



Virtual VP and Marketing Operations Support Elevates Razberi Technologies

ABOUT RAZBERI TECHNOLOGIES

Razberi Technologies makes it simple to secure and manage video surveillance and network-connected device (IoT) solutions. Along with automation of cybersecurity best practices, camera hardening and cyber threat monitoring, their intelligent appliances integrate with top video management systems (VMS) and network cameras to support high reliability and network optimization.

“Launch Marketing has worked seamlessly with us for several years and has really moved our marketing forward. Their level of service, marketing knowledge, and ability to execute quickly to help us communicate our value to prospects and customers continues to be incredibly valuable.”

-Kelly Lichtenberger, VP of Marketing

The Opportunity: Scale Marketing Efforts to Support Continued Growth and Internal Team Structure

Razberi serves a wide-array of partners, integrators, and end users to help organizations address the challenges associated with high-demand video surveillance systems and the vulnerabilities of network-connected devices. As their business and stakeholder network grew, Razberi knew it was important to scale their marketing efforts accordingly to support and sustain this growth.

With an internal team tasked with ownership of initiatives that extended beyond marketing, Razberi looked for an external B2B marketing partner that could identify opportunities to strengthen their marketing foundation and provide functional expertise for areas of marketing where the company did not have internal headcount that could address them sufficiently. Razberi also sought a marketing partner that was highly nimble and able to grow along with them.

Launch has led initiatives to:

- **expand email marketing programs**
- **provide online and offline event support**
- **add new website and martech functionality**
- **establish new partner portal resources**



PROVIDED ACROSS- THE-BOARD MARKETING ADVISEMENT & SUPPORT

- *carried out partner, integrator & end-user marketing campaigns*
- *strengthened & optimized marketing technology implementation & usage*
- *evolved messaging & resource content*

The Solution: Add Strategic Marketing Advisement and Tactical Marketing Expertise from Launch

Razberi's internal marketing leadership partnered with a senior marketing strategist from Launch to assemble the right mix of Launch Marketing talent and services to address gaps and opportunities in the company's marketing efforts. This included ongoing high-level strategic collaboration on the breadth of Razberi's marketing initiatives as well as taking on management of key functional areas such as marketing technology, email marketing, website performance and creative support.

"We chose Launch Marketing because they have deep expertise and talent to address virtually every part of B2B marketing. Their marketing professionals are really an extension of our own team that gives us trusted and needed counsel in areas of marketing that have a big impact on how well we're able to communicate with our target audiences," said Lichtenberger.

The Results: Year-Over-Year Growth in Marketing Performance and Streamlined Marketing Programs

Since partnering with Launch, Razberi has continued to improve engagement with their target audiences year over year, widened partner outreach and resources and has grown their overall business. Launch and Razberi's leadership have established streamlined processes to continually stay aligned on marketing priorities and areas of opportunity. Specific initiatives have included expanding the organization's email marketing programs, providing online and offline event support, adding new website and marketing technology functionality, and establishing partner portal resources just to name a few.

