



CUSTOMER SUCCESS STORIES

CISCO creates and amplifies its thought leadership content via the Thinkers360 analyst and influencer community





Kevin Delaney

Senior Writer & Content Creator
CISCO

CHALLENGE:

Access to thought leadership insights and community, influencer-sourced thought leadership content creation and thought leadership marketing.

THINKERS360 SOLUTIONS:

B2B Expert Marketplace, Premium Content Library, Thought Leadership Marketing, Social Media Marketing, Press Release Service.

RESULTS:

Access to critical insights from leaders, SMEs and visionaries. Creation of high-end thought leadership content. Amplification of content to a highly diverse & powerfully influential audience of decision makers around the world (100M followers combined).

OVERVIEW

Seeking to raise its brand premium, CISCO needed a capable vendor that could provide access to insights and create and amplify its thought leadership to a powerfully influential audience around the world.



Cisco offers an industry-leading portfolio of technology innovations. With networking, security, collaboration, cloud management & more, they help to securely connect industries and communities.



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As a Cisco senior writer and content creator, the Thinkers360 community has been a key resource. With access to leaders, SMEs, and visionaries from all areas of technology and industry, I can pull in the critical external insights that give our thought leadership the wide perspective it demands. In addition, the team have helped amplify our content to a highly diverse, & powerfully influential audience of decision makers around the world.





I CHALLENGE

Seeking to raise its brand premium, CISCO wanted access to thought leadership insights and community, influencer-sourced thought leadership content creation, and thought leadership marketing.

I THINKERS360 SOLUTIONS

CISCO choose Thinkers360 for its direct access to world-leading experts, premium content and insights, and ability to reach highly influential decision makers as well as leading B2B analysts & influencers on the platform with over 100M followers combined. Thinkers360 provided access to its B2B Expert Marketplace, Premium Content Library, Thought Leadership Marketing, Social Media Marketing, and Press Release Service.

CISCO used the Premium Content Library to access insights, the B2B Expert Marketplace to source a leading influencer to write a high-end whitepaper on the Future of Work, and Thinkers360's thought leadership marketing services to curate and amplify its Newsroom content.

I RESULTS

The Thinkers360 platform provided access to critical external insights from leaders, SMEs and visionaries which gave CISCO thought leadership the wide perspective it demanded. Creation of high-end thought leadership content on the future of work. Curation and amplification of CISCO content to a highly diverse and powerfully influential audience of decision makers.



★★★★★ THINKERS360 RATING

RATINGS

5.0 ★★★★★

Quality 5.0
SERVICE & DELIVERABLES

Schedule 5.0
ON TIME / DEADLINES

Cost 5.0
VALUE / WITHIN ESTIMATES

Willing to Refer 5.0
NPS



Connecting global brands and audiences with the world's premier B2B thought leaders, analysts & influencers for game-changing results.

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