



Hewlett Packard
Enterprise

HPE Partner Ready Digital Marketing Program

Accelerating your digital proficiency and execution
to drive business growth

Assess

Educate

Collaborate

Empower

Get started >




Table of Contents


Changing B2B buyer behavior


HPE's commitment to the channel


HPE Partner Ready

Digital Marketing Program overview

 **Assess** your level of digital marketing maturity, and identify areas of focus to further develop your digital capabilities.

 **Educate** yourself and build your digital marketing proficiency through the HPE Marketing Pro Academy to gain insights on the latest digital marketing trends and best practices.

 **Collaborate** with HPE marketing teams or Marketing Services Agencies to facilitate the planning and execution of your co-marketing efforts.

 **Empower** your marketing teams with ready-to-use, customizable content, campaigns and tools to enable you to quickly and easily launch digital and social activities.



B2B buying behavior is changing how we drive demand

There is a fundamental shift in how B2B buyers are making purchase decisions and how companies are marketing to the digital customer. Today's self-educated buyers are immersed in an always-on and always-connected world of digital, using digital resources to research solutions, engage with brands, and make purchase decisions. They're in control, choosing when and how to engage with content and brands.



of B2B buyers go online during their purchase process¹

In order to stay competitive, companies need to integrate digital marketing tactics into their overall marketing mix. That means staying engaged with customers when, where, and how they access content online. With the rise of data and technology, digital marketing has created a unique opportunity to connect with customers at every stage of the buyer's journey—from earning their attention to engaging and persuading and, ultimately, securing purchase.

Together, Hewlett Packard Enterprise and our partners must continue to transform how we go to market and make digital marketing core to our business strategy and joint outcomes.

10
pieces of content

B2B buyers download 10 pieces of content online on their way to purchase²

95%
of ITDMs watch tech-related video, and 84% use tech-related videos when evaluating products and services³

12
on average **searches** done by B2B researchers prior to engaging on a specific brand's site⁴

¹ Forbes, "How To Turn B2B Buyers Into Sales Leads, According To Data," December, 2017

² Source: "10 Surprising Stats You Didn't Know about Marketing on LinkedIn," 2017

³ Source: IDG Customer Engagement Research, 2017

⁴ Source: "Understanding Today's B2B Buyer," June, 2017

“In a Digital First Journey

65% +

of sales and marketing
touchpoints will be digital”

—SiriusDecisions, 2017



Hewlett Packard Enterprise is committed to our channel partners

We always put partners first. Partners are at the center of everything we do, and represent a significant percentage of the HPE business. We fully recognize and appreciate the role of our channel in helping HPE magnify brand presence, generate demand, and deepen customer loyalty.



\$2B

invested in partner
benefits annually



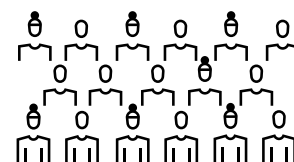
160

countries where HPE
partners do business



70%

of HPE business
comes from partners



109,000+

channel partners worldwide

HPE is committed to the digital marketing shift

“In today’s market, digital marketing is not a nice to have, it’s an imperative. At HPE, we have a commitment to enable and empower partners on their journey to make digital marketing core to our joint outcomes.”

