

Struggling With Social Media?

Not enough time? Can't find good content?

Introducing

Social from Azlan

Post relevant, real-time and targeted 'to customer' content directly to your social networks in just three clicks

Great content. New Followers.

Become 'socially active' and grow your prospect lists.

How Does It Work?



Step One

Azlan Social creates posts and tags these by territory, language, topic and customer targets.



Step Two

You review, edit discard or approve these new posts.



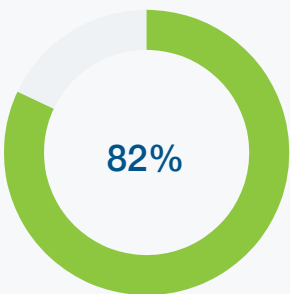
Step Three

Your posts are published onto your social media sites.



Step Four

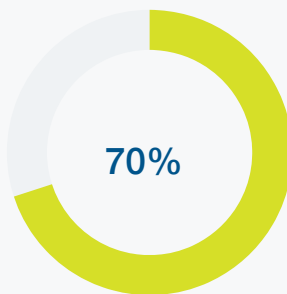
Your followers and prospects read your posts and contact you for more information.



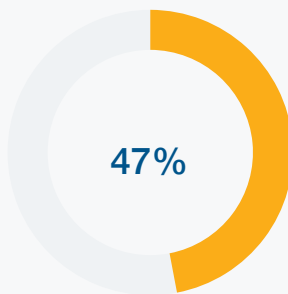
of buyers indicated that the winning vendor's content had a significant impact on their buying decision.¹



B2B buyers are 5x more likely to engage with a sales professional who provides new insights about their business or industry.²



of the buyer's journey is complete before a buyer even reaches out to sales.³



of buyers viewed three to five pieces of content before engaging with a sales rep.⁴

Since Launching in 2011...

2.5k posts created

61m audience reach

141k downloads/clicks/retweets/likes

17k user reposts

37k social media accounts

The Benefits



Grow your social networks



More interaction with prospects



Publish fresh end-user content



Position yourself as a trusted advisor



Influence IT decision makers

Register for Social from Azlan
hpe.azlan.com