



Launch Provides Channel Marketing Support & Strategy for Akamai

ABOUT AKAMAI

As the world's largest and most trusted cloud delivery platform, Akamai makes it easier for its customers to provide the best and most secure digital experiences on any device, anytime, anywhere. Akamai's massively distributed platform is unparalleled in scale with over 200,000 servers across 130 countries, giving customers superior performance and threat protection. Akamai's portfolio of web and mobile performance, cloud security, enterprise access, and video delivery solutions are supported by exceptional customer service and 24/7 monitoring.

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- Harris Sussman, Global Alliance & Partner Marketing Manager, Akamai

The Project

Akamai is the global leader in Content Delivery Network (CDN) services, making the Internet fast, reliable and secure for its customers. The company's advanced web performance, mobile performance, cloud security and media delivery solutions are also offered through channel partnerships with other world class technology brands.

Recognizing a need to amplify the marketing activity and support for one of their key channel partners, Akamai looked to Launch Marketing to bolster their efforts.

Launch procured a brand-focused web domain and developed an on-brand microsite to serve as a sales enablement hub for the 17 newly developed marketing assets. To support lead generation, the digital campaign leveraging these assets also featured Launch-developed email templates and corresponding landing pages that aligned with brand identity guidelines.

Launch also provided a wide range of strategic and technical feedback throughout the engagement including brand strategy, digital marketing best practices and database development. As Akamai continues to advance its programs with this channel partner, they will be able to effectively and efficiently build upon this innovative marketing foundation.

Launch worked with Akamai on:



LEAD
GENERATION



WEBSITE
DESIGN +
DEVELOPMENT



CONTENT +
COLLATERAL
CREATION



BRANDING



SUPPORTED CHANNEL MARKETING ACTIVITIES

- *developed partner-branded assets for each stage of the buyer's journey*
- *created integrated campaigns to leverage assets*
- *generated more than 250 new contacts*

The Results

Launch partnered with Akamai to develop numerous partner branded marketing assets to support their key channel marketing activities through each stage of the buyer journey. Launch also created integrated campaigns to leverage these new content pieces in communications to prospective customers.

This resulted in more than 250 new contacts that demonstrated multiple points of engagement. Additionally, the creation of a digital marketing technology stack and adjoining processes ensured prompt delivery of these engaged contacts for immediate follow up.

“Unanimously, the partners in our Quarterly Business Review said these new assets are great and that they want to make the microsite and its related components the de facto hub for field reps to use. It’s almost unheard of for them to back sending reps away from their own digital properties, so I think that’s a real testament to the work done here,” said Harris Sussman, Global Alliance & Partner Marketing Manager for Akamai.

