Cisco Meraki
Lead Generation Guide

Start generating leads today with the Cisco Meraki webinar program

This document is intended for Cisco Meraki partners to utilize when creating demand via the Meraki webinar program. The document contains information on the webinar referral program, Meraki promotions for sales people, Meraki sales programs and sample email content for eDM campaigns to end users.

Table of contents

What is the Meraki webinar program and how can you start generating leads?
Meraki runs regular live 1 hour webinars across the globe designed to provide prospective customers and partners in depth product demonstrations and Q&A from Meraki experts. The sessions cover all focus verticals and product lines. The program has been a huge success and has a direct correlation with pipeline generation for our partners. Explore the webinars here.

Watch this short video to find out how to grow your pipeline. Video

Unique referral code
The Meraki Partner Portal has a feature which allows our partners to generate a unique referral code which can be placed on the end of any website link that leads back to a webinar or any Cisco Meraki website. If a customer signs up to attend one of the Meraki webinars, their details are then placed in your partner portal as a lead, with contact details for you to follow up. How to create a unique referral code video or step by step instructions.

Customers can receive free hardware
When you refer a customer to a Meraki webinar using your customized webinar referral link, you retain control of the leads. Best of all, we'll send qualified attendees either a free AP, switch or security product depending which webinar they attend. Growing your pipeline doesn't get much easier than that. Check Eligibility

New! Customers can now receive 20 free Systems Manager licenses when they attend a SM webinar.

Customer free trials - try before you buy!
There are three ways to try Cisco Meraki for free - Find out!

Deal registration
Qualified deals are eligible for an additional discount off MSRP, via Meraki Partner Portal or through Cisco opportunity incentive program (OIP). Submit a deal registration

Sample email content to promote the webinars
The following pages contain content that is available for Meraki partners to utilise when creating emails to send to customers promoting the webinar sessions and creating leads.

To access the full range of product information and images, visit the Meraki library.

Sample template 1 - Security (MX)

Targeted at Cisco Meraki security webinars and can apply to all verticals

Email Title:
Introduction to Cloud Managed Security by Cisco Meraki

Dear Customer,

Please join Cisco Meraki on a tour of the newest class of cloud managed security appliances. This live interactive webinar will demonstrate the intuitive centralised management allowing you to configure and secure your network in minutes through zero-touch cloud provisioning with our comprehensive security solution.

The Meraki security solution includes a complete, robust feature set right out of the box.

- Identity-based firewall
- Intrusion protection
- Auto VPN

- Advanced malware protection
- High Availability and failover
- Layer-7 application visibility and control
- Centralised management

Register for the upcoming webinar, Introduction to Cloud Managed Security;
Date: *[insert date]*
Time: *[insert local time]*
Register here *[insert hyperlink for the webinar]*

Try an MX for yourself and discover the power of cloud networking today!
Qualified attendees will receive a free Cisco Meraki MX64 Security Appliance with a 3-year advanced security cloud management license for joining. Please see meraki.cisco.com/freemx for eligibility details.

Sample template 2 - Switching (MS)

Targeted at Meraki switching webinars and can apply to all verticals

Email title:
Introduction to Cloud Managed Switches by Cisco Meraki

Dear Customer,

Please join Cisco Meraki for an interactive live webinar, and learn more about how cloud-managed switching adds zero-touch provisioning, deep network visibility, remote troubleshooting, multigigabit and seamless integration with the rest of Meraki's solution.

Simple and Powerful
Meraki access and aggregation layer switches provide the backbone for networks of every size, combining secure, scalable, robust performance with an elegant and intuitive management experience.

Easy to Deploy, Manage, & Troubleshoot
With zero-touch provisioning, Meraki switches can be configured entirely from a web browser. The Meraki management experience simplifies and accelerates the work of the network engineer by enabling tasks such as cable testing and packet capture to be performed remotely.

Build High-Performance, Resilient Networks with Ease
Meraki switches provide all of the features and capabilities needed to deliver high performance networks of any size, all via a refreshingly simple and intuitive user interface.

Configure Thousands of Ports At Once
Meraki pioneered the concept of Virtual Stacking, enabling the management of up to 10,000 ports simultaneously, regardless of the physical location of switches. More recently Meraki added physical stacking to the switching portfolio whilst retaining all the benefits of virtual stacking for campus networks that require additional throughput and redundancy.

