

## Motorola and Cisco Lead Generation Case Studies

Marketing to the technology and communications segments of the Public Safety market can be particularly challenging. Research and decision making duties are shared by multiple stakeholders and can include city government, law enforcement, fire, EMS and emergency managers. In addition, due to the command and control nature of public safety organizations, roles at departments frequently change, meaning there are always new decision makers that need to be reached and educated. Because of these factors, companies marketing to these segments are faced with the challenge of being able to efficiently deliver a compelling business case for their product to a very narrow group that represents less than 5 percent of the market.

Praetorian has executed successful lead generation campaigns for a number of companies focused on these segments. Here are two examples:

### Motorola

**Challenge:** Motorola had achieved underwhelming results working with one of PoliceOne's competitors. They approached Praetorian with two challenges: drive traffic and exposure to Second Nature, their interactive solutions-oriented micro site, and generate high quality leads. The goal was to create a mechanism for interaction with targeted law enforcement technology and communications decision makers, traditionally a difficult group to reach.

**Solution:** Praetorian created interactive "video vignettes" highlighting specific solutions showcased on the micro site, such as the threat surveillance capabilities of new Handheld Mobile devices. Each vignette featured a call to action directing officers to a lead generation form where they were able to submit their contact information for follow up by Motorola sales representatives. The vignettes were promoted via both dedicated email blasts and promotion in PoliceOne's technology e-newsletter, which together reach 215,000 law enforcement officers.

The vignettes proved to be a creative way to capture the attention of decision makers, drive interaction, secure qualified leads and make use of the assets that had already been developed for the micro site in a creative new way. As a result, Praetorian quickly became one of the top performing sources of leads for Motorola in the public safety market and continues to provide lead volume through brand exposure within related PoliceOne Product Categories and banner advertisements.



**MOTOROLA**

### Cisco

**Challenge:** Cisco is faced with the challenge of educating public safety decision makers about the benefits of IP-based technology and the range of solutions it can provide for their departments. They had four objectives: create awareness, build the business case for their products, link their products with law enforcement grant funding opportunities and - most importantly - drive leads.

**Solution:** Cisco traditionally partners with one association or media company within each of its business segments to communicate their message and drive business growth. The company chose Praetorian due to its ability to provide creative solutions and effectively reach the segment of the law enforcement market they sought to engage.



Praetorian built a multi-pronged program to meet the range of Cisco's objectives. This included exclusive sponsorship of a top communications expert columnist; sole sponsorship of a special IACP wrap-up designed to strengthen their thought leadership position and build awareness; heavy exposure within the Communications product category on PoliceOne; various e-newsletter placements to educate the market; and, finally, sponsorship of PoliceGrantsHelp.com – to drive leads related to funding requests.

Through this program, Cisco has received 9,808,075 targeted impressions, 26,765 clicks and registered nearly 1,000 decision makers on PoliceGrantsHelp.com. PoliceGrantsHelp has quickly become one of the leading sources for law enforcement grant information and has provided Cisco with an effective platform for educating the market about their solutions.

**For more information, please call (415) 962-5916 or email [Sales@PoliceOne.com](mailto:Sales@PoliceOne.com)**