IDC CONSULTING
CASE STUDY

Integrated Marketing Services for Security Service Provider

Business Challenge

A global IT service provider was refining and clarifying its market messaging and approached IDC with a request to assist them in the design and implementation of an integrated marketing campaign communicating the provider's strengths and competitive advantage in the area of security services.

The Solution

As a first step, through interviews with the companies representing the product target group, IDC identified the key challenges that the provider's customers are facing when procuring and utilizing its security services.

In the second step, IDC developed marketing messages showcasing the provider's strengths while addressing the most prevalent customer challenges.

IDC then developed a set of marketing materials including:

- A white paper
- Webinar
- Press releases
- Micro website
- Training materials for the sales force

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Analyze the Future

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