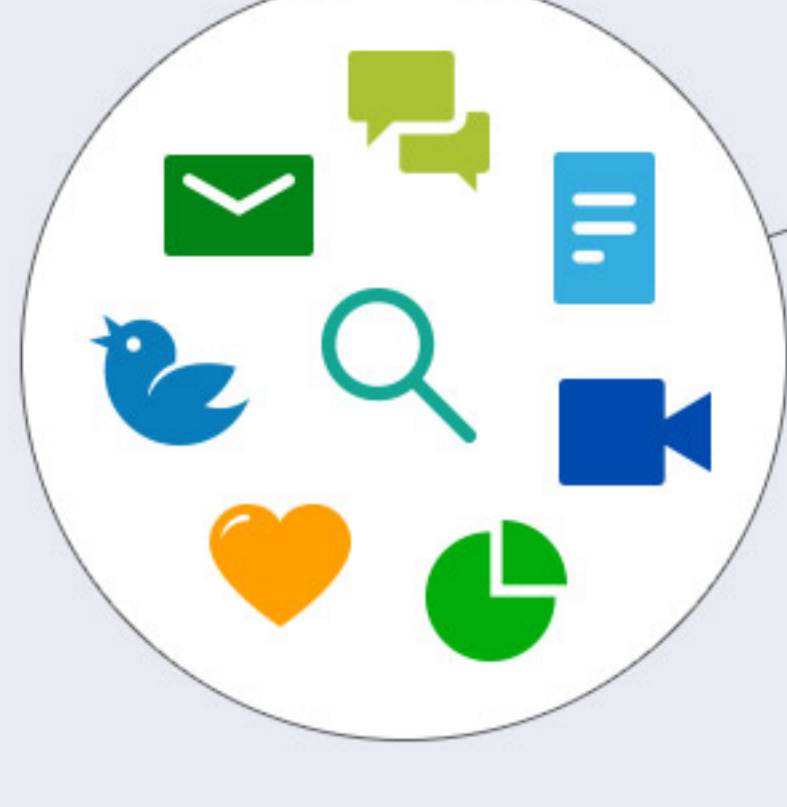


# Your customers are always on.



That makes them harder to **engage** than ever.

These days, your customers...

are more connected

have shorter attention spans

are better informed

have higher expectations

67%

of the customer's journey is done digitally

57%

of purchase decisions are complete before the customer calls the supplier

60%

of purchases are based on enterprise reputation, not product

To get their business, you need to...

CREATE AN EXPERIENCE THEY'LL REMEMBER

SPARK CONVERSATIONS

STAND OUT

It's a digital world. It's time to **engage** your customers in new ways.

# We can help.

## Expertise Matters

Cisco Marketing Velocity

- Learn the trends
- Access the experts
- Discover new digital marketing techniques
- Engage with your customers

## Conversations That Last

Cisco Partner Marketing Central

- Ignite customer conversations
- Generate deeper engagements and more revenue.
- Get personalized suggestions for custom campaigns
- Use inbound, social, and digital techniques.

# Grow your profits

by creating **remarkable** customer experiences

Get started today:

[www.cisco.com/go/marketing](http://www.cisco.com/go/marketing)