



Aruba Instant On Smart Homes Campaign Implementation Guide

**Your home is smart.
It's time for your
network to catch up.**



Your home is smart. It's time for your network to catch up.

Social & Display | Media | Collateral | Email



aruba
Instant on

Your home is smart. It's time for your network to catch up.

Reliable and secure Wi-Fi for connected living spaces.

LEARN MORE

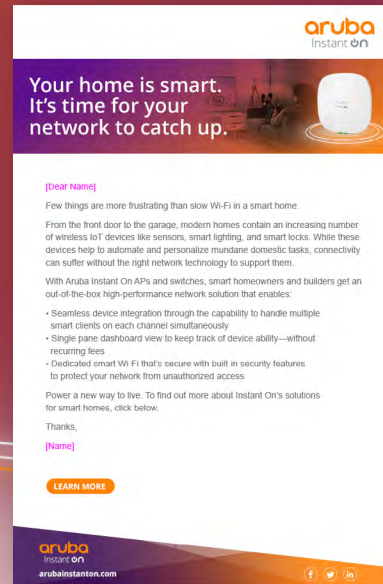


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[Dear Name]

Few things are more frustrating than slow Wi-Fi in a smart home. From the front door to the garage, modern homes contain an increasing number of wireless IoT devices like sensors, smart lighting, and smart locks. While these devices help to automate and personalize mundane domestic tasks, connectivity can suffer without the right network technology to support them.

With Aruba Instant On APs and switches, smart homeowners and builders get an out-of-the-box high-performance network solution that enables:

- Seamless device integration through the capability to handle multiple smart clients on each channel simultaneously
- Single pane dashboard view to keep track of device ability—without recurring fees
- Dedicated smart Wi-Fi that's secure with built-in security features to protect your network from unauthorized access

Power a new way to live. To find out more about Instant On's solutions for smart homes, click below.

Thanks,
[Name]

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Campaign overview

The Instant On in Hospitality campaign provides an industry-centric partner framework to promote specific messaging, value props, and product lines for small businesses. The campaign assets are customizable—partners can add their value proposition, service offering, and other valuable information to scale promotional efforts.

Co-branded assets

- Display banners
- Social graphics
- Email templates
- Solution overview

Target audience: personas

- Business owner
- IT manager

Activation flow

Building awareness for Instant On in Smart Homes:

- Create a clear and engaging e-commerce page using industry banners, messaging, images, and product collateral.
- Use social cards and pre-written social posts to schedule social media activity on your preferred social platforms throughout the campaign.

Engage with prospects through demand generation:

- Plan a virtual event like a webinar using the invitation email templates.
- Reach out to specific customers or prospects using the evergreen industry email templates.

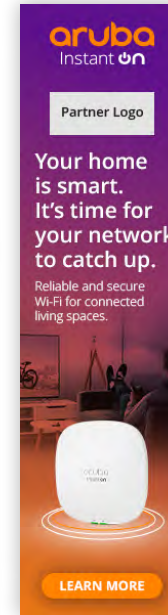
Awareness—Social & Display

DOWNLOAD ASSETS

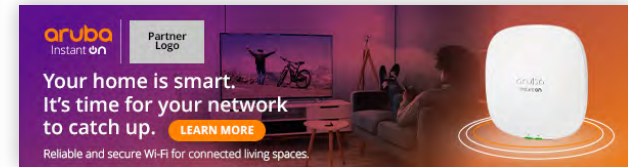
Spotlight co-branded display banners and social cards on your purchase pages, paid media, and social channels to spread the word on our new Smart Homes access points.



Social Card



Display Banners



Co-branded

Campaign Overview

Awareness

Demand Generation

Awareness—Product Media

[DOWNLOAD ASSETS](#)

Leverage industry multimedia assets on your landing pages, blogs, and newsletters.



Campaign
Overview

Awareness

Demand
Generation

Awareness—Collateral

DOWNLOAD ASSETS

Host our solution overview and other assets related to Instant On in Smart Homes.



Assets

Campaign Overview

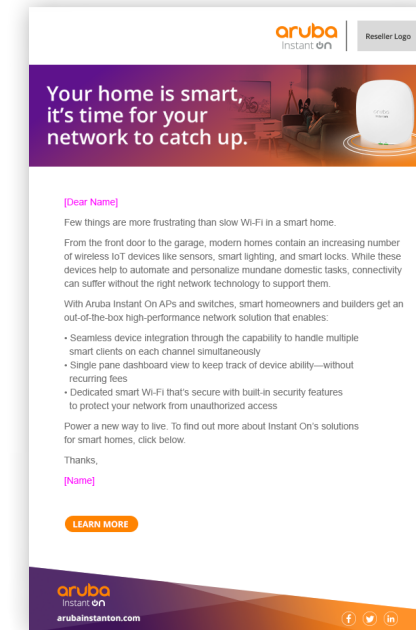
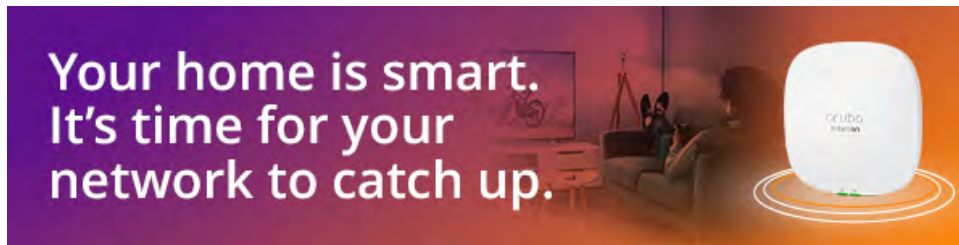
Awareness

Demand Generation

Demand Generation—Email

DOWNLOAD ASSETS

Nurture your prospects and customers by sending pre-written emails that explain how our solutions address specific industry pain points.



Co-branded

Campaign
Overview

Awareness

Demand
Generation



Thank you

Resources:

Visit the Smart Homes webpage

Browse Arubapedia: Aruba Instant On Industries

Learn about Aruba's ACTION Partner Club

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