Register to attend the upcoming webinar Next Generation of Ethernet Switching.
Date: *[insert date]*
Time: *[insert time of webinar]*
Register here *[insert hyperlink for the webinar]*

Try before you buy!
Qualified attendees will receive a free Cisco Meraki MS220-8P Switch with a 3-year cloud license for joining. Please see meraki.cisco.com/freeswitch for eligibility details. Ask us today about the Meraki free trial program.

Sample template 3 - Meraki Vision (MV)

Targeted at all verticals requiring security cameras

Email title:
MV cameras bring Meraki magic to the video security world

Dear Customer,

Cisco Meraki recently launched the new MV product line, Meraki Vision security cameras. This product release sees a broadening of Meraki's impact beyond just networking and unifying more components of IT.

By leveraging advances in solid state memory technology in addition to Meraki's expertise in cloud management, MV removes the need for additional on premise hardware and standalone software packages, such as the network video recorder (NVR) and video management software (VMS).

Please join Meraki for a live webinar where you will learn why the MV cameras have completely revolutionised the security camera landscape and are very simple to deploy, configure, and manage. Both the MV21 and MV71 provide reliable security at any scale!

Register for the upcoming webinar, Introduction to Cloud Managed Security Cameras
Date: *[insert date]*
Time: *[insert webinar time]*
Register here [insert hyperlink for the webinar]

Ask us today about the Meraki free trial program.

Sample template 4 - Aged Care

Targeted at Aged Care customers

Email Title:
Cloud Managed WiFi for Aged Care by Cisco Meraki

Dear Customer,

Aged care organisations with limited IT resources and enterprise needs require scalability, security, and reliability, but often struggle to deliver a robust wireless experience.

In this live 'Cloud Managed WiFi' webinar, Meraki will show how cloud management brings simplicity and effectiveness to aged care facilities' wireless networks.

Improve resident and guest experience with WiFi
*   Allow residents and guests to stay connected to loved ones with APs that securely isolate wireless traffic from the core network
*   Offer visiting practitioners secure wireless access and VPN networks to access health records
*   Provide reliable support for residents with WiFi dependent medical devices with multiple SSIDs
*   Limit patient/guest wireless access to specific APs and for scheduled times of day with availability controls

Cisco Meraki wireless will bring simplicity to your wireless infrastructure with end-to-end visibility and remote control; allowing you to manage all of your devices and protect sensitive data.

Cisco Meraki has enabled our customer, Century Care Management, to 'become a lean and mean' organisation with their wireless solution. Read their story.

Register your details for the upcoming webinar Introduction to Cloud Managed Wireless
Date: *[insert date]*
Time: *[insert webinar time]*
Register here *[insert hyperlink for the webinar]*

Try before you buy and discover the power of cloud networking today!
Qualified attendees will receive a free Cisco Meraki AP MR18 with a 3-year license. See meraki.cisco.com/freeap for details.

Sample template 5 - K-12 Education

Targeted at K-12 education customers

Email Title:
Cloud Managed IT for K-12 Schools by Cisco Meraki

Dear Customer,

We know that K-12 environments present unique networking challenges. That's why Cisco Meraki focuses heavily on making networking simpler for schools. With self-provisioning devices managed through a web-based dashboard, deploying, configuring, and troubleshooting devices is as easy as a few clicks.

Spend an hour with a Meraki Product Specialist in an interactive webinar to explore the Meraki dashboard. We'll take a journey through each of our product families including wireless, switching, security devices, and EMM. We'll also show you useful live tools in the Meraki dashboard to help tackle network complexities and inspect detailed metrics and data to discover user patterns.

Prepare your school for a new age of digital learning and empower your IT team with more visibility and control. Register to attend the 1:1 and BYOD Solutions for K-12 Networks webinar.

For further information on how Meraki is ideal for all school sizes, attend a webinar to see a live demo and learn more.

Date: *[insert date]*
Time: *[insert webinar time]*
Register here *[insert hyperlink for the webinar]*

Try before you buy!
Qualified attendees receive a free Meraki access point, plus 20 free Systems Manager licenses. See if you qualify.

Sample template 6 - Retail

Targeted at retail customers

Email title:
Cloud Managed WiFi: The Next Step in Wireless Evolution for Retail

Dear Customer,

100% cloud managed for faster deployment, simplified administration, and richer visibility.

Organisations with limited IT resources, but enterprise needs - scalability, security, and reliability - often struggle to deliver a robust wireless experience.

In this live webinar, we will show how cloud computing brings simplicity and effectiveness to wireless networks.

High Capacity
Cisco Meraki access points are built from the highest grade components and carefully optimized for a seamless user experience. The outcome: faster connections, greater user capacity, more coverage, and fewer support calls.

