

# AH-HA MARKETING

TRANSFORMATION THROUGH MARKETING



## Managed Security Service Go-To-Market Strategy

Breaking into new markets takes a lot more than a great product. You only have this one chance to get it right. You need an experienced guide to help you navigate the crowded and competitive landscape. Ah-Ha Marketing has a proven track record of powering through barriers and launching emerging MSSPs into new markets. From the US to Australia and everywhere in between, we have helped some of the world's largest businesses including NTT Communications, Level3, Global Crossing, AT&T, and Verizon derive massive value from their managed security services offerings. We work closely with MSSPs to deliver a holistic strategy that creates a frictionless path to revenue.

### Partner Program Development

When it comes to penetrating new markets, one of the most effective strategies is to leverage partners with established relationships and market access. *Ah-Ha has a proven track record of building and implementing some of the industry's most supportive and compelling partner programs.* Working closely with your sales organization, we will help you select the right tools and program elements to connect with your partners. Our unique maturity model approach helps you allocate appropriate resources and work with each partner to develop a roadmap to develop future business.

#### *Ah-Ha Moment*

Partnering with Security On-Demand, we launched a partner marketing program that resulted in a 30% increase in revenue through their AT&T partnership. The program included field engagement tactics, bi-monthly webinar trainings, customer and partner communications, and demand generation events.

### Thought Leadership

Thought leadership is your most powerful demand generation tool. People buy from experts that they recognize and trust. *Ah-Ha Marketing has successfully built the brand and awareness of thought leaders in the industry, driving revenue growth and value for MSSP organizations.* Our thought leadership programs have been known to deliver 50X advertising equivalent value, raising brand awareness for a fraction of the cost of traditional advertising.

#### *Ah-Ha Moment*

Our thought leadership program for NTT Com Security resulted in over \$1 million in advertising equivalent value through earned media coverage and speaking engagements at Black Hat, RSA, InfoSec World, and other industry conferences.



## Content Strategy

Today's empowered buyer conducts a large portion of their research and decision-making before they ever talk to you. Your ability to get your content in front of prospective buyers throughout their decision making process can be the difference between hitting your numbers... or not. Ah-Ha will work with your team to identify the various people involved in the buying process, including decision-makers, influencers, and blockers. *We will map the unique needs, challenges, beliefs, and fears of each one to all the ways your offerings can help; then, we'll tie in your company's brand messages and benefits.* We'll bring this all together into an intelligent and realistic content marketing strategy that is aligned with your goals and objectives.

### Ah-Ha Moment

Ah-Ha Marketing's content strategy helped NTT Com Security tie together live events, partner activities, social media, public relations, webinars, and informational content into a cohesive journey that resulted in an overall increase in web traffic, reduction in bounce rates, and an influx of inbound leads. Additionally, much of the content was then re-purposed to fuel the channel partner program.

## Competitive Analysis

Understanding the competitive landscape and how your services stack up against others in the market, as well as, against your target audience's needs, is key to developing your product strategy and your marketing programs.

### Ah-Ha Moment

Ah-Ha Marketing is well-connected in the MSSP space and has access to industry analysts, thought leaders, and key buyers. We use this access to help our clients make better decisions on messaging, positioning, and product strategy. We recently leveraged a key IT buyer to conduct a secret shopper project which resulted in in-depth information about how our client's key competitors positioned themselves when they knew they were competing against our client.

## About Ah-Ha Marketing

Ah-Ha Marketing is all about you and your success. We specialize in frictionless customer acquisition delivered by a technology-enabled customer journey. Today's buyer is empowered. They conduct most of their decision-making before they ever talk to you. Ah-Ha helps you shape the customer's journey to ensure that the path leads straight to you. Our clients experience above-average results because we know which best practices make sense in the new world and which ones are obsolete. By working to embed customer-centric thinking into every aspect of your business, we guide you toward a business transformation that fosters long-term loyal customer relationships, highly effective sales and a well-respected brand.