

Turnkey Cloud GTM Solutions

Cloud Transformation | Marketing & Sales Services





About Meylah

We know Cloud.

We know Microsoft.

We know Partners.

Deep Experience with Partners & Customers
Leading Cloud Offers built on Proven Models

Cloud Customer Challenges



Customer Acquisition Content

Cloud customers struggle in creating relevant content for customer acquisition. They are using generic content and offers which does not drive conversions.



Lead Generation

Customers are struggling to generate leads from social media and/or via their own efforts



Pipeline To Cloud Contracts

Customers are using old ways to win contracts and they are not converting at the same rate as in the past.

Cloud Marketing Services 'In a Box'



Cloud Aware

In-Person and Virtual Events
Driving Thought Leadership and
Awareness



Cloud Promoter

Demand Generation
Driving Leads Capture & Acquisition



Cloud Coach

Cloud Deal Making
Cloud Pipeline Management

Services to Accelerate Sales, Consumption & Adoption

Cloud Aware: Events In A Box

Benefits

CONTENT ASSESSMENT

TRANSPARENT PIPELINE

FIELD SELLER EDUCATION

SUPPORT FROM PLANNING TO DELIVERY

IN-PERSON OR VIRTUAL

STANDARD EASY TO USE FORMAT

1

Event Planning & Logistics

Set-Up, Hosting via BrightTALK & Rehearsals

2

Lead Acquisition

Access to 10M+ via BrightTalk Platform

Lead Capture & Share

Reporting & Feedback

3

Standard BOM

Event Copy & Templates

Presentation

Content Assessment

4

Three Offerings

Virtual Webinar \$10K

Virtual Summit (Half Day) \$10K

Executive Roundtable \$20K

5

Additional Individual Marketing Services Available

6

Example:

BrightTALK - Driving over 300+ Attendees

Customer Role: Speakers, Speaker Bios, Offers & Collateral, Presentation, Landing Pages & Promotion

Cloud Promoter: Demand Generation In A Box

Benefits

STANDARD BOM & TEMPLATES

LEAD GENERATION

DRIVES CUSTOMER ADDS

END TO END SOLUTION

ACCESS TO LOCAL EVENTS TO PARTICIPATE

1

Demand Generation Planning

Landing Page, Forms and Tools

2

Lead Management Resources

Lead to Opportunity Tracking System

3

Standard BOM

Demand Generation BOM & Content Ready Assessment

4

Three Offerings

- **Base Level:** \$12K: Landing Page, Interest Form, & Lead Tracking Sheet
- **Level Two:** \$25K: + Presentation & BrightTalk Webinar
- **Level Three:** \$45K: + Social Media & Offer Campaign
- Monthly Subscription Model starting at \$500/month.

5

Additional Individual Marketing Services Available

Customer Role: Content for Landing Page & Lead Capture, Event Presentation & Customer Follow-Ups