Unmatched Visibility
Meraki access points provide deep network insight enabling smarter network management via the web-based dashboard.

Connected Mobile Experiences (CMX)
Every access point offers cloud-based location analytics to help drive customer engagement and loyalty. CMX has helped our current customers with:
• Smarter product placement
• Secure branded guest Wi-Fi
• Dynamic retail analytics

Register your details for the upcoming webinar - Meraki for Retail: Next Generation Retail Analytics
Date: *[insert date]*
Time: *[insert local time]*
Register here *[insert hyperlink for the webinar]*

Try before you buy and discover the power of cloud networking today!
Qualified attendees will receive a free Cisco Meraki AP with a 3-year license. See meraki.cisco.com/freeap for details.

8

Sample template 7 - Healthcare

Targeted at Healthcare customers

Email title:
Cloud Managed IT for Healthcare powered by Cisco Meraki

Dear Customer,

Whether you need to easily manage a distributed network or provide wireless access in ambulances, the Cisco Meraki solution is the perfect fit for the healthcare space.

With the Cisco Meraki solution, you don't have to sacrifice your business interests of mitigating risk and enhancing user experience.

Join us for an upcoming webinar to learn more about how the Meraki solution can be used:
- **Mobility:** MR Access Points and Z1 teleworker devices provide mobility and can be used by employees to update and print files from their vehicles while on the go
- **VoIP traffic support:** MS Switches can be easily configured to support VoIP traffic on local networks
- **Site-to-site VPN:** MX Security Appliances with Auto VPN can easily support communication between building locations and vehicles, with just 2 clicks.
- **Device Management:** Systems Manager can provide a simple solution for tracking employer-issued devices such as laptops and mobile devices

[Webinar option 1]
Introduction to Cloud Managed IT
You'll learn how cloud networking offers greater reliability, easier management, and a lower TCO— we'll show you a live demo of the exciting features in the Cisco Meraki dashboard.
Date: *[insert date]*
Time: *[insert local time]*
Register here *[insert hyperlink for the webinar]*

[Webinar option 2]
Introduction to Cloud Managed Security
The cloud-managed UTM security appliance integrates a next-generation firewall, internet gateway services, site-to-site VPN, and application traffic shaping, all with the power and simplicity of web-based, centralised management.
Date: *[insert date]*
Time: *[insert local time]*
Register here *[insert hyperlink for the webinar]*

Find out why healthcare companies are turning to IT in the cloud.

Try before you buy and discover the power of cloud networking today! Qualified attendees will receive a free Cisco Meraki AP with a 3-year license. See meraki.cisco.com/freeap for details.

Sample template 8 - Hospitality

Targeted at hospitality customers

Email title:
Go beyond guest WiFi in your hotels

Dear Customer,

Fast, reliable internet access for guests is essential for today's hospitality industry, but to differentiate your hotel from the competition you need more: you need a powerful technology platform that helps provide a personalised guest experience and a unique edge.

Enter Cisco Meraki. With the recent announcement of several new switching and wireless products - including a new, wall plate access point with integrated switch ports designed specifically for in-room deployments - the Meraki product portfolio provides the most elegant, intuitive solutions for todays hospitality IT challenges.

You are invited to join an upcoming webinar to learn how Meraki can help you go above and beyond guest wireless while saving time and resources.

Date: *[insert date]*
Time: *[insert local time]*
Register here *[insert hyperlink for the webinar]*

Sample template 9 - SD-WAN

Email title:
Do more with less using Meraki MX + SD-WAN

Dear Customer,

Maybe you have heard of SD-WAN, but aren't sure exactly what it is. Maybe you're already familiar, but curious to learn more about the Meraki SD-WAN solution.

Either way, we've got you covered on our upcoming "Introduction to SD-WAN with Meraki MX" webinar. Join us for an exclusive live webinar on *[Date and time]*.

Why choose SD-WAN?

- Lower operational costs and improve resource usage.
- Use bandwidth more efficiently
- Ensure the highest level of critical applications without sacrificing security or data privacy.

Attend the upcoming webinar and we'll even send a free MX Security Appliance with a 3-yewar advanced security license to eligible IT professionals who attend!*

Reserve your spot today! [Link to webinar]

Key Assets

- Meraki total cost ownership - infographic
- Meraki blog page - https://meraki.cisco.com/blog/
- Meraki customers - case studies
- Meraki YouTube channel - https://www.youtube.com/milesmeraki
- Meraki Partner Portal - merakipartners.com