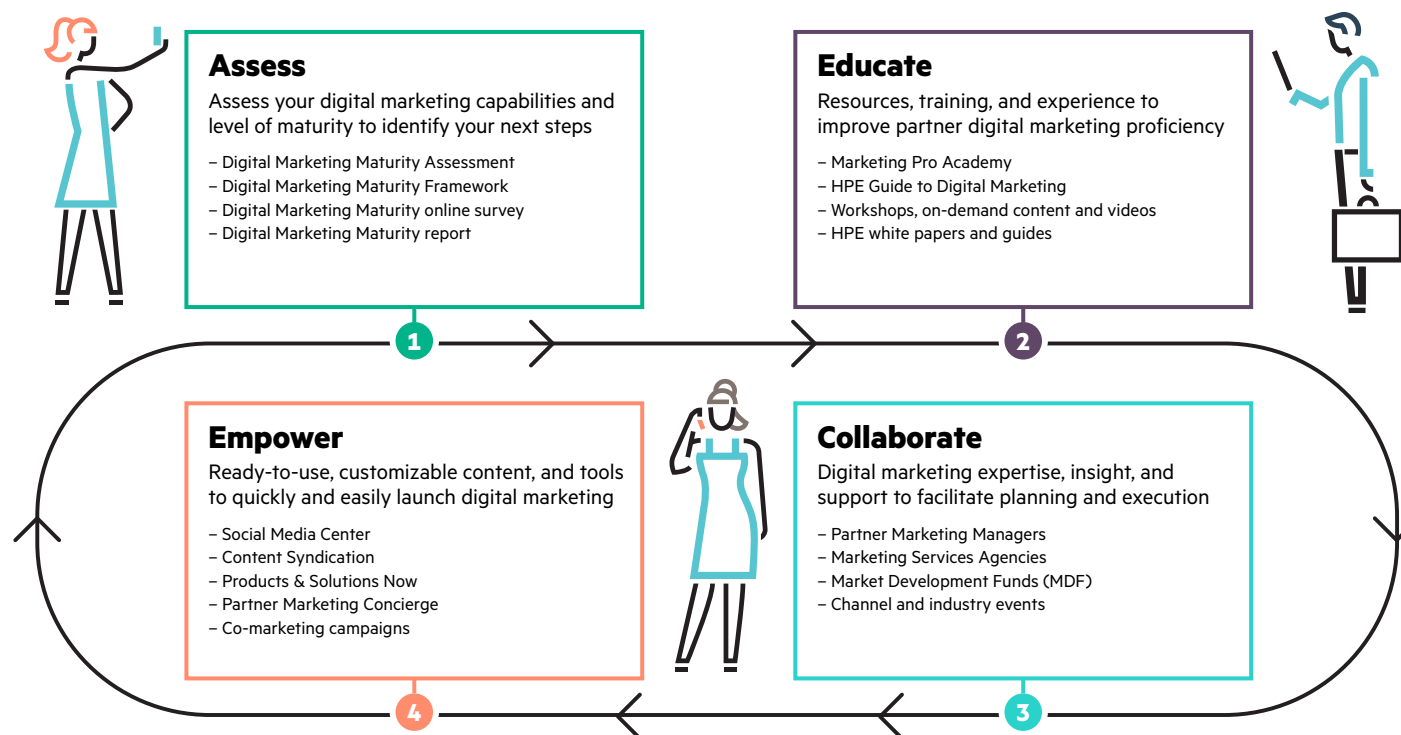
—Chris Ogburn, VP, Worldwide Geography Marketing, HPE

HPE Partner Ready Digital Marketing Program

Accelerate your digital marketing efforts with HPE

The HPE Partner Ready Digital Marketing Program is designed to help you accelerate your digital marketing proficiency to connect with customers and grow your sales pipeline. Designed with you in mind, the program can help you assess your digital marketing maturity to enhance and expedite your digital transformation journey. Whether you're a savvy, experienced digital marketer or new to the world of digital, the program also provides a variety of resources that share HPE insights, industry trends, and best practices so you can build your digital marketing proficiency.

Through collaboration with HPE marketing teams or Marketing Services Agencies, you can access expertise and support to help you facilitate the planning and execution of your digital marketing initiatives. When you're ready to create and launch your digital campaigns, you can utilize customizable content and tools to help you quickly and easily launch digital and social activities into the market.



Assess

Educate

Collaborate

Empower

Assess your digital and social marketing capabilities and level of maturity to help you accelerate your digital marketing transformation.

The HPE Digital Marketing Maturity Assessment is designed to help you create and implement more effective marketing campaigns and drive greater return on your marketing investments. Following the completion of a short online survey, the assessment provides you with a report that scores your digital and social capabilities through a structured assessment framework, measured across five key pillars:

Pillar 1—Digital Identity

Measures the strength of your organization's web and social presence, as well as the visibility of HPE branding and products on your website.

Pillar 2—Organizational Commitment

Assesses how integrated your digital marketing strategy is with your overall business strategy, and if there are adequately skilled resources in place.

Pillar 3—Analytical Framework

Measures how well you use metrics and analytics to further improve results from your digital marketing activities.

Pillar 4—Customer Relationship Management

Reviews and measures your CRM strategy, practices and processes, and how they drive lead scoring.

Pillar 5—Campaign Planning & Execution

Assesses how effectively you plan and execute your digital marketing campaigns and how aligned they are to your business priorities.

