



FOX & CROW GROUP

GO TO MARKET CASE STUDY

Cydef retains Fox & Crow to assist with developing a go to market plan based on a new customer profile

CHALLENGES

- Need to scale partner acquisition
- Messaging Strategy
- Alignment

PERSPECTIVE-DRIVEN APPROACH

Fox & Crow facilitated a perspective driven session to assist with alignment around efforts

TARGET CUSTOMER PROFILE

Fox & Crow facilitated generation of a new primary customer profile for use in marketing efforts.

MESSAGING STRATEGY

Fox & Crow worked with Cydef to create the messaging strategy to be implemented in their go to market plan.



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OBJECTIVES

Cydef, a security software company, had built a book of business in the I.T. MSP space. Leadership had set a goal of rapid partner acquisition, and recognized that messaging must be properly developed to achieve their goal. Cydef retained Fox & Crow to assist with their messaging strategy.

CLIENT FEEDBACK

“Absolutely loved the programme we ran with [Fox & Crow] as it provided insights into the missing link for us in our customer profiling and approach to the market.”

“There is nothing more complicated than getting a bunch of people into a room, from different parts of an organization, to brainstorm and achieve consensus on a sales and marketing strategy. It’s just hard work.

[Fox & Crow] did just that - in record time.”