Cloud Coach: Intelligent Cloud Coaching In A Box

Benefitsco-sell ready

BETTER PIPELINE MANAGEMENT

DRIVES SALES GOALS

SUPPORT FASTER DEAL CLOSING

INCREASE CUSTOMER LOYALTY

1

Accountability Coach

Assign coach to work directly to provide a structured 1:1 session

2

Readiness Assessment

Provide evaluations and assessment on progress and performance

3

Sales Conversations

Training for Customer Conversations
Cloud Deal-Making

4

Three Offerings

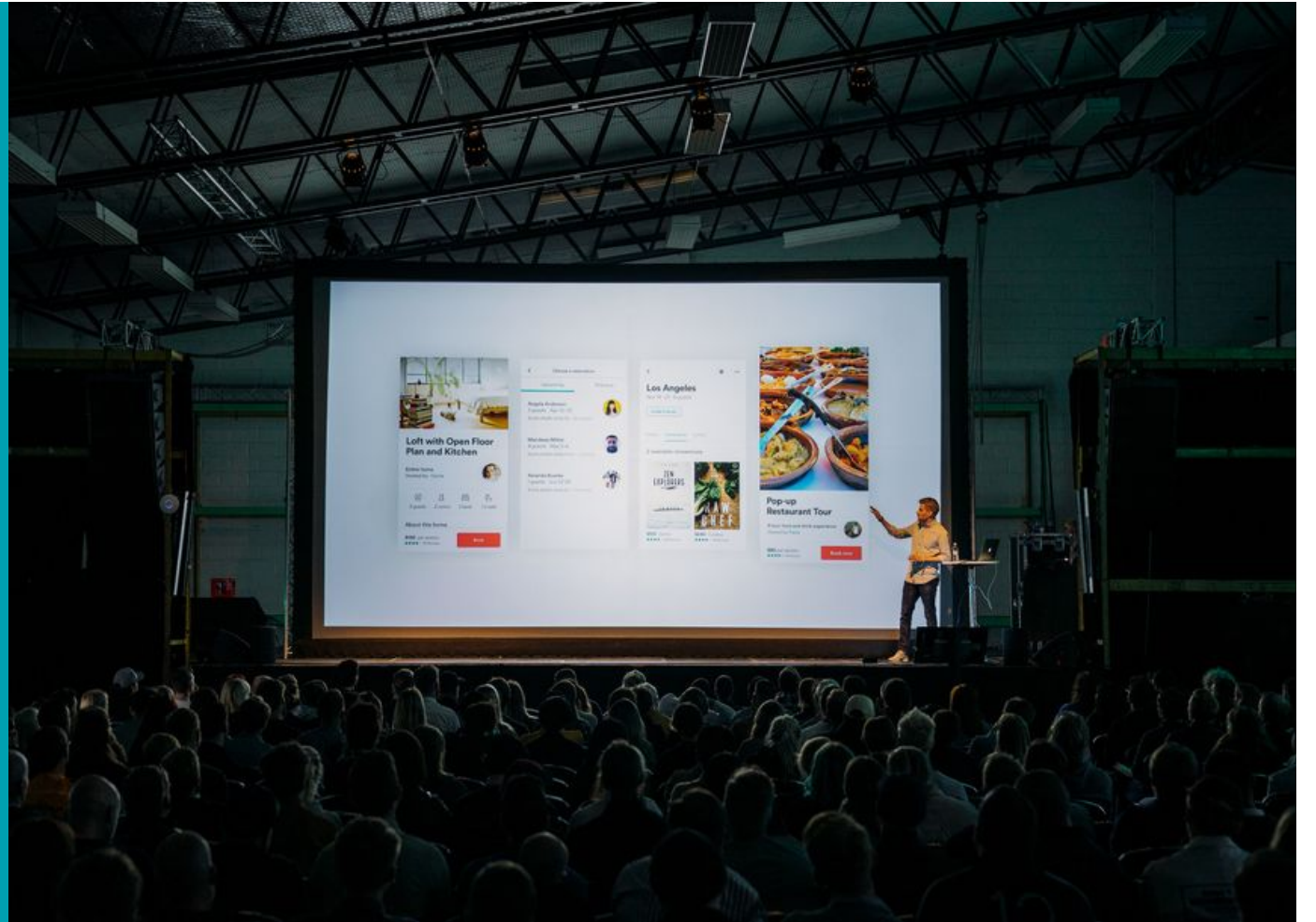
- **Base Level** - \$17K: Readiness Assessment, 4 Coaching Sessions, Pipeline Organization & Azure Win Plan
- **Level Two** - \$35K: Readiness Assessment, 10 Coaching Sessions, Content Reviews, Pipeline Organization & Action Planning
- **Level Three** - \$100K: Readiness Assessment, Weekly Calls, 6 mos. engagement), Content Review, Pipeline Organization, Azure Win Plan, Webinar & Event Participation
- **Situational Deal Specific Coaching:** \$500/hr

Customer Role: Manage Pipeline, Organization Structure, Stakeholder Maps, Implementations

