



Instant 

HPE Networking Instant On Retail

Campaign Implementation Guide



Hewlett Packard
Enterprise



Wi-Fi that doesn't check out. So your customers do.

Social & Display | Media | Collateral | Email

Campaign overview

The Instant On in Retail 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.

Available tactics:

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

Target audience: Coffee shops, local bookshops, specialized pet stores, neighborhood grocery stores, mall clothing stores and more.

Activation flow

Building Awareness for Instant On in Retail:

- 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.
- Reach out to specific customers or prospects using the industry email templates.

Campaign overview

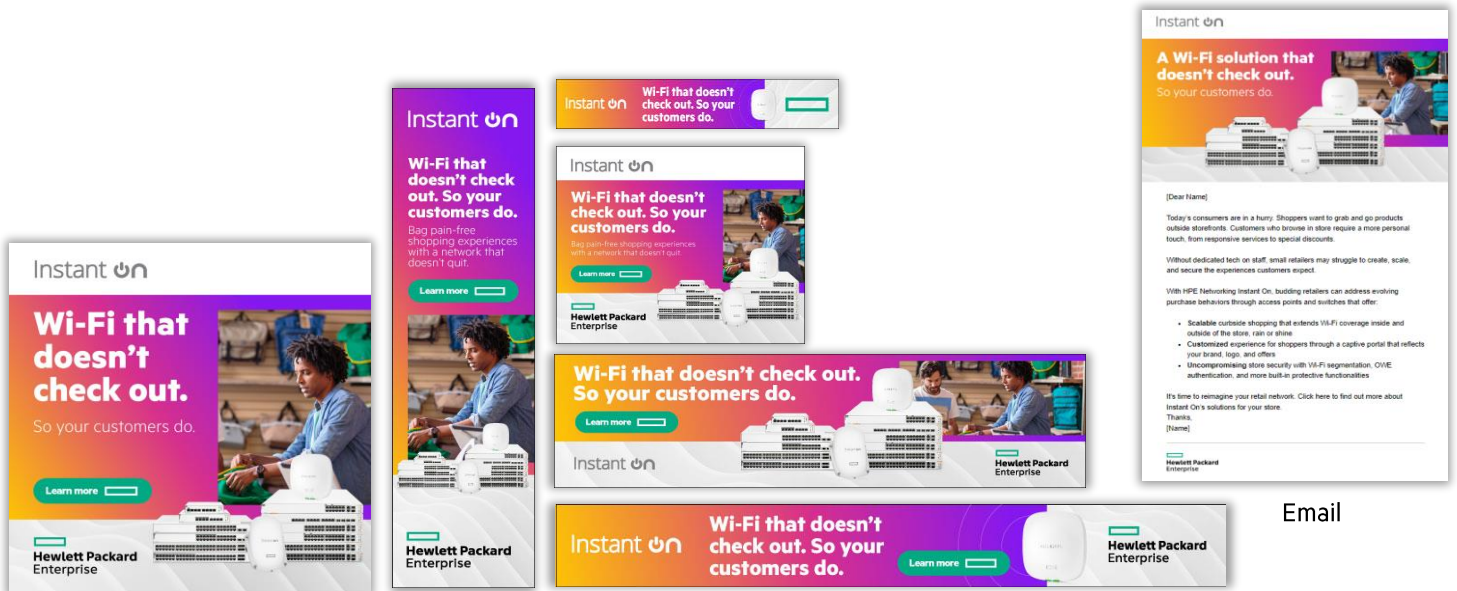
Awareness

Supporting Content





Campaign Tactics



Social cards

Display Banners

Email

Social & Display

Spotlight display banners and social cards on your purchase pages, paid media, and social channels to spread the word on our new eSports access points.

[Download social cards](#) →

[Download display banners](#) →

Email

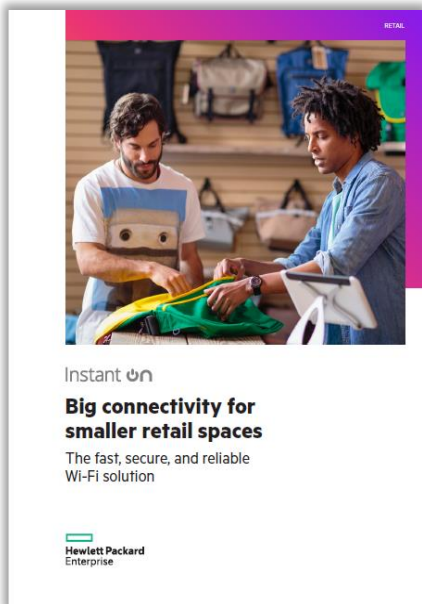
Nurture your prospects and customers by sending pre-written emails that explain how our solutions address specific industry pain points.

[Download email](#) →

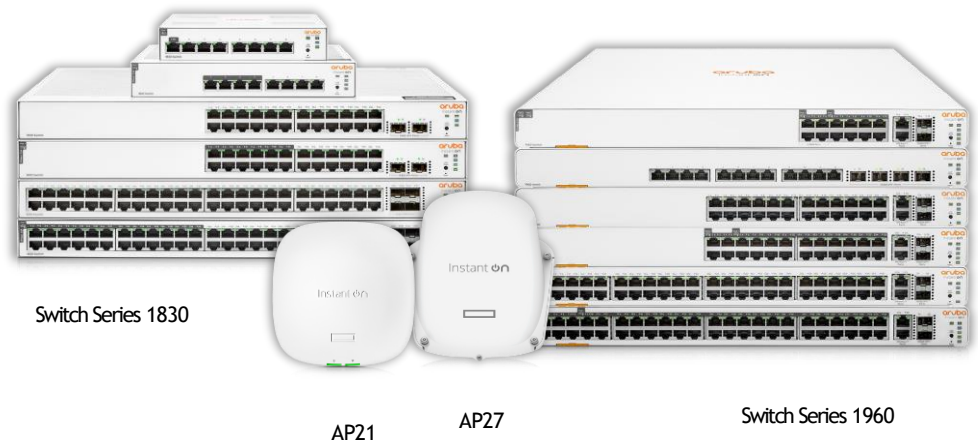




Supporting Content



Solution Overview



Product Media & Collateral

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

[Download product media →](#)

[Download solution overview →](#)

[Download video →](#)

Campaign overview

Awareness

Supporting Content



Thank you

Resources:

[Visit the retail webpage](#) →

[For more Instant On campaigns](#) →

[Learn about HPE Networking Instant On ACTION Partner Club](#) →

