

CASE STUDY

Marketing Strategy, Market Positioning, & Website Redesign

Client: CloudSmart

AWS Intelligence platform for AWS Marketplace sellers
who want to co-sell successfully with AWS

**Savvy
Marketing
Works**

Building Credibility Under a Tight Deadline

CloudSmart has a clear product with real value—helping sellers optimize sales and private offers in the AWS Marketplace. But marketing activities had been ad hoc and the company’s online presence didn’t match the sophistication of the solution. With active partnerships with AWS and others driving leads, closing the gap between perception and credibility was essential.



Low Brand Recognition & Positioning Mismatch

Limited visibility for users early in the sales funnel; not positioned clearly in the AWS Co-sell space



Tight Timeline

AWS EdTech Engagement Initiative launch approaching with lead referrals—website had to be ready



Weak Web Presence

Verbose messaging, stock photography, and a HubSpot theme that limited visual impact and clarity



Limited Content & No Nurture Path

No marketing automation for leads from AWS referrals or inbound traffic—missed opportunity

Strategic Foundation and Positioning, Then Traffic

Savvy Marketing Works created a foundational marketing strategy for CloudSmart with a roadmap for growth. Before driving visitors to the site, we needed to ensure what they found when they arrived would build confidence and inspire credibility.

month 1

01

Strategy & Roadmap

Developed a marketing strategy with clear priorities, sequencing, and a path to achieving business goals

month 2

02

Positioning & Messaging

Reworked messaging to align with AWS public sector verticals, co-sell expertise, and buyer personas

months 3-4

03

Website Redesign

Clean, modern site with clear value articulation, real product imagery, and content organized by segment and use case

months 3 and beyond

04

Content Plan & Social Revamp

Inbound and referral content development; marketing automation framework; rebuilt LinkedIn presence

A Foundation Positioning CloudSmart for AWS Co-sell

- ✓ **Credible Market Presence**
CloudSmart now presents as the established, reputable player their product warrants—not a startup guessing at marketing.
- ✓ **Sales Enablement**
The sales team is proud to send prospects to the website. It's become an active tool in their process, not an afterthought.
- ✓ **AWS Program Ready**
With positioning aligned to AWS public sector verticals, CloudSmart can capitalize on co-sell opps and lead referrals.
- ✓ **Inbound Signals**
Initial LinkedIn posts are attracting engagement and interest, with the foundation in place to nurture and convert.



“Savvy Marketing Works provided the strategic leadership we needed to close the gap between our product’s value and our brand’s perception. The journey with Laura has been incredibly valuable with solid communication that makes things easy. She has been a vital partner in our growth: building a strategic roadmap, refining our messaging, and overhauling our web presence. The quality of the work on our new site is exceptional, and for the first time, our brand truly represents our expertise in the public sector ISV and AWS co-sell space.”

— Trés Vance
Executive Chairman, CloudSmart

Savvy
Marketing
Works

Fractional CMO & Marketing Consulting

Strategic marketing leadership for cybersecurity and B2B SaaS/tech

Laura MacGregor, CMO & Principal



Let's collaborate!

savvymarketingworks.com

laura@savvymarketingworks.com

Fractional Marketing Leadership

Strategy development, team leadership, vendor management, and budget oversight

Marketing Strategy & Planning

Launch plans, demand generation, playbooks, and measurement

Thought Leadership & Content

Brand storytelling, content strategy, ghostwriting, and LinkedIn