

Adobe Social Content onDemand

Agency: purechannels Ltd



purechannels

Category number: 15

Category name: Best channel marketing initiative

Programme/initiative name: Adobe Social Content onDemand

Agency: purechannels

Brand or client: Adobe

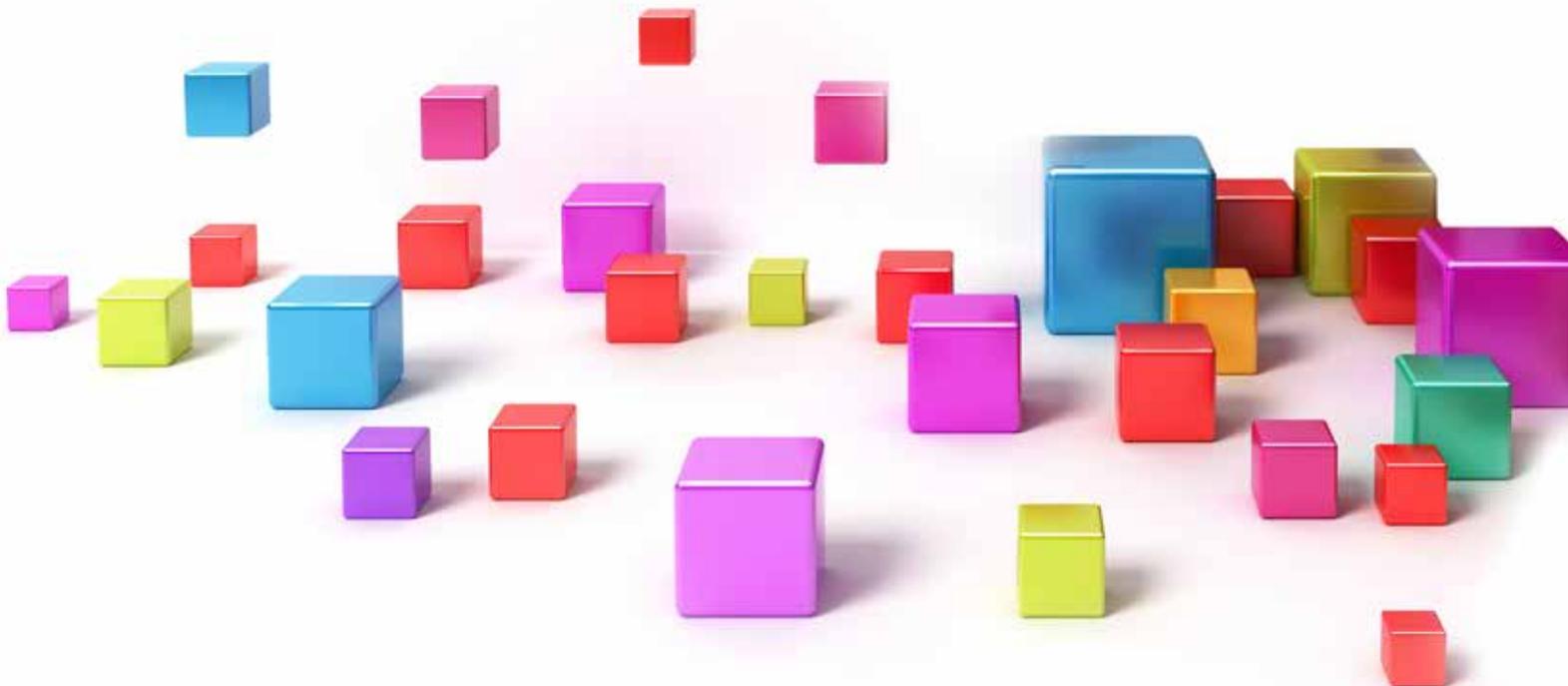
URL: www.adobepartnernews.com

Summary

Adobe wanted to create a dynamic way of communicating with their partners, at the same time as enabling their partners with regular, original, valuable content. They also wanted a way of amplifying their message through their partner networks using digital and social media.

The objective was to give Adobe a digital edge using something that they could call 'unique'. purechannels deployed a revolutionary social amplification technology, socialondemand®, from their partner, purechannelapps. A UK trial was put in place in February 2012, under the name 'Adobe Social Content onDemand'. The solution was rolled out across Europe in March 2013 (in French, German and Turkish) and then across North America in October 2013.

Today, 1,918 individual social media accounts have been added by Adobe channel partners in Europe and North America. This means that Adobe now reach **3.7 million** new LinkedIn contacts, Facebook friends and Twitter followers via their partners.

