



Dunamis Marketing: Helping Global IP Networks **Launch** **Cloud Solutions**

A Case Study on the Power of a Comprehensive
Marketing Strategy to Launch a New Cloud Solution



The Challenge

Global IP Networks is an 18-year-old co-location and data center company that wanted to expand its service offerings to include managed IT services and private cloud solutions. However, the company faced several challenges in launching these new services, such as:

- » Lack of brand awareness and differentiation in the crowded cloud market,
- » Limited marketing resources and expertise to execute a go-to-market strategy,
- » Low website traffic and lead generation.

The Solution

Global IP Networks hired Dunamis Marketing, a full-service marketing agency that specializes in helping technology companies grow their business. Dunamis Marketing collaborated closely with Global IP Networks to develop and execute a tailored go-to-market strategy for its managed IT services and private cloud solutions. The approach encompassed several key elements:

- 01** Developing a compelling brand story and value proposition that showcased Global IP Networks' unique capabilities and benefits.
- 02** Revamping the website and landing pages that highlighted the cloud services and featured customer testimonials, case studies, and various lead magnets.
- 03** Launching a multi-channel lead generation campaign that leverages email marketing, social media, webinars, and events to drive qualified prospects to the website and landing pages.
- 04** Providing ongoing marketing support and analytics to optimize the campaign performance and ROI.



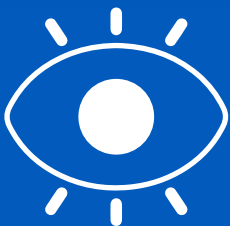
The Results

The collaboration between Global IP Networks and Dunamis Marketing yielded significant results, driving measurable growth and market expansion:



20% Growth in First Year

Through the implementation of the go-to-market plan, Global IP Networks achieved a 20% increase in revenue within the first year of launching its managed IT services and private cloud solutions.



Enhanced Brand Visibility

Dunamis Marketing's strategic approach to brand storytelling and messaging helped elevate Global IP Networks' brand visibility and differentiation in the competitive cloud solutions market.



Lead Generation Success

The lead generation campaigns executed by Dunamis Marketing generated a steady stream of qualified leads, enabling Global IP Networks to effectively nurture prospects and drive conversions.

Client Testimonial



"I've had the pleasure of working with Dunamis Marketing for several years and I can say that they have always given us their best and been committed to our company success. I would highly recommend Dunamis Marketing."

– Chris Martin
Executive Vice President
at Global IP Networks



The Conclusion

Dunamis Marketing's strategic partnership with Global IP Networks exemplifies the power of a tailored go-to-market approach in driving growth and success in the rapidly evolving cloud solutions market. By leveraging market insights, crafting compelling brand narratives, and executing targeted lead generation campaigns, Dunamis Marketing enabled Global IP Networks to successfully expand its service offerings and capture new growth opportunities.