DEMAND GENERATION
SUCCESS STORY

TESTIMONIAL → *Anonymous case*

> We are a wholesale company that provides support and advice to distributors of security solutions so they can achieve their business objectives.
>
> We were interested in strengthening this relationship of support with our partners. In this sense, the strategy developed with Echez Group allowed us to achieve more direct proximity with our entire ecosystem, to assist them in their sales processes, and strengthen the value we deliver as wholesalers to resellers.

B2B Sales Channel Manager

CLIENT REVIEW

Technology company specializing in promoting the value of Kaspersky software among the various distribution channels, expanding its reach and strengthening the message of the importance of security in the global digital environment.

CHALLENGE

They needed to increase brand recognition among resellers with new business opportunities that increased revenue.

IMPACT

With the implementation of the demand generation solution, the client was able to:

→ Increase the positioning of the corporate profile on LinkedIn through optimization and proper management of commercial communication.

→ Generate messages to the buyer persona using SEO segmentation with keywords, providing a more effective digital campaign.

→ Develop a content grid with value contribution to its audience.

SOLUTION

After implementing the solution, the company was able to:

→ Develop and execute a customized digital marketing strategy focused on demand generation.

→ Improve the company's positioning on LinkedIn.

→ Minimize the time it takes to obtain qualified leads.

→ Create a content grid that delivers added value to resellers.

RESULTS

The positive impact of the executed solution on the client is demonstrated in:

Generation of 43 qualified opportunities in the digital and traditional processes.

Increase in the positioning of the commercial profile on LinkedIn and recognition of the company among its distributors.

The strengthening of the brand within the cybersecurity software solutions sector.