

On Cloud 9

Alan Sharpe helps Cogeco Peer 1 acquire and nurture enterprise leads

The Company

Titan Creative is a strategic inbound, brand and content marketing agency that delivers results through passion, metrics, big ideas and end-to-end follow-through.

The Challenge

Titan Creative's client, Cogeco Peer 1 (now called Aptum), needed a full-fledged inbound marketing campaign to attract and nurture enterprise clients who were considering migrating to the cloud. Titan needed a sales enablement copywriter to help them educate and nurture leads, moving them down the sales pipeline towards a conversation with the enterprise sales team.

The Solution

Titan hired Alan Sharpe, the sales enablement copywriter who helps B2B software sales teams reach quota sooner. Alan wrote a comprehensive pillar page that addressed the needs of buyers at each stage of their buyer journey—Awareness, Consideration and Decision. Sharpe crafted the calls to action throughout the pillar page that pointed visitors to helpful resources and encouraged them to take the next step in the sales cycle.

Sharpe also wrote a series of email lead-nurture sequences, each one customized for buyers and their stage in the buyer journey, and customized to reflect their lead score and the most recent action they had taken (such as downloading a piece of sales-enablement content from the pillar page).

The Results

The campaign was a tremendous success. Cogeco Peer 1 was delighted with the leads that the campaign generated. The lead-nurturing email sequences improved the number and quality of sales-ready leads that marketing handed off to sales.

“Alan has been a pleasure to work with,” says Mark Glucki, Head of Content Marketing, Titan Creative. “He absorbs the project requirements and delivers well-crafted copy that is presented in a professional way. The copy is on brand and adjusted to fit those requirements, along with any edit cycles, and he’s been helpful at suggesting areas that can improve strategic connections. He’s made this seamless.”

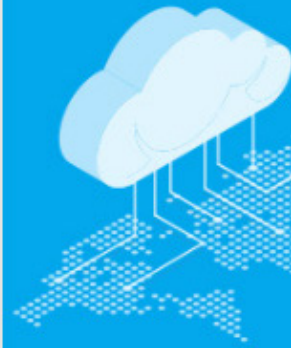


About Alan Sharpe

Alan Sharpe is a sales enablement copywriter who helps B2B sales teams hit quota sooner by improving their lead-follow-up email campaigns.



To: bob.phillips@sendonex.com
From: philbins@cogecopeer1.com
Date: July 26, 2020
Subject: **Cloud Computing Services are NOT a Commodity**



[READ THE BLOG ARTICLE:](#)

Cloud Computing Services are NOT a Commodity

Dear Bob,

Many industry consultants talk about the cloud as though it's a destination. But the cloud isn't somewhere you arrive — it is simply a part of your mission-critical business, and there is no single endpoint.

Another misconception is that cloud computing services can be purchased right off the shelf. But most companies, big and small, have more complex IT requirements than an off-the-shelf solution could ever handle.

Since your company isn't just any old business, you shouldn't settle for any old cloud. If this is sounding familiar, visit the blog article on why [Cloud Computing Services are Not a Commodity](#).

Asking, "Where do I buy cloud services?" is like asking, "How long is a piece of string?" The answer involves a different set of questions, and it's a constantly evolving market to navigate.

To demystify the various cloud options available to help enable your business, reach out and we would be happy to discuss your unique configurations.



Paul Montaigne
Product Manager, Cloud
[Get in touch](#)

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To: bob.phillips@sendonex.com
From: philbins@cogecopeer1.com
Date: July 26, 2020
Subject: **Your Business, Your Cloud: Navigating your Cloud Journey**



Dear Bob,

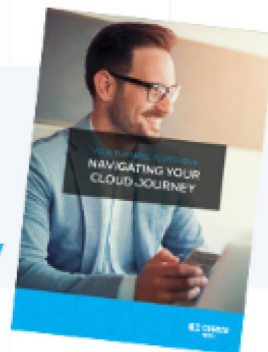
All the talk about 'the cloud' these days seem to speak of it in the singular, but the reality is that there is no such thing as just one 'cloud'. Your workloads and apps move at different times, to different endpoints or cloud platforms, so your configuration is likely not just one journey either.

As technologies evolve, new destinations become available, empowering your business to evolve. Some of your journey's end, while others are just beginning — and every organization has specialized needs with unique cloud configurations (private, public or hybrid).

Access the free eBook - [Your Business, Your Cloud: Navigating Your Cloud Journey](#).

[DOWNLOAD THE FREE EBOOK:](#)

Your Business, Your Cloud: Navigating your Cloud Journey



This handy resource takes a deep dive into the issues you need to address on your cloud journey:

- Explore current trends driving the adoption of cloud
- What questions to ask as you design your own unique cloud journey
- How to ensure you are workload optimized and global-ready
- Why one cloud won't fit all (but one service provider can)

If you would like help uncovering the facts about your unique cloud journey, please get in touch and we'll set up a time to book your cloud readiness assessment.



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Dear Bob,

The digital economy is disrupting every industry, and it's just the beginning. By the end of this decade, 70% of all enterprises will be implementing an organization-wide digital transformation (DX) strategy. Next year alone, enterprises worldwide will spend \$2.1 trillion on technology to implement and manage their DX initiatives.

This DX can't happen without the cloud. 57% of organizations are already heavily using the cloud and 85% of enterprises will soon be multi-cloud. Your technology assets and deployment models must be designed and managed to drive efficient and effective IT support — so the right configurations will figure largely in your company's DX.

Every organization is on its own cloud journey, so we've created a resource to highlight how cloud computing options can enable your DX.

[ACCESS YOUR CLOUD HUB:](#)

Your cloud, your journey



This [comprehensive guide](#) provides the why, what and how of migrating to the cloud. (Or not, since not everything belongs in the cloud.) Learn how to make that decision — and what to look for in a cloud supplier or consultant.

If you're interested in understanding how cloud can drive your DX, please reach out. We can provide a consultation at no charge from a Cogeco Peer 1 cloud expert, providing you with an initial set of recommendations and action items.



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