In addition to your score, the report shares recommendations on steps and initiatives you can take to improve in each pillar. The assessment also shows how your current level of digital maturity compares to the industry benchmark in your country, and provides guidance on accessing HPE marketing tools and resources you can leverage to further accelerate and optimize your digital marketing efforts.

Access via the HPE Partner Ready Portal

Log into the **HPE Partner Ready Portal** and access the survey via this navigation path:
HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Digital Marketing > Digital Marketing Maturity Assessment



Assess

Educate

Collaborate

Empower

Take advantage of the HPE Partner Ready Marketing Pro Academy and access educational resources, experience, and training to help you improve your digital marketing proficiency.

- **HPE Guide to Digital Marketing**—Dive deeper into digital marketing topics and expand your digital marketing expertise. This easy-to-use guide can help you quickly access a wide variety of HPE content and resources to assist your digital marketing efforts.
- **Educational opportunities**—Learn about the latest digital marketing insights and practical tips from live, interactive workshops hosted by HPE, and from on-demand content recordings and videos.
- **Digital Marketing content**—Access articles, guides, and insights from HPE and third-party industry experts that address the latest digital marketing trends. Also, benefit from helpful tips and suggestions for implementing digital marketing strategies and tactics.

Access via the HPE Partner Ready Portal

Log into the **HPE Partner Ready Portal** and access via this navigation path:
HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Digital Marketing > Educate



Assess

Educate

Collaborate

Empower

Benefit from Hewlett Packard Enterprise's digital marketing expertise, insights, and support to facilitate your marketing planning and execution.

- **Partner Marketing Managers (PMM)**—HPE Partner Marketing Managers, who are dedicated to HPE strategic partners, are versed in best practices and HPE's digital content and tools to assist you in joint marketing planning, demand generation, and planning your MDF-funded co-marketing activities.
- **Marketing Services Agencies (MSAs)**—These resources supplement your own capabilities by providing complementary digital marketing services and expertise to help you get your customized demand generation to market quickly and efficiently.
- **Joint Marketing Planning**—A collaborative process in which HPE PMMs provide assistance, guidance, and expertise to help you set mutually beneficial marketing strategies, establish priorities, and define targeted activities.
- **Market Development Funds (MDF)**—Discretionary funds provided by HPE for co-marketing and demand generation activities designed to increase your pipeline and drive revenue growth.
- **Industry and local events**—Collaborate with and hear from HPE and industry marketing executives from around the world to learn about the latest strategies and innovations to help you succeed.
- **Partner communications**—Ongoing, timely, and relevant communications shared by HPE to our partners via newsletters, Twitter (@HPE_Partner) and LinkedIn.

Assess

Educate

Collaborate

Empower



Accelerate your digital marketing execution with Hewlett Packard Enterprise's ready-to-use, customizable content, and tools to launch your own successful digital marketing initiatives.

Partners can easily access and promote their own customized campaigns utilizing these user-friendly tools and services.

HPE Partner Ready Social Media Center

Features ready-to-post, customizable social media content for you to integrate into your marketing programs.

[Learn more](#)

HPE Content Syndication

Enables you to stream HPE product and marketing content directly to your website under your own brand.

[Learn more](#)

HPE Products & Solutions Now (PSNow)

Find the HPE product data, solutions, and campaign content you're looking for in one, convenient resource.

[Learn more](#)

HPE Partner Marketing Concierge

Provides dedicated support and guidance to help you locate the HPE assets and content you need.

[Learn more](#)

HPE Co-Marketing Campaigns

Enhance your digital marketing initiatives by accessing complete, ready-to-use, customizable HPE campaigns and assets.

[Learn more](#)



Assess

Educate

Collaborate

Empower

HPE Partner Ready Social Media Center

These days, **86%** of B2B IT buyers use social in their purchase decisions.¹ Through the HPE Social Media Center, you can easily integrate social media into your marketing plan with access to ready-to-post and customizable content.

Partner benefits

- **Deploy click-to-share HPE snackable content**—includes infographics, white papers, and videos that can be shared on your social media pages to increase demand generation potential.
- **Customize posts and schedules**—revise with your own voice and edit the Title, Descriptions, and URLs; plan a calendar of posts.
- **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.
- **Stay informed and connected**—receive updates regarding HPE's most recent channel partner campaigns covering a broad array of products and solutions to share with your audiences via social media.

