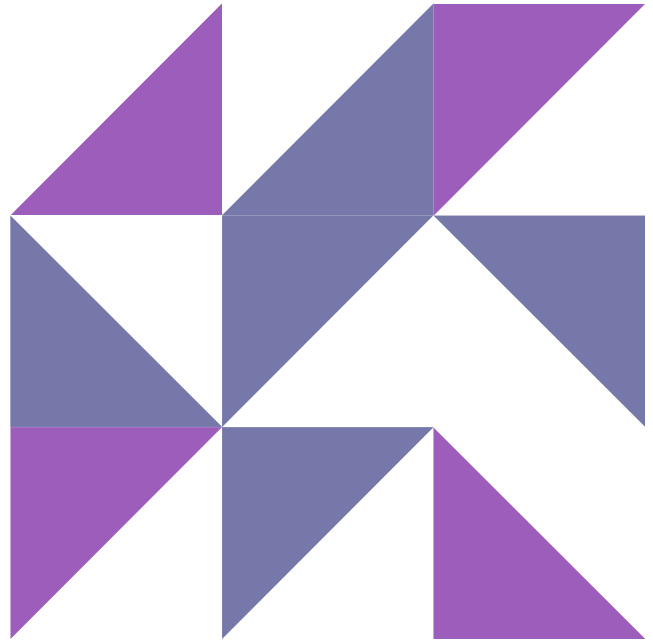




CASE STUDY

Helping a Cybersecurity Company's Successful Expansion into the Japanese Market



COMPANY PROFILE

A Global cybersecurity company looking to develop and execute a marketing strategy that would work for Japan.

EXECUTION

- Planning and executing events, including monthly webinars, seminars, tradeshows, and roundtables.
- Creating and localizing content for press releases, blogs, case studies, social media, and website.
- Localizing and executing marketing campaigns through email, social media, and content syndication.
- Planning and executing customer success stories interviews and recordings.

CLIENT GOALS

- Develop and execute a marketing strategy to engage prospects, generate new opportunities, and accelerate the existing pipeline.
- Manage marketing initiatives, including event production, channel marketing programs, digital marketing, content creation, and localization while ensuring measurable results.
- Collaborate with internal teams, channel partners, and technical alliance partners to drive demand-generation activities and achieve measurable results.

RESULTS

- Increased brand recognition and pipeline growth.
- Hosted and participated in over 15 events in Japan over a 12-month period.
- Generated over 1,200 Marketing Qualified Leads (MQLs) through events.

