

# SMB Promotion Campaign Implementation Guide



Promotional campaigns are a great way to reach customers and boost sales. They are not complicated, this guide will help you step by step on how to get the best from Aruba SMB campaigns. We explain the types of assets that we provide and outline what to do with them.

## What assets do you get?

In our campaign kits, we give you a number of assets that are ready to use. This enables you to run a campaign easily and effectively. Assets usually include:

- ① **Display banners**—Designed to grab a viewer’s attention on your web page, banners carry the main campaign image and message.
- ① **Copy blocks**—This is text about the promotion/special offer that’s ready to be used on your web page.
- ① **Emails**—These summarise the special offer and include a call-to-action that encourages your audience to find out more/buy now.
- ① **Product images**—These can be added to your web page to show the customer what they’re buying.
- ① **Social media**—Social cards and posts can be used on Facebook, LinkedIn and other platforms.
- ① **Telemarketing call guide**—This internal piece offers a helpful summary of the special offer, giving you all the information you need to talk to customers.
- ① **Data sheets**—These can be added to your web page or attached to an email to provide more technical detail.



Scroll down for campaign asset links and step by step usage guide.



## Step by step guide to running a campaign

Follow our simple steps to make sure your Aruba SMB campaigns runs smoothly. Ideally run these steps in a sequence to get the most impact from your campaign. However, you can of course choose to select which options work for you, but we would definitely recommend ensuring that your website is fully updated before running any activity as your campaign will direct customers to your website to buy products.



### Step 1

#### Plan your campaign

A clear plan will make your campaign easier to execute and more effective. To get things started, decide on your launch date and the end date. Work out what you need to do ahead of launch. Then make a schedule of the activity that's happening throughout the campaign.



### Step 2

#### Get your website ready

Ahead of your launch date, make sure that your website is ready with updated and engaging information to encourage a quick sale. Create a clear and engaging ecommerce page, using the campaign banners, copy, images, and datasheets. Ensure there are links so customers can make a purchase or contact you for more information.



### Step 3

#### Promote on social media

Use the social cards and pre-written social posts to schedule social media activity on your preferred social platforms throughout the campaign.



### Step 4

#### Send emails

Target your customer base or new prospects with campaign emails, which can be co-branded in our template if required. Ensure you have the customers' permission to receive emails so that you are compliant with GDPR regulations.



### Step 5

#### Pick up the phone

Once you've sent the campaign email, it's worth contacting customers a day or two later and using the call guide to drive a conversation. Ensure that relevant people in your company are aware of the campaign in case customers call in.



### Step 6

#### Ending the campaign

If the offer has an end date, remember to take down the webpage and stop social activity on that date.

## Ready to run your campaign?

We hope this implementation guide helps you plan and execute your campaign. If you need further support, please contact your local Aruba representative.

Click below to access your assets:

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