Access via the HPE Partner Ready Portal

Log into the **HPE Partner Ready Portal** and access via this navigation path:

HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Social Media Center

¹ Source: "101 Social Selling Stats You Need to Know," April, 2017

 Assess Educate Collaborate Empower

HPE Content Syndication

To grow pipeline, it's vital for you to provide timely, relevant content to your customers—in fact, content marketing generates **over three times as many leads** as outbound marketing and **costs 62% less**.¹ HPE Content Syndication enables you to automatically stream the latest HPE product and marketing content to your website to provide more interactive experiences for your customers. You can customize, supplement, and package this content under your brand.

Partner benefits

- **Adapt to fit your needs**—automate delivery of HPE content, e.g., marketing messaging, technical specs, so you can market HPE products and solutions in a style that reflects your brand.
- **Choose your service and delivery**—select the subscription service that best fits your go-to-market strategy, whether it's an online store or website, and simplify delivery through a JavaScript code that dynamically updates content to your website with your control.
- **Increase lead generation**—receive leads directly from the dynamically syndicated HPE brand showcase on your website.

Access via the HPE Partner Ready Portal

Log into the **HPE Partner Ready Portal** and access via this navigation path:
HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Content Syndication

1 Source: "9 Stats That Will Make You Want to Invest in Content Marketing," October 22, 2017

Assess

Educate

Collaborate

Empower



HPE Products & Solutions Now (PSNow)

HPE PSNow is the one-stop shop for partner marketers to find product data, solutions, campaign content, and co-marketing campaign assets all in one place.

Partner benefits

- **Streamline your search**—one resource lets you quickly find and access the latest HPE content.
- **Access a wide range of content**—includes HPE product data, campaign content and assets, customer presentations, and success stories.
- **Deliver timely, relevant information**—flexible search and filter options make it easy to find what you need, so you can deliver and position the right content—at the right time—along the various stages of the digital buyer's journey.

Access now

Or if already logged into the **HPE Partner Ready Portal**, access via this navigation path:
HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Products & Solutions Now



Assess

Educate

Collaborate

Empower

HPE Partner Marketing Concierge

HPE Partner Marketing Concierge supports you in your digital marketing transformation by providing guidance via email and chat to help you locate HPE assets and content—taking the legwork off your already busy resources so you can focus on more-strategic activities.

Partner benefits

- **Save time**—get direct access to dedicated, qualified agents who can help you navigate to the content, assets, and tools you're looking for.
- **Get support**—easily access and leverage content and assets on the HPE Partner Ready Social Media Center, Content Syndication, and Products & Solutions Now.
- **Find the right content**—including co-marketing assets, campaign content, and sales presentations.

Access now

Or if already logged into the **HPE Partner Ready Portal**, access via this navigation path:
HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Partner Marketing Concierge



Assess

Educate

Collaborate

Empower

Customizable, digital-ready co-marketing campaigns

HPE is embracing a digital first strategy and developing integrated digital marketing campaigns that align with all phases of the buyer's journey, supporting the prospect's decision at each step of the way. Leveraging these campaigns can help assist and simplify your own digital marketing initiatives by arming you with ready-to-use, customizable co-marketing campaigns, assets, content and messaging that you can use to build lasting relationships and drive sales.

Campaigns designed to get noticed

As today's IT decision makers are exposed to numerous marketing channels and tactics, HPE digital marketing campaigns blend a multitude of assets and content that can range from analyst reports and case studies to digital display ads and videos. Combined with your unique value proposition, you can incorporate these materials into your digital marketing campaigns to help boost awareness, nurture prospects, generate leads, and grow sales.

Access via PSNow

Or if already logged into the **HPE Partner Ready Portal**, use this navigation path:
HPE Partner Ready Portal home page > Sales & Marketing > Marketing Resources > Products & Solutions Now > Co-Marketing (under the section Content Types)


Additional support for the HPE Partner Ready Digital Marketing Program

For more information:

[Access the HPE Partner Ready Portal](#)

Can't find what you're looking for? Contact us:

[Access the HPE Partner Marketing Concierge](#)

Follow us:  

Copyright 2018 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

a00017115enw, June 2018

