



The bridge to possible



# Marketing Velocity Talks

FY23 - Q1

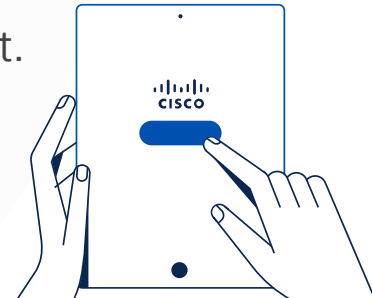
AMERICAS Partner Marketing Team  
August 24, 2022

# Your CCO ID is your key to all Cisco resources/news

Partner Self Service allows you to update your contact profile

To update your communication preferences:

- 1 Go to Partner Self Service <http://www.cisco.com/go/pss> and select the My Profile tab.
- 2 Scroll to the Cisco Communications section
- 3 Choose your preference: Yes, receive emails from Cisco or No, be opted-out of getting all communications from Cisco and Submit.





# Agenda

1 Introduction: FY23 Overview

2 Get to know Hybrid Work

3 Rediscovering Marketing Velocity

4 Live Q&A



# Speakers



**Holly Valdez**  
MVC Americas Lead + AMER Partner  
Communications



**Mery Ordaz Moran**  
AMER Partner Marketing  
Enablement Lead



# FY23 Overview

## Americas Partner Marketing



| Reimagine Applications

| Power Hybrid Work

| Transform Infrastructure

| Secure the Enterprise

# Customer Priorities



# Get to know Hybrid Work

# The opportunity

**62%** of HR leaders identified a lack of an explicit future of work strategy as their organization's biggest challenge in successfully approaching the future of work

**62%** suffering connectivity issues on a regular basis is career limiting for remote worker

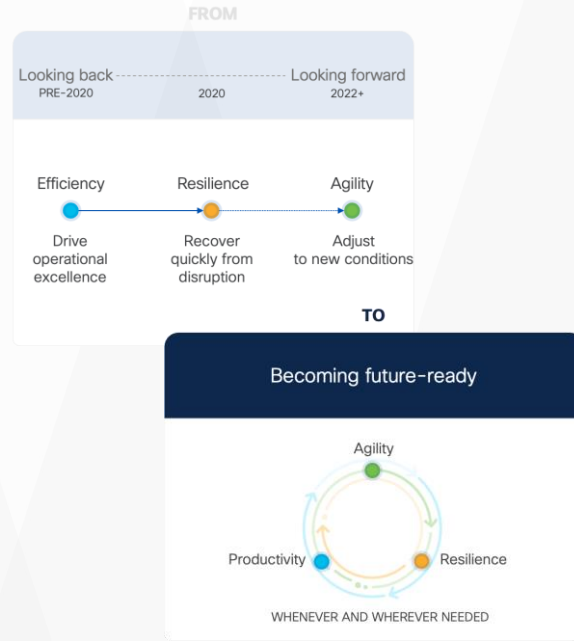
**78%** feel cybersecurity is critical for making hybrid working safe

**48%** of CIOs predict that more than 50% of their IT budget will be spent to bring pandemic technology investments to full potential

# The story

*"Hybrid work is powered by the convergence of people, technology, and places"*

It requires an approach that designs the work experience around and for the individual wherever they are – on site, off site, and in mixed mode, moving between locations on any given day or time.



# Use cases

Foundational use cases to enable hybrid work from home, office, and anywhere:

- **Enhanced visibility**
- **Secure collaboration**
- **Secure access**

The advanced use cases address specific customer needs based on their business and the makeup of their work body.

## ADVANCED USE CASES

- + Hybrid operations
- + Home office
- + Industrial asset and facility monitoring
- + Individual office spaces
- + Sustainable facilities
- + Common spaces
- + Collaborative and meeting spaces
- + Contact center
- + Virtual desktop infrastructure

# Enablement resources

The new Hybrid Work Series is premiering on MVL in the second half of August.

The topics will include:

1

Get to know Hybrid Work: the opportunity, story, and use cases

2

Power Hybrid Work: Audience, Persona, Targeting

3

Power Hybrid Work: Demand Generation

4

Power Hybrid Work: Partner Go-to Market Overview





# Marketing Velocity

Marketing resources to accelerate your marketing effectiveness

Cisco Marketing Velocity is a comprehensive marketing engine offering partners always-on learning and demand generation services to help grow their business. By mutually investing in their marketing practice, and utilizing all that Marketing Velocity has to offer, we'll transform and achieve business outcomes together.



