

SIX STEPS TO SUCCEED

Six Inspiring Tactics to Unlock
Hidden Treasures in Your
Customer Case Studies

Cristina Sartori Errico



THE STAFFORDSHIRE HOARD





CHALLENGES

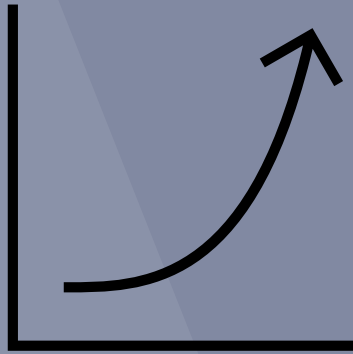
Process

Time

Resources

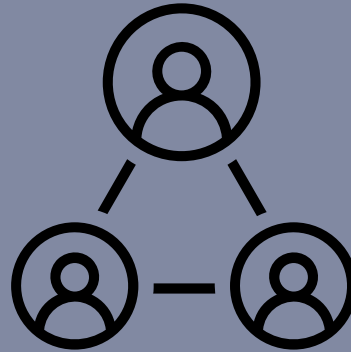
Metrics

SIX STEPS TO SUCCEED



+200%

Unique visitors



+300%

Return visitors



+5% IN ONE MONTH

LinkedIn new followers

STEP 1 Define Your Purpose

SECURITY



Cristina Errico

Cisco Partner Story: Security Resilience is a Journey, Not a Destination

5 min read

Mark Lynd, Head of Digital Business at NETSYNC, shares his cybersecurity philosophy and how his organization helps security resilience

SECURITY



Cristina Errico

What do kickboxing and cybersecurity have in common

2 min read

The challenges of not knowing where the opponent may direct the next combination of blows can be like the uncertainties of cybersecurity.

STEP 2

Listen to Your Customers



Alessio Setaro • 1st

Digital Solutions Leader | Digital Transformation Leader | Forme...
4mo • 🌐

🔒 ****#CyberSecurityAwarenessMonth: A Tale of the Unattended Wallet****
🔒

Imagine strolling through a crowded market, and amidst the hustle and bustle, you set your wallet on a table, wide open, and walk away. Sounds risky, doesn't it? 🗑️🔒

This October, let's not just be aware but also change our habits. Safeguard your digital treasures and ensure you're not leaving them out in the open. Secure your assets; one password at a time. 🔒

#CyberSecurity #DigitalWallet #StaySafeOnline #PasswordProtection
#SecurityHeroes #leroymerlin

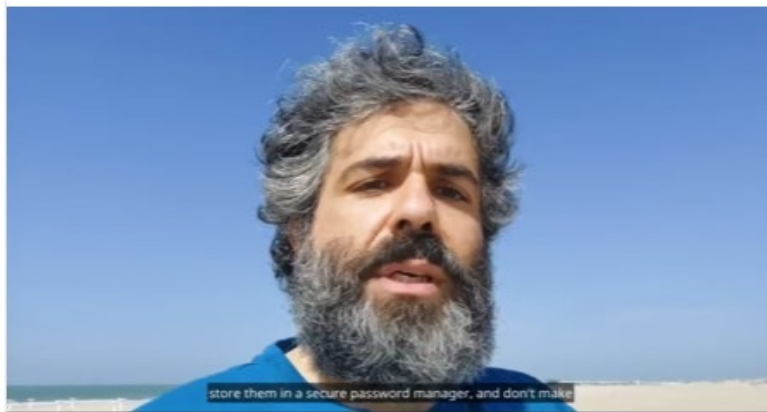


Cisco Security

308,928 followers
4mo • 🌐

Don't let weak passwords and poor data management practices put your personal information at risk.

...see more



Alessio Setaro • 1st

Digital Solutions Leader | Digital Transformation Leader | Forme...
4mo • 🌐

🔒 From **#CISO** to...? A new chapter is about to be written...

In the constant evolution of digital business, the role of the CISO is **#trasforma**. The integration between **#sicurezza** and **#strategia #digitale** can and must now be considered a constant 🌐.

In this scenario, can a CISO take more responsibility for digitizing the **#business**? Are our realities ready to give shape to this new dimension? 🚀

🔴🔵 **#staytuned**, because big news is coming.

