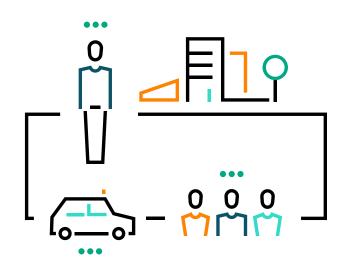


### **SOCIAL MEDIA MADE SIMPLE**

Streamline your social marketing with the HPE Social Media Center

# I want to amplify my company's social presence.

Engaging with prospects and customers on social media can make the difference between a closed sale, and a lost opportunity. HPE can help.



Adding social media into your digital marketing mix is critical to attracting B2B customers with the highest purchase intent. By focusing on engaging, shaping, and leading social media conversations, you can influence buyers and grow your communities.

The <u>HPE Social Media Center</u> makes this easier than ever. Use ready-to-post, customizable content to connect with your customers and expand your influence. This turn-key social media support is part of HPE Marketing Pro, which helps you accelerate your digital marketing initiatives with ready-to-use demand generation tools and content.

## The strength of social media



of B2B buyers are now active and involved in social media.1



of B2B buyers use social media when making a purchase.2



of **B2B marketers** say social media is their #1 tactic for content creation and distribution.3

### Your complete social media tool

Strengthen your social media initiatives Get training via the tool and leverage content on industry trends, client expectations, and more Access measurement and analytics tools

Track impressions and clicks/reaction totals (likes comments, retweets, etc.) to view the impact of your efforts **Promote relevant content** Post content specific to global events to increase your reach and influence Deploy click-to-share,

snackable HPE content

Includes infographics, white papers, and videos that can be shared on your

social media pages to increase

demand-generation potential

Be a thought leader Access and share thought leadership content from enterprise.nxt. Improve your knowledge and share your expertise **Expand your influence** Find, follow, and repost content from industry influencers

> Be informed and connected Receive updates on HPE co-marketing campaigns to share with your audiences. Stay up-to-date on industry changes and interests

# Social media, your way



Speak your language Available in English, German, French, Italian, Spanish, Portuguese, and Japanese

Customize posts and schedules Customize posts with your own voice; edit titles, descriptions, and URLs; and plan a calendar of posts. **Expand your expertise** 

Your customers are busy. Social media lets you engage with them and share your content anywhere, anytime, on whatever device they are using. The HPE Social Media Center makes it easier than ever to connect your customers with your content and brand. Seamlessly. Powerfully. Effectively.

#### Can't find what you are looking for?

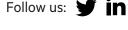
Contact an HPE Partner Marketing Concierge to help you quickly and easily locate the assets and content you need.

#### Launch social media initiatives to drive results

From the <u>HPE Partner Ready Portal</u>: select Sales & Marketing > Marketing Resources > Social Media Center

<sup>2</sup> "The Ultimate Guide to B2B Marketing in 2020," <a href="https://blog.hubspot.com/marketing/b2b-marketing">https://blog.hubspot.com/marketing/b2b-marketing</a>, 2020 3 Hubspot, 2018

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