Marketing training and  
industry trends

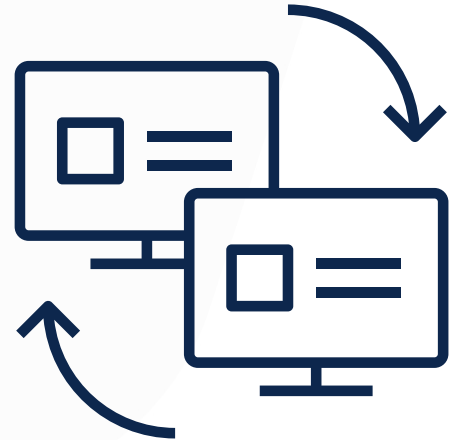


Campaigns, syndication,  
and more

# Marketing Velocity Central

Ignite your business growth

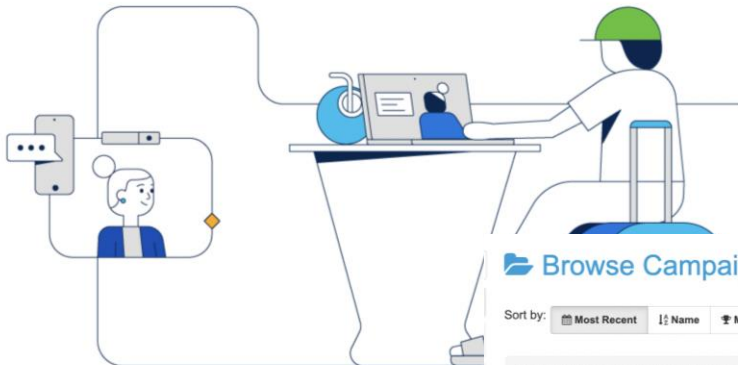
**Marketing Velocity Central** is a full-service marketing portal offering free-to-use customizable campaigns. These campaigns feature automated email journeys, social media and website syndication, and an enhanced marketing content library.



# Make hybrid work work better

Today's hybrid work is about more than solving remote work challenges. It's about taking advantage of opportunities to empower your team at home, in the office, or anywhere. Visit the campaign to find out how.

[Learn more](#)

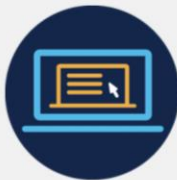


Activate Campaigns

Manage campaign tasks 60+



Connect Social Media



Deploy Web Plugins



Manage Contact Leads

## Browse Campaigns (78)

Sort by: [Most Recent](#) [Name](#) [Most Effective](#) [Most Popular](#)

Co-Marketing Campaign Toolkit for Cisco Ecosystem Partners [View Existing Activation >](#)



This marketing toolkit is a resource that Cisco ecosystem partners can use when creating their own marketing campaigns for solutions that include Cisco® products and services. It contains template copy, samples, and links to additional resources to support our partners' promotional efforts.

[Details >](#)

Includes:

Industries Cross Architecture English

Calling and Meetings for Small Businesses [View Existing Activation >](#)



The Calling and Meetings campaign targets new logo companies in the SMB segment that are currently competitors' customers. Many of these customers purchased their current phone system 10+ years ago or had to make a fast decision during the pandemic to enable their organization to continue business. Today, the customer is realizing their current solution isn't meeting their needs, and they're dissatisfied with their product and services. The Webex Calling and Meetings campaign provides partners with resources to start a conversation with the SMB segment experiencing this dissatisfaction.

[Details >](#)

Includes:

Small Business Collaboration English

The New Enterprise Reality - ThousandEyes [View Existing Activation >](#)



This eBook campaign helps you understand how the New Enterprise Reality is driving demand for ThousandEyes and gives you content you can use for marketing and sales.

[Details >](#)

Includes:

Content Focus Architecture English

# Marketing Velocity Central offers:



Customizable  
Marketing Campaigns



Marketing Assets



Automated Email  
Workflows



Social Media  
Syndication



Content Syndication



Create Your Own  
(Email & Web Plugin)



Webinars



Agency Locator

# Upcoming content

## Reimagine Applications

- Full Stack Observability (Localization)

## Power Hybrid Work

- Power Hybrid Work (Campaign Refresh)
- Industry Webinar Series (Localization)
- Why Cisco Webex (Disti - Refresh)

## Transform Infrastructure

- Secure SD-WAN (Refresh and localization)
- Cisco Nexus- Cloud Networking (New campaign)

