APAC Revenue Marketing for an Identity Security Platform

Enterprise identity security | APAC

Objective: Turn regional campaigns and event engagement into relevant enterprise sales conversations.

Anonymised interview assignment. Recommendations, roadmaps and any modelled targets are proposed.

TARGET AUDIENCE

CISOs, CIOs and identity or access-management leaders. Risk and compliance stakeholders involved in enterprise evaluation.

STRATEGIC CHOICES

Localise the buying problem. Keep a consistent product narrative while adapting the business problem, proof and campaign offer to each market and sector.

Treat events as a complete journey. Plan account engagement before the event, capture use-case context during it and segment attendee and no-show follow-up afterwards.

Give Sales useful context. Each handoff includes the role, account fit, product interest, engagement history and a suggested discussion angle.

Use AI with evidence checks. Apply AI to research synthesis, message drafts and content reuse.

30-60-90-DAY ROADMAP

Days 1-30	**Align markets and handoffs.** Review regional priorities, campaign paths, event data and CRM stages.
Days 31-60	**Launch focused tests.** Pilot one event follow-up journey and a narrow account campaign.
Days 61-90	**Refine the revenue motion.** Compare market and campaign cohorts.

MEASUREMENT

Engaged target accounts and qualified meetings by market. Event-to-meeting conversion and follow-up completion. MQL-to-SQL movement and sales acceptance reasons. Opportunity progression and carefully defined pipeline influence.

VALIDATION BEFORE SCALE

Expand a regional campaign only after buyer fit, sales coverage and follow-up capacity have been demonstrated.