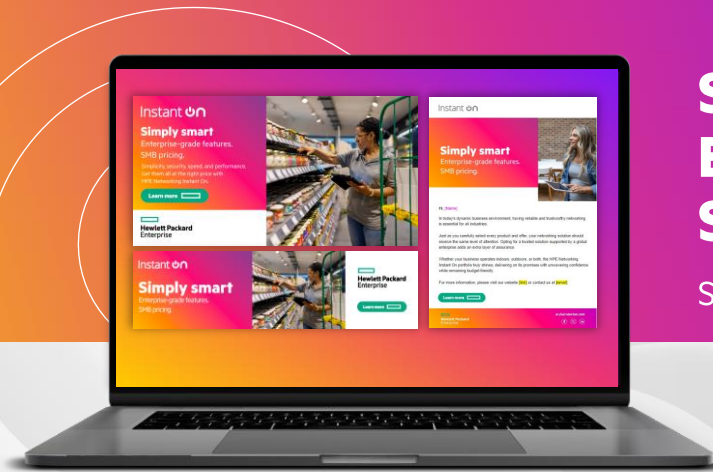Instant **ᴖn**

HPE Networking Instant On

Campaign Implementation Guide

Hewlett Packard
Enterprise

Simply smart.
Enterprise-grade features.
SMB pricing.

Social & Display | Media | Collateral | Email

Campaign overview

Introducing the **HPE Networking Instant On Campaign**, designed to elevate our partners' market reach and success. It promotes our solutions for enterprise-grade features at SMB-pricing, ensuring streamlined operations with unparalleled simplicity, security, speed, and performance. The campaign assets are also customizable- partners can add their value proposition, service offering, and other valuable information to support campaign messaging.

Available tactics:

- Social Cards and Display banners.
- Email and Landing Page templates.
- Collaterals, Videos and Roll Up.

Target audience: Offices, IT Managers, Business Owners, Gamers, Retail Stores, Hospitals, Universities, Schools, Restaurants, SOHO and much more.

Activation flow

Building awareness and generating demand for HPE Networking Instant On:

- Create an engaging landing page using campaign 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 email template.
- Engage with your customers in a Webinar to share the solution.
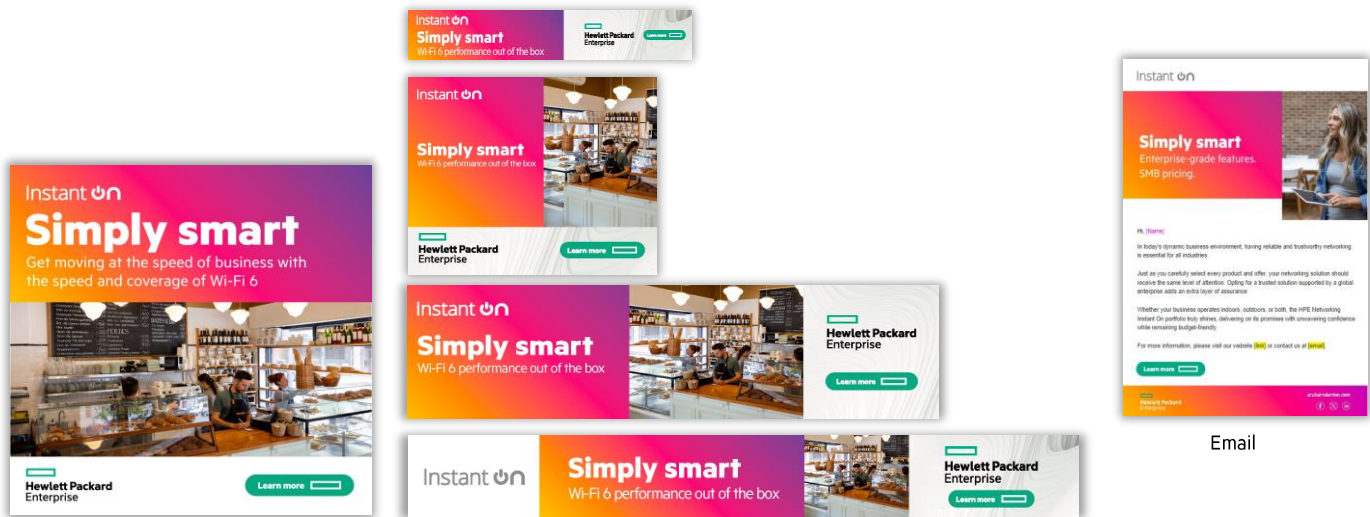- Follow up with your customers through e-mail and/or telemarketing.

Campaign overview

Awareness &
Demand Generation

Resources

Awareness

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 with HPE Networking Instant On.

Download **social cards** →

Download **display banners** →

Email

Nurture your prospects and customers by sending pre-written emails explaining how our solutions address our customers' pain points.

Download **email** →

Download **all co-branded tactics** →

Campaign overview   Awareness &
Demand Generation   Resources

Demand Generation

Email

Social cards

Display Banners

Social & Display

Spotlight display banners and social cards on your purchase pages, paid media, and social channels to spread the word with HPE Networking Instant On and promote virtual events like a webinar.

Download **social cards** →

Download **display banners** →

Email & Landing Page

Invite your prospects and plan a virtual event like a webinar using the invitation email templates and presentation. Utilize the provided landing page template to capture registrations and generate valuable leads.

Download **emails** →

Download **landing page** →

Download **all co-branded tactics** →

Campaign overview   Awareness &   Resources
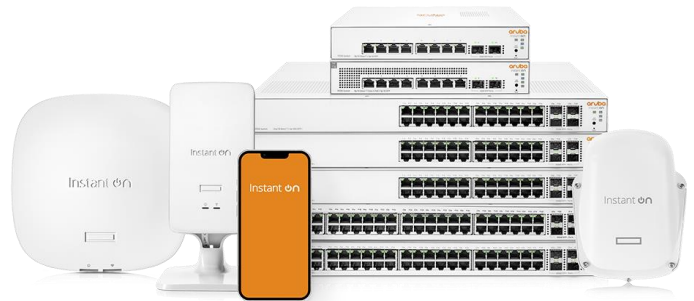   Demand Generation

Resources

Collaterals

Roll Up

Product Media

Product Media & Collateral

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

Download **product media** →

Download **collaterals** →

Download **videos** →

Download **roll up** →

Campaign overview

Awareness & Demand Generation

Resources

Thank you

Resources:

Visit the Instant On webpage →

For more Instant On campaigns →

Learn about HPE Networking Instant On ACTION Partner Club →

Hewlett Packard Enterprise