

BRADFORD NETWORKS + MAGNETUDE THE TEAM APPROACH

Bradford Networks is increasing the security posture of global enterprises with a comprehensive network security solution focused on endpoint visibility, dynamic control and automated threat response. Over the course of a decade, Bradford Networks became a recognized leader in the Network Access Control (NAC) market – achieving Visionary status in the Gartner Magic Quadrant. Bradford Networks sells exclusively through channel partners.

MAGNETUDE WAS BROUGHT ON BECAUSE OF THE TEAM'S INDUSTRY AND MARKETING DOMAIN EXPERTISE:



**CYBER
SECURITY
MARKET
EXPERTISE**



**DEEP DIGITAL
MARKETING
KNOWLEDGE**



**CHANNEL-
FOCUSED
MARKETING
ACUMEN**

In early 2016, Bradford Networks began working with Magnetude Consulting on a broad range of strategic and tactical initiatives, recognizing the senior support and expertise Magnetude offered that would provide needed resources to a small in-house marketing team.

Working strategically with the Vice President of Marketing and Business Development, the Director of Marketing and the executive leadership, Bradford Networks engaged with Magnetude to reposition the company in the emerging security automation and orchestration space and provide on-going marketing support across all disciplines including content and digital marketing, SEO, public relations, and channel marketing. Given the dynamic nature of the security industry, the partnership has remained successful based on the tight integration of joint resources, the agility and accessibility of the team, and the deep knowledge of the market.

The one line item in my budget that is off-limits has the Magnetude name attached to it. The mutual trust, open and honest communication, and the ability for the Magnetude team to consistently deliver new ideas, share best practices, and keep multiple programs moving ahead has significantly impacted the business in general, and personally, it allows me to focus on the most pressing issues. Together, we've achieved a vibrant and noticeable buzz in the market and have re-invigorated the positive forward momentum necessary to leapfrog competitors who have greater resources.

– **Michelle Coulombe**
Director of Marketing
Bradford Networks



RELATIONSHIP HIGHLIGHTS



WEBSITE LAUNCH

Working jointly, relaunched the website in under 12 weeks, including:



REWRITE OF OVER 30 PAGES



SIMPLIFIED NAVIGATION



ENHANCED USER EXPERIENCE



**DESIGNED WITH AN INBOUND
MARKETING MENTALITY**



CONTENT



COLLATERAL



**CASE
STUDIES**



**PRESS
RELEASES**



BLOG



INFOGRAPHICS

**OVER
63
CONTENT
PIECES
DEVELOPED**



WHITEPAPERS



INVESTOR AND CORPORATE PRESENTATIONS

Complete overhaul focused on story telling, value points, and streamlined, arresting visuals



IMPACT EXAMPLES

WORKING AS A TEAM GENERATES SERIOUS RESULTS FOR THE BUSINESS.



**A SINGLE, HIGHLY TARGETED
EMAIL CAMPAIGN**

for a new product offering generated over

\$250k IN NEW OPPORTUNITIES



INTEGRATED PROGRAMMING

around 3 industry events generated over

\$500k IN REVENUE



**LINKEDIN AND TWITTER
FOLLOWERS UP**

DOUBLE DIGITS IN 1 YEAR



WEBSITE STATS

DRIVING IMPROVED SITE METRICS IN THE FIRST FEW MONTHS POST SITE RELAUNCH.



**INCREASED TRAFFIC FROM
SOCIAL MEDIA BY**

300%



**INCREASED WEBSITE
PAGE VIEWS BY**

47%



INCREASED NUMBER OF USERS ON THE SITE BY

43%

**WANT TO LEARN MORE ABOUT HOW
MAGNETUDE CONSULTING CAN SERVE AS AN
EXTENSION TO YOUR MARKETING TEAM?**



CONTACT US TODAY.