## Secure The Enterprise

- Why Cisco Security (Disti - Refresh)
- SASE Your Way (Refresh and localization)
- Zero Trust (Refresh and localization)
- Security for Small Business (Campaign Refresh)

# MVC French Canadian content Campaign eBook



# Marketing Velocity Central – Training



## Activate a campaign

- How to find campaigns/ use filtering
- How to download collateral
- How to activate campaign marketing tactics



## Emails

- Emails in Campaign
- Email Workflows in Campaigns
- Create Your Own (CYO) Emails & Templates



## Social Media

- Social in Campaigns
- CYO Social
- Social Syndication



## Web Plugins

- How to activate microsites
- How to activate landing pages
- How to activate banners



## Webinars

- How to find & download webinars
- How to activate On Demand Webinar Campaign



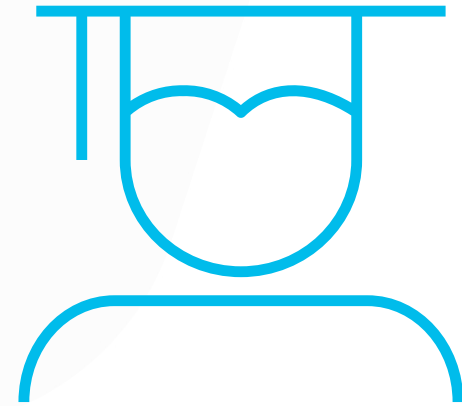
## Other trainings

- Agency Locator
- Support tickets
- Navigating Zift Academy

# Marketing Velocity Learning

Build your marketing practice

**Marketing Velocity Learning** is an always-on educational gateway, will help you develop your marketing skills and modernize your marketing approach achieving better marketing results.



# How is Marketing Velocity Learning valuable to Cisco partners?



## Professional Growth

Free professional development opportunities, the resources you need to successfully market with Cisco or insight to understand the foundations of marketing and trends.



## Gain new marketing skills to help accelerate your profits

A chance to deepen and recap marketing knowledge and skills and learn about a variety of topics from thought leadership to technical marketing skills.



## Top market opportunities

Be more effective in your campaigns by fully understanding the market opportunities your company has with Cisco.

# MVL: Three Focus Areas

An always-on digital gateway, [Marketing Velocity Learning](#) delivers curated content geared to: Thought Leadership, Marketing with Cisco and Marketing Skills.



## Marketing Skills

Here, you'll learn the essential skills to become a well-rounded marketer. Ranging from broad learnings about developing a digital marketing campaign, to many specialized topics like brand storytelling or virtual events, MVL has it all.



## Marketing with Cisco

In this category, you'll find the resources you need to successfully market with Cisco. This includes product guides, co-branding help and Marketing Velocity Central training. This is also where we introduce our new tools.



## Thought Leadership

Thought leadership provides the insight to understand the foundations of marketing and its directions of development. What do customers expect from technology services? What is the new market landscape? This section gives you the answers to these questions and more.

# What is coming in Marketing Velocity Learning?

## Customer Priorities

- Power Hybrid Work: four parts video series
- Full Stock Observability: two parts video series
- Secure the Enterprise: XDR, SASE, Zero Trust explainer videos

## Marketing Velocity Central Training

Series of video trainings and infographics that guide you through all the services and capabilities available in Marketing Velocity Central

## Platform enhancements

Marketing Velocity Learning is evolving. We have listened to your feedback, and we are making changes to our learning platform to make it easier for you to find the right content at the right time.

Most of the content in MVL will now align to Cisco Customer Priorities, providing you with relevant information that will help you evolve the way you market with Cisco.

# Additional resources

## Brand Resources

- [Partner Logo Builder](#)
- [Partner Cobranding Visual Guidebook](#)
- [Brand Exchange](#)

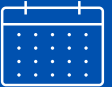
## Subscriptions

- [Cisco Partner News Hub](#)
- [Training & Enablement](#)
- [Americas Newsletter](#)

## Other resources

- [Marketing Velocity](#)
- [Partner Marketing Resources Guide](#)

## Next sessions



10:00 A.M.  
Pacific Time

Q2 - Nov 16  
Q3 - Feb 15  
Q4 - May 17

# Q&A

Feel free to ask any questions regarding today's session or any other Partner Marketing topics  
(email alias: [amer\\_partner\\_digital@cisco.com](mailto:amer_partner_digital@cisco.com) )





The bridge to possible