How It Works



Education Talk Presentation



Create Value Based Offers



Free

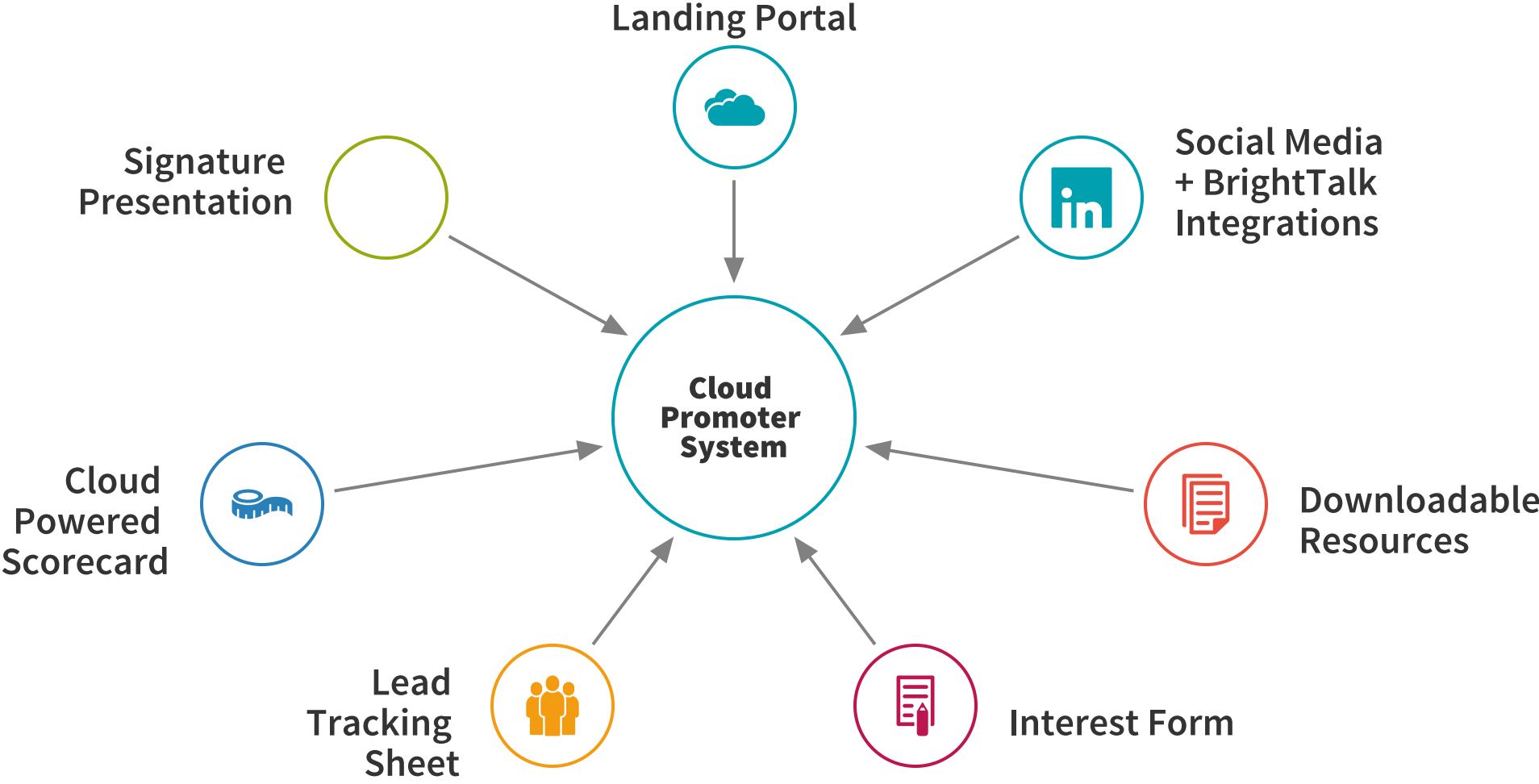
A close-up photograph of a person's hand pointing at a document. The hand is wearing a black leather watch with a silver face. The background is blurred, showing what appears to be a desk or office environment.



Paid

A photograph showing a tall stack of silver coins on the left side. In the background, a round clock with a gold frame is visible, slightly out of focus. The overall scene suggests a connection between time and money.

CLOUD PROMOTER SYSTEM (Powered by AZURE)



A close-up photograph of a woman with dark, curly hair, smiling warmly while holding a smartphone to her ear. The image is bathed in a warm, golden-orange light, creating a soft and positive atmosphere. The text 'Activate High Touch Engagement' is overlaid in a bold, white, sans-serif font across the center of the image.

Activate High Touch Engagement

Cloud Go To Market Overview

Individual Marketing Services

Presentation & Offer Development

Website, Landing Pages

Online Assessments

Webinars & Virtual Summits

Collateral & Content Creation

Event Speaking Opportunities - Outreach and Inclusion

Marketing AI Bots Configuration

eCommerce

Toolkit development

On-Boarding Services

Dashboards & Reporting

Getting Started

Next Steps

Review the Offerings & Pricing

Schedule Meeting to Discuss (as needed)

Decide on Timeline to Launch

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**Together We
Drive Action**