

eCoast / Secureworks Webinar Package

Redhawk Network Engineering

With the risks that today's advanced technology can present, Redhawk Network Engineering Inc wants to ensure their clients are informed and armed with the latest information to keep their business safe.

Headquartered in Bend, Oregon, Redhawk Network Engineering Inc specializes in protecting networks and providing security services to small and medium businesses in financial, healthcare, utilities, and government organizations. Their goal as a company is to maintain the availability, integrity and confidentiality of their client's information.

Cisco/SecureWorks, approached Redhawk with a co-branded webinar. "A Hacker's View of your Network: Lessons learned from Penetration Tests", which would arm Redhawk's clients and prospects with proactive advisory information on today's security threats and aid in increasing security services revenue for Redhawk.

To generate attendance, and in turn sales, Redhawk engaged eCoast Sales Solutions to benefit from their expertise in reaching targeted customers in the Financial, Healthcare, Professional services, and Government segments.

eCoast's dedicated and focused approach fulfilled Redhawk's needs expertly and efficiently by providing the tools, management and post campaign metrics that would ensure a return on their investment.

Campaign Details:

- Cisco/Secureworks Webinar
- Target Market: Financial, HC, Professional Services, Government in WA, OR
- Focus Technology: Security Services

Campaign Support Provided by eCoast:

- Email
- Targeted List Rental
- eBlast Management
- Partner Registration Site
- Reminder emails
- Outbound Calling
- Registration Portal
- Post Campaign Metrics

Results:

- 65% attendance rate
- Quoted and closed business with financial, healthcare and municipal customers.
- Redhawk generated \$10.42 in business for every \$1 spent on the Webinar

