



Launch Establishes Powerful Marketing Automation for Alert Logic

ABOUT ALERT LOGIC

Alert Logic has more than a decade of experience pioneering and refining cloud solutions that are secure, flexible and designed to work with hosting and cloud service providers. As one of the nation's leading cloud security providers, they have the tools and experience that set them apart from other cloud security companies. They focus on delivering a complete solution that lives in the cloud, but is rooted in real expertise.

“Launch Marketing’s team has everything you hope for in a long-term partner: agility, commitment to excellence, and an honest investment in your organization’s values and goals.”

- John Whiteside, VP Global Marketing Programs, Alert Logic

The Project

Alert Logic was in fast growth mode and wanted to implement marketing automation to support the scaling of their business. They wanted a partner to lead the strategy and implementation of an Enterprise-class marketing automation solution, and with that in mind engaged Launch Marketing to lead the effort.

Alert Logic had been working with Launch Marketing on a number of other projects and then made the decision to invest in marketing automation. In addition to implementing Marketo, Launch worked with them to roll out new branding updates across the US and EMEA when the company went through a major re-brand.

The Results

Launch partnered closely with key sales and marketing stakeholders to outline the lead funnel, including naming and definitions at each stage. From there, Launch created and implemented a comprehensive lead scoring model along with setting up Revenue Cycle Modeler for ongoing tracking and analysis.

With a clear understanding of the various verticals Alert Logic was targeting, Launch jumped in to plan and build out a wide-array of targeted engagement streams to help move prospects through the funnel.

Launch worked with Alert Logic on:



LEAD
GENERATION



CONTENT +
COLLATERAL
CREATION



BRANDING



MARKETING
AUTOMATION



DEVELOPED ROBUST VERTICAL CAMPAIGNS

- *built customized templates*
- *developed high-quality content*
- *integrated with third-party vendors*

This included customized templates, robust content, corresponding emails and integration with third party vendors like BrightTalk.

One of the very first promotions on the new platform resulted in 350 registrants for their webinar, which well surpassed expectations. Additionally, the lead nurture campaigns developed by Launch contributed significantly to the sales pipeline and provided a large set of reports that had a breadth and depth of analytics by which Alert Logic could use to make highly informed decisions and understand where their efforts were most effective.

Acting as a valued partner and resource for the team, Launch also worked closely on the day to day management of Marketo. Based on initial engagement in the nurture streams and the results of A/B testing, Launch provided strategy and guidance to further segment campaign efforts by audience and personas resulting in even better engagement across segments.

Moving to a comprehensive solution like Marketo allowed Alert Logic to be more efficient with their time and helped to streamline their efforts by leveraging the various demand generation and nurture campaigns created.