🗣️ In the meantime, if you want, share your opinions with me

#cisoandaccountability #newsarecoming #leroymerlin #newchallenge



STEP 2 The Heroes of The Story

- 70% the customer
- 20% your company
- 5% the future
- 5% why advocate



Alessio Setaro • 1st

Digital Solutions Leader | Digital Transformation Leader | Forme...
2mo •



At during [#CyberResilienceForum](#) 2023, I had the pleasure of sharing my perspective on how cybersecurity can be a key factor in protecting business from cyber risk.

An experience rich in exchanges and insights on digital security and business protection in the digital age.



Richmond Italia per Safety & Security

1,572 followers

3mo • Edited •

[Alessio Setaro](#) è un prezioso amico e un esperto [#relatore](#) che ha contribuito in modo significativo al successo del Richmond Cyber [#richmonditalia](#) [#human2human](#) [#cybersecurityforum](#)



STEP 3 Humanize The Promotion



Rupert Topp • Following
Head of Information Security, CISSP, CISM, MBCS
3w • Edited • 🔒



It's not every day you get to talk about the future of integrated platform security with one of THE CYBER SECURITY LEADERS in our ever evolving industry.

[Tom Gillis](#) #legend.

The innovation that Cisco Security has introduced in the last 12 months (and will be bringing in in the next 12) has ensured the B&M Cyber Security strategy is on the right path.



Giulia Moschini • Following
Head of Cybersecurity
14h • 🔒



A few weeks ago I've had the opportunity to talk about one of the bestest and funniest ever topics in the world during the Cisco Live in Amsterdam: ✨ risk prioritisation and vulnerability management ✨

And I didn't do it on my own! I got to share the stage with [Alessio Setaro](#), Digital Solutions Leader at Leroy Merlin Italy by day and Amadeus of Cybersecurity conferences by night 🦄

Jokes aside, it was a great experience to share what we've been working on at Leroy Merlin Italy on cybersecurity in the era of digital transformation and to exchange with other colleagues from around Europe 🌍



I would like to thank [Cisco](#) and more specifically [Cristina Sartori Errico](#) for making this possible and for being an incredible host 🍷

You can find attached the photographic proof along with an absolutely 100% real and spontaneous testimony of an attendee of the speech 📄

[#CiscoSecurity](#) [#SecurityHeroes](#) [#PositiveTech](#)




STEP 4 Influencers



 **Alessio Setaro** • 1st
Digital Solutions Leader | Digital Transformation Leader | Forme...
5mo • Edited • 

If you're curious about my journey as a [#CISO](#), I invite you to watch my interview with [Eric Vedel](#).





...see more



Cisco CISO Conversations
cisco.com • 1 min read

  77

3 comments • 5 reposts

 Like  Comment  Repost  Send

 **Andrew Nash** • 1st
Principal Systems Engineer at Motorola Solutions. vExpert 2016...
4mo • 



I've just watched this exclusive interview with Alessio Setaro, CISO of Leroy Merlin, as he shares his insights on cybersecurity – and it was great!  Don't miss it! 

[#CiscoInsiderAdvocates](#) [#CiscoInsider](#) [#SecurityHeroes](#)



Alessio Setaro, Leroy Merlin
infl.tv • 1 min read

STEP 5 Develop a Three Step Plan



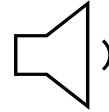
Customer Content

By others

- Influencer video interview
- Customer Hero pictures

By Cisco

- Max. 2-minute video about your customer
- Written story, max. 1100 words
- Snackable videos for social media
- New web page to showcase customer story
- Security heroes blog



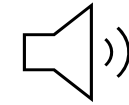
Internal Promotion

By others

- Customer Hero email

By Cisco

- Account team engaged thank you email
- Updated internal dales page
- Executive newsletters
- Sales newsletters
- Internal chat rooms
- Communications to regions and extended teams
- Sales meeting



External Promotion

By others

- Customer Hero social posts
- Customer company social posts
- Influencer's social posts

By Cisco

- Re-share and promote influencer/customer posts
- **Cisco Insider Advocates**
- Partner newsletter promotions
- Organic social media posts
- Customer newsletters
- Product page updates

STEP 6 Reward with Experience

Cisco Cybersecurity Defender of the Year Award



Emma Smith (She/Her) • Following
Cyber Security and Technology Director
3w • 🔒



I'm absolutely delighted to congratulate [Stuart Perkins](#) on winning the Cisco EMEA Cyber Security Defender of the Year Award!

