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Area Under Federal Regulation

This case focuses on Cisco Systems' innovative probe-and-learn approach to using social media to launch its ASR 1000 Series Edge Router. The company had decided to eschew traditional print and TV media in marketing the new product and had decided instead to focus its efforts entirely on digital marketing and social media to attract the attention of its target market. The case discusses Cisco's bold plan to launch the ASR 1000 Series "virtually, visually, and virally" and the digital tactics employed by the Cisco Systems marketing team to accomplish this ambitious

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goal. Business marketers normally adopt a more serious and traditional approach to marketing its products but in this case Cisco had decided to buck that trend by exploring digital tools and social gaming avenues which its target client--the technical community--were increasingly frequenting. Cisco's challenge lay in whether this new approach and resultant value proposition would resonate with its technical audience and give the ASR 1000 Router the kind of publicity it needed to have. The case is set at a time when social media was burgeoning as a promising

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way to engage consumers more deeply with brands and products, but marketers were still experimenting with the tools and tactics of social media for marketing.

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media marketing from a probe-and-learn approach to a strategy-driven process. The initial test and learn approach must be enhanced and become more strategic in the future.

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of all exam objectives in a systematic approach, so you can be confident you're getting the instruction you need for the exam Bonus workbook section with over 200 pages of exercises to help you master essential charting and diagramming skills Practical hands-on exercises to reinforce critical skills Real-world scenarios that put what you've learned in the context of actual job roles Challenging review questions in each chapter to prepare you for exam day Exam Essentials, a key feature in each chapter that identifies critical areas you must become proficient in before

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