Sharing complex information and demos in engaging, convenient ways
Training	<ul style="list-style-type: none"> Making training sessions more effective, interactive and scalable Providing a variety of formats for differing needs and scheduling conflicts
Marketing	<ul style="list-style-type: none"> Building collaborative relationships with suppliers, colleagues, and customers Generating demand and sales leads
Executives	<ul style="list-style-type: none"> Accelerating innovation and business agility Collaborating easily across geographies through simple and convenient ways

Return to execution option: [Turnkey](#) | [Guided](#) | [Custom](#)

Full Funnel Campaign Assets

Top of Funnel

- Better Together Infographic
- Webex Teams Infographic
- Meeting A vs B Infographic
- Future of Work SlideShare
- Get Stuff Done Infographic
- 4-15 second videos
- Social Content and Banners

Middle of Funnel

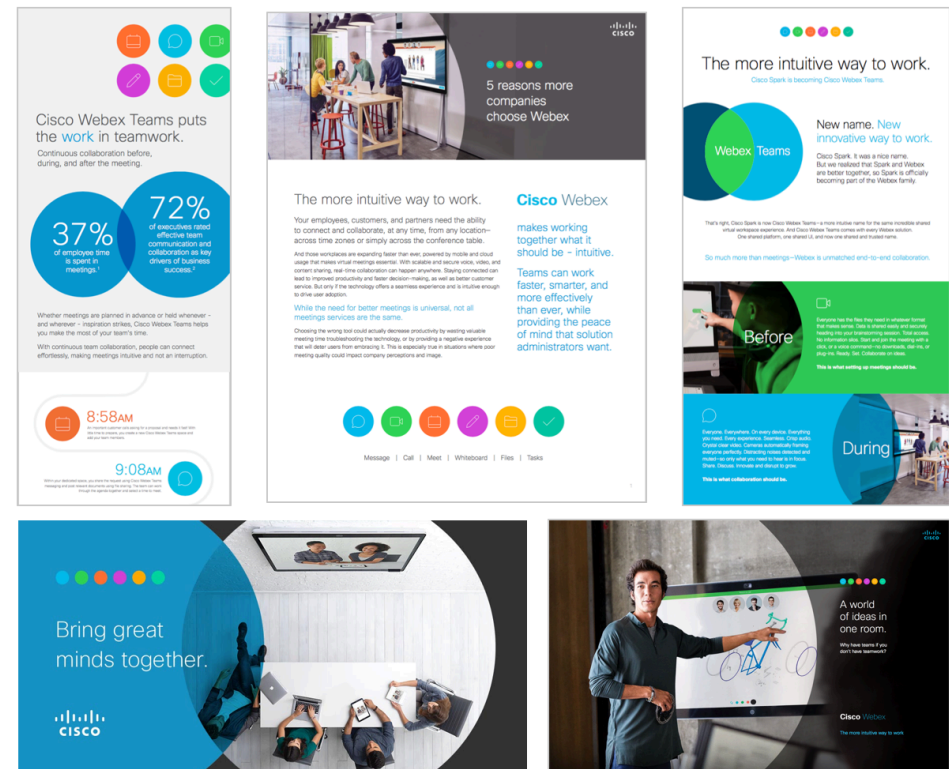
- 5 Reasons Why Webex
- Ignite Innovation Ebook
- Webex Teams LOB Infographics and 1-pagers

Bottom of Funnel

- Webex Teams Ebook (gated)
- Product Business Decision Maker (BDM) Decks
- Collaboration Executive Briefing Center (EBC) Decks
- Short product feature videos

[View campaign assets on PMC](#) (Partner Link Only)

This is the final page in our campaign overview, return to your execution option: [Turnkey](#) | [Guided](#) | [Custom](#)





Align With Your Sales Team

Enable Sales for More Meaningful Sales Conversations

Changing the Sales Conversation

Start a new conversation with your customers.

Value-based selling requires workflow-centric conversations. Align with your sales team and practice leads to lead with these conversations. These are key to end user adoption and success. It's up to your sales team to help customers understand the value of collaboration, by showing them how they can reach their goals in their daily jobs. [Learn more about workflow-based selling.](#)

Take the Work. Intuitive. campaign to the next step. As digital marketers you are starting the conversation. Take advantage of our value-based selling promotional assets on the [Collaboration Community](#).