Stuart has worked at Vodafone for 16 years and this award reflects his exceptional contributions to cybersecurity, his unwavering dedication and expertise. This recognition underscores Stuart's invaluable impact on Vodafone and the field of cybersecurity.

I've had the privilege of working with Stuart over the last 8 years, and like all his close colleagues, we are so proud of you Stuart. You have the humility, integrity, continuous learning, drive and a societal security mission.

Thank you [Cisco](#) and [Lothar Renner](#)



Vodafone
2,184,004 followers
3w • 🔒



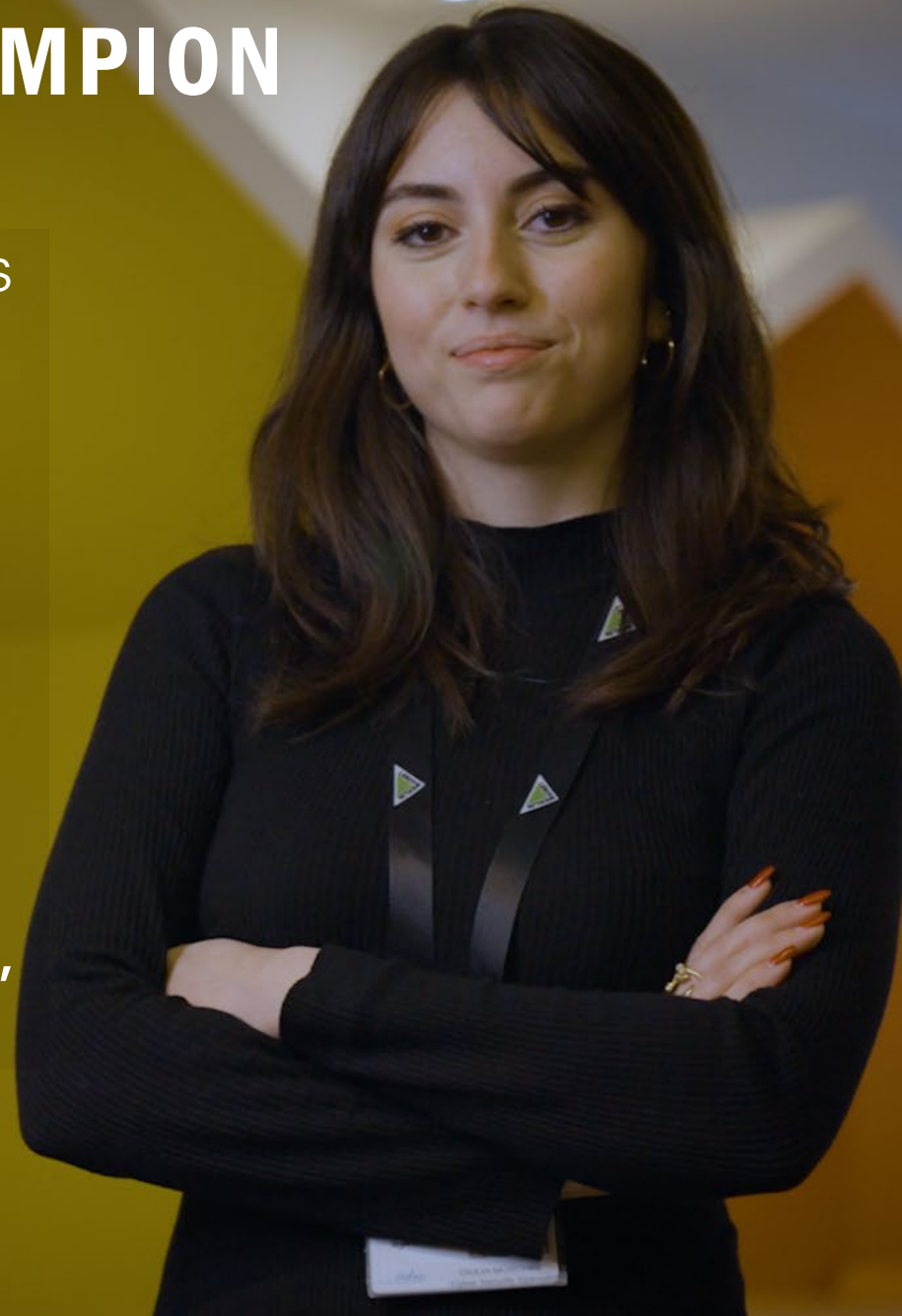
Exciting news! [Stuart Perkins](#) from our Vodafone Cyber Security team wins the [Cisco](#) Cyber Security Defender of the Year Award in the EMEA region!



