



Cybersecurity: From Four to 21 Monthly Demo Requests in Five Months

Illustrative case study. The company, campaign and results below are fictional and show a modeled scenario, not verified client outcomes.

The Challenge

A cybersecurity company sold software that helped security teams find unmanaged devices across their networks. Its buyers understood the problem, but searches for solutions usually brought up larger vendors.

The company had technical documentation and product demos. It had far less material answering the questions buyers asked before booking a call: how deployment worked, which devices the software could detect, and what an evaluation would require from a small security team.

In the scenario's starting benchmark, the company was recommended in 12 of 120 recorded AI answers. Several recommendations described its capabilities too broadly. Monthly visits from Reddit and identifiable AI referrals totaled 140, producing four demo requests.

The Solution

The five-month campaign would focus on evaluation questions from security buyers. Launch Club would work with the company's technical team to turn those questions into useful explanations, then bring those explanations into relevant Reddit discussions.

Each answer would explain a specific capability, its limits and when a buyer should consider it. Community contributions would identify the company's involvement where required and follow each community's rules. The campaign would connect those discussions to pages where a buyer could check the details and request a technical demo.

The Work

- Build a question map around deployment time, device discovery, existing security tools and evaluation criteria. Separate questions from enterprise buyers from those about home networks.
- Rewrite eight technical pages with short answers, supported feature comparisons and deployment diagrams. Have the product team check every claim before publication.
- Publish six detailed educational posts and 90 relevant comments over five months. Use approved company or representative accounts where communities permit participation.
- Add evaluation checklists and a technical demo form to the pages receiving referral traffic. Ask which question brought each prospect to the site.
- Review a fixed set of 40 buyer prompts across three AI platforms monthly. Save each answer and its cited URLs so the team can distinguish a passing mention from a recommendation.

During the first two months, the team would concentrate on getting the product descriptions right. Later work would address gaps found in the benchmark, including deployment requirements and the difference between device discovery and broader network monitoring.

The Results

The modeled fifth-month results, compared with the starting benchmark, are:

- Recommendation coverage grows from 12 of 120 recorded answers to 54 of 120, or 10% to 45%.
- Monthly Reddit and identifiable AI referral visits rise from 140 to 630, a 4.5x increase.
- Demo requests from those visits grow from four to 21 in comparable 30-day periods.
- Thirteen of the 21 demo requests meet the sales team's stated criteria: an organization with the relevant security problem, an appropriate contact and an active evaluation.

The team would use those 13 qualified conversations to judge the campaign's commercial value. The scenario stops at qualified demand; it does not count open evaluations as closed sales. The recommendation figures describe the recorded benchmark, with the same prompts and scoring rules used throughout.