					
I am a	Hiring Manager	Account Manager	Campaign Manager	People Manager	Project Manager
I want to	On-board new hires	Improve my customer experiences	Manage vendors	Connect my team across multiple locations	Communicate to my team
So I can	Accelerate time to proficiency	Build better relationships	Make amazing campaigns	Inspire and motivate	Deliver my project
I use Webex for	Onboarding & Training	Customer meetings and proposals	Campaign management	Webex for team meetings	Webex for team / scheduled meetings

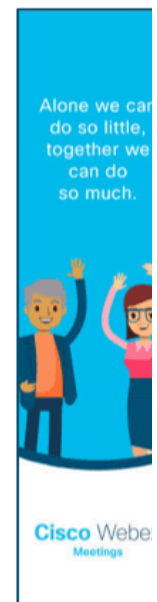
We interviewed Webex power-users to learn what their goals are in their jobs, so we can help make working easier for them. Here's what they said...

Value-based Selling for Better Adoption

With collaboration solutions like Webex Meetings and Webex Teams, the sale doesn't end once the customer has placed the order. It's important for users to adopt the solution in order for you to realize the value of recurring revenue. This means you need to get your customers excited to experience a new way of working with Webex. Show them how Webex can help them reach their goals.

We created the Webex Meetings Adoption Toolkit to help your sales teams have adoption conversations with customers (see 'Sharable Content' folder). And check out the [Cisco Success Hub](#) for more resources on creating a culture of customer success.

Already invested or starting to invest in a customer success practice? [Learn about our Lifecycle Advisor partner program.](#)



This toolkit includes: Instructions and planning guides to help IT drive adoption in their company with HR, Marketing, Executives, People Managers, and IT. It also includes resources for encouraging adoption like email templates, banners, posters, flyers and more – all editable source documents.

Three Steps to Sales Alignment Success

1. Brief your Sales Team

Get in Sync

Action: Ensure your sales team is aligned to your marketing efforts

- . **Set up Briefing Call.** Sales is a pivotal component to help drive your marketing sourced pipeline through to closure.
- . **Share Enablement Materials.** Sales needs to understand how to position and handle customer inquiries – provide them with call guide, tip sheets, proposal templates, BDM Decks, battle cards as part of this campaign (see ‘*Background and Enablement*’ folder).

2. Share Sales Enablement Material

Get Them Educated

Action: Partners Sellers should understand what and how to sell

- . The newly created [Collaboration Launch hub](#) – specifically created to support this launch.
- . **Encourage them to attend Cisco webinars.** [FMEAR Partner Interactive Webinars](#) (PIWs) cover various Collaboration-specific topics, including Work. Intuitive.

3. Sell Cisco Webex Meetings AND Devices

Show AND Tell Customers

Action: Sell Webex Meetings, bundled Audio AND video devices

- . **Recommend.** Use [Partner Proposals](#) during the sales cycle.
- . **Demo Excellence.** No better way to experience the exceptional quality and ease of use than a great demo. Invite them into your work environment or near-by Cisco Office.
- . **Close the deal with [Cisco Collaboration Flex Plan](#).** A subscription-based model for Cisco’s entire meeting and calling experience.

Tools

An overhead photograph of a white rectangular table in a modern office setting. Four people are seated around the table. On the left, a person's hands are on a silver laptop. In the center, a person is using a tablet. On the right, another person is holding a tablet. A fourth person is partially visible on the far left, also with a laptop. The background is a light-colored wooden floor.

More Resources for Your Success

Cisco Webex Marketing Guidelines

Download the Marketing Style Guide

To understand the naming convention, branding, color guidelines, proper and improper use of the logo usage, product icons and more.

Cisco Webex Lockups and Photography

Download Webex logo lockups, icon art files, and color palettes

Cisco and Webex lockup logos for Calling, Meetings and Teams.

Collaboration Launch Hub



SalesConnect Collaboration Launch Hub

Use this Hub to quickly and easily find sales collateral, launch information, proposals, and the latest training materials, roadmap information, etc.

A large teal-colored circle containing the text "Marketing Velocity" in white.

Marketing Velocity

Fuel Your Marketing Efforts

Provides marketing best practices and training resources designed exclusively for our partners to help evolve their marketing expertise.

A large green-colored circle containing the text "PMC Training" in white.

PMC Training

Partner Marketing Central Training

Resource material with easy to follow videos on how to set up, activate, implement, and track your campaign in order to get up and running quickly.

A large blue-colored circle containing the text "Partner Community" in white.

Partner Community

Cisco Webex Community

Discuss collaboration products with Cisco subject matter experts and your peers. Get access to events, feature announcements (via Fabian Bot).

Thank you for reading the

Work. Intuitive. Partner Marketing Playbook

Please share your feedback about this guide:

workintuitiveplaybook@external.cisco.com

