



## Case Study



Cisco Meraki is a global leader in cloud managed solutions. They offer a range of powerful cloud controlled Wi-Fi, routing and security products, and are renowned for their seamless end user experience.

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## The Challenge

Cisco Meraki operates in a highly saturated market. Acquiring net new customers in this type of market can be challenging and the company needed to offer something different, a more unique experience.

Sales Redefined started working with the company to assist with their lead generation. Due to COVID, they had begun adapting their strategy around lead generation and were incorporating online components like webinars.

Cisco Meraki also needed to create greater synergy between their sales and marketing

teams in order to produce a better ROI on campaigns.

## The Campaign

The Sales Redefined team designed two highly scalable and cost-effective digital sales funnels. Using an Omni-channel approach, we leveraged multiple channels and touch points to nurture leads to conversion.

The funnels were designed after analysing the clients target market and taking into account their greatest desires and fears. It positioned Cisco Meraki as experts in networking, through educational content that led to conversion. We then used our webinar formula to optimise conversion at every step of the customer journey.

As part of this campaign (and any campaign we're a part of) we pushed for Cisco Meraki's sales and marketing teams to work collaboratively.

## The Results

We delivered:



Net new clients



**80+** new business meetings



**ROI = 2065%** on closed revenue or 22:1

And then, sat back and watched the campaign go global (with digital assets translating it into multiple languages, increasing the ROI even further).

"The Sales Redefined team are innovative in their approach, delivering unique and fully customised campaigns. The key differentiators between them and their competition is their ability to continuously adapt at lightning speed, coupled with a genuine interest in achieving outstanding results. They have bridged the gap between our sales and marketing teams, which I believe was a determining factor in the success of our campaigns"

**Shalini Keyan**

Senior Marketing Manager, Cisco Meraki

## Who are Sales Redefined?

We are specialists in integrating sales and marketing and experts in the IT and top-tier corporate sectors. We're not for the faint hearted and we're pretty proud to admit it.

## Want to know more?



Sales Redefined



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