FROM CUSTOMER TO CHAMPION

“Cisco Security has given us enormous value, not only in terms of Cisco Vulnerability Management, but the opportunity to tell our story and potentially help others with the same issues. Cisco has empowered us to do this.”

Giulia Moschini, Head of Cybersecurity,
Leroy Merlin Italy



RESULTS

Case Study Web Page

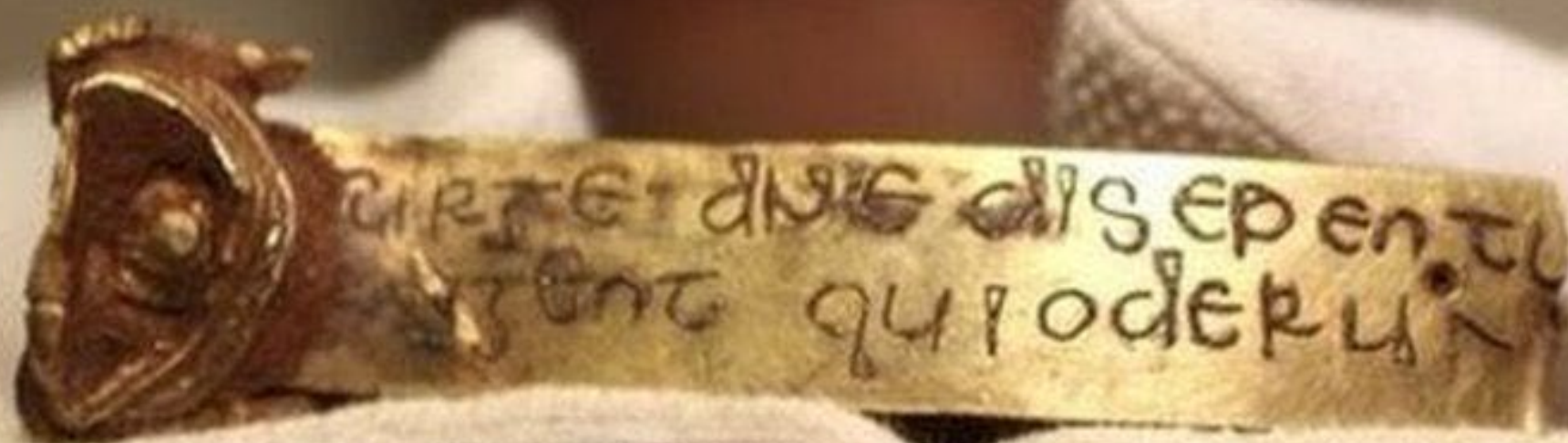
Case study web page vs average

Total page views	+155%
Unique visitors	+200%
Return visitors	+300%
Bounce rate	22% vs 44%
Avg time on page	2:50 vs 2:02
Clicks	+260%
Total video views	+200%

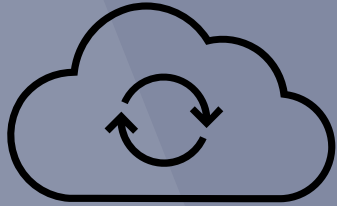
Case Study: Sara Assicurazioni



KEY TAKEAWAYS

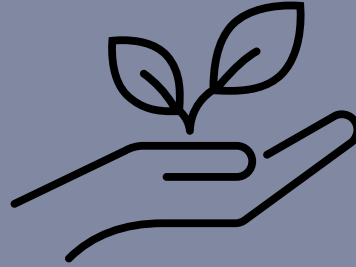


SIX WAYS TO EXTRACT MORE VALUE FROM YOUR CUSTOMER CASE STUDIES



ALIGN

your vision to your
ideal customer profile



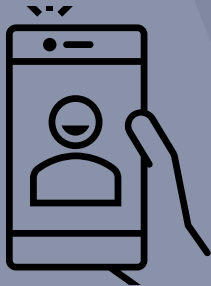
START

with what your
customer wants



HUMANIZE

the promotion



INVOLVE

influencers



DEVELOP

a three-step plan



REWARD

with experience

THANK YOU

Cristina Sartori Errico

