



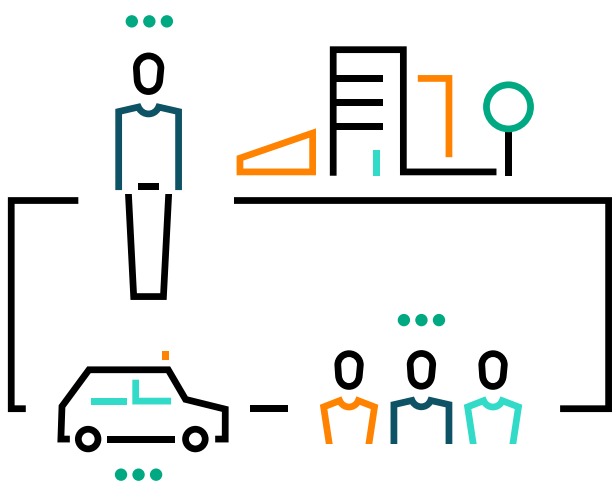
Hewlett Packard Enterprise

SOCIAL MEDIA MADE SIMPLE

Streamline your social marketing with the HPE Social Media Center

I want to amplify my company's social presence.

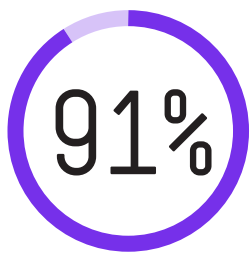
Engaging with prospects and customers on social media can make the difference between a closed sale, and a lost opportunity. HPE can help.



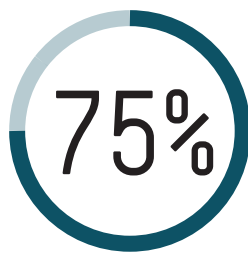
Adding social media into your digital marketing mix is critical to attracting B2B customers with the highest purchase intent. By focusing on engaging, shaping, and leading social media conversations, you can influence buyers and grow your communities.

The [HPE Social Media Center](#) 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.

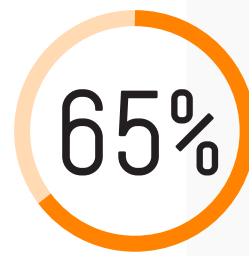
The strength of social media



91%
of B2B buyers are now active and involved in social media.¹



75%
of B2B buyers use social media when making a purchase.²

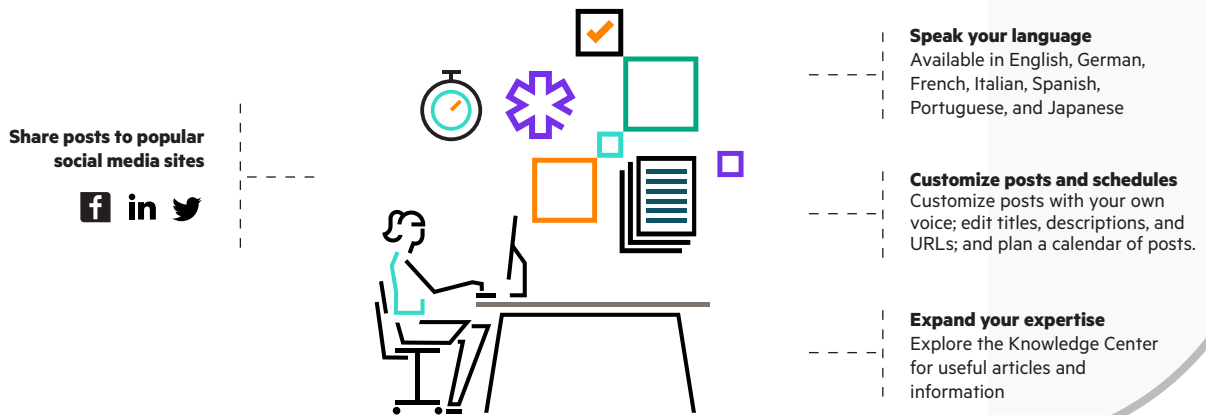


65%
of B2B marketers say social media is their #1 tactic for content creation and distribution.³

Your complete social media tool



Social media, your way



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 [HPE Partner Ready Portal](#): select Sales & Marketing > Marketing Resources > Social Media Center

¹ SiriusDecisions, 2018

² "The Ultimate Guide to B2B Marketing in 2020," <https://blog.hubspot.com/marketing/b2b-marketing>, 2020

³ Hubspot, 2018

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