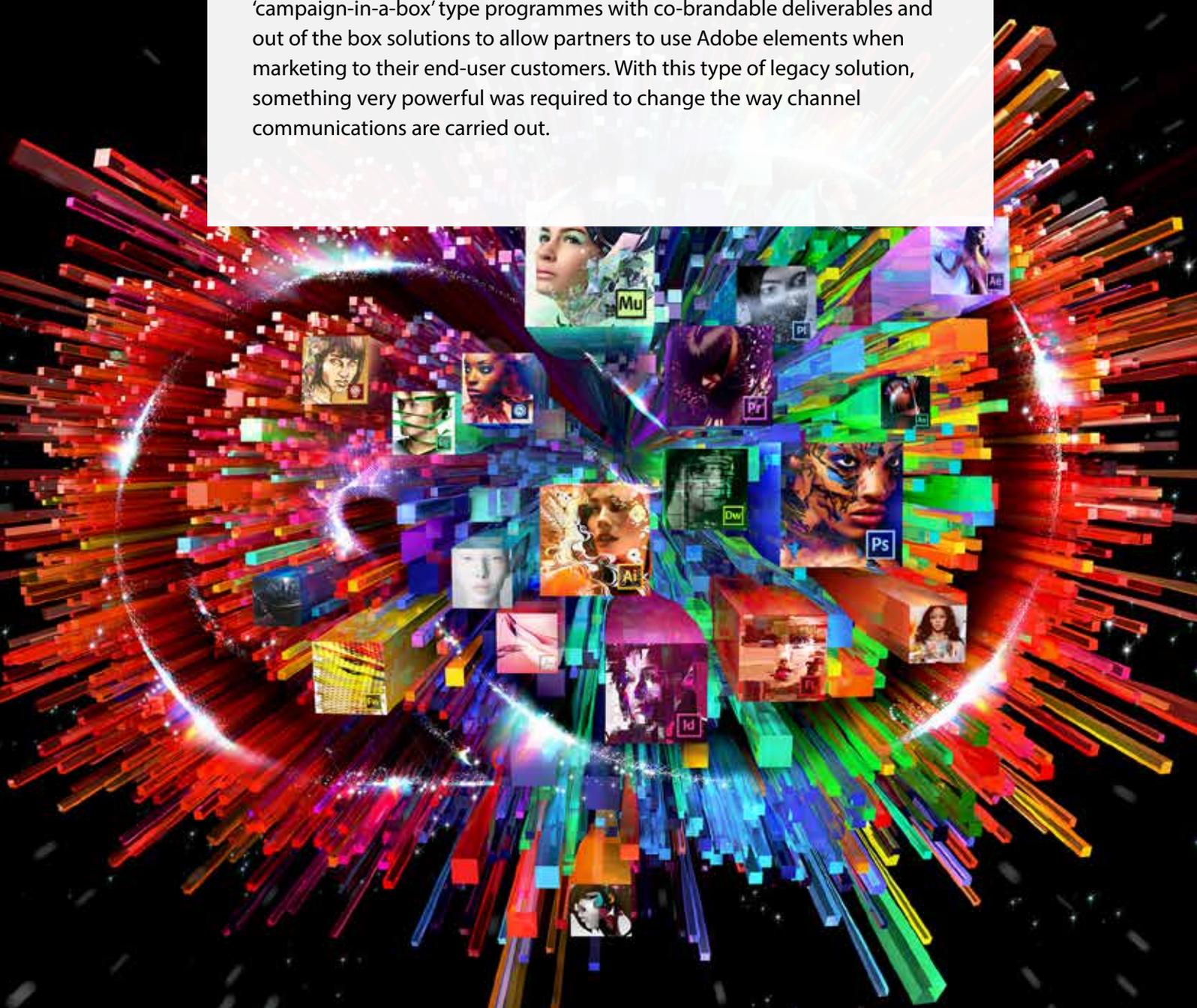


Strategy

With Adobe's reputation, the creative world looks on in anticipation at everything they do in terms of communication.

Adobe sells software, globally, almost entirely through partners and therefore marketing to and through the channel is the essence of success for them. Finding ways to communicate creatively and successfully is of utmost importance.

Previously, Adobe has used and provided its partners with 'campaign-in-a-box' type programmes with co-brandable deliverables and out of the box solutions to allow partners to use Adobe elements when marketing to their end-user customers. With this type of legacy solution, something very powerful was required to change the way channel communications are carried out.





The Objectives

The objectives of the campaign were very clear:

1. Give Adobe a digital edge in channel communication.
2. Increase engagement and interaction with partners, through social media.
3. Enable partners with fresh, regular, reusable content.

Target Audience

Initially we targeted all channel partners in the UK and Europe. We then added North American partners.

The Solution

Adobe Social Content onDemand is a unique content amplification platform that allows partners to easily view and access social media content posted by Adobe, review it, edit it and re-post it as their own, original, content to their own social media networks, within a matter of seconds.



Media Channels or Techniques Used

We needed to inform the partners about Adobe Social Content onDemand, educate them on how to use it and encourage them to accept, embrace and actually use it.

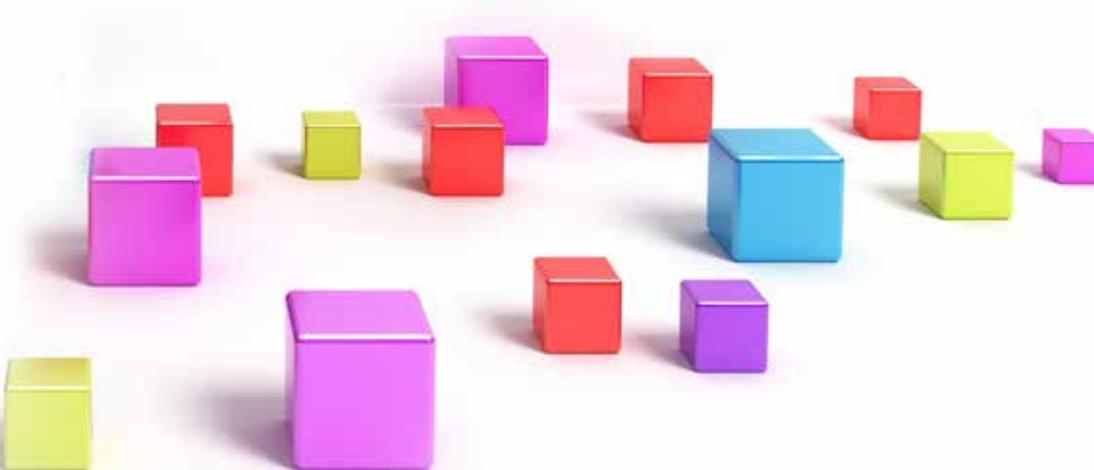
Without market acceptance, registration and then usage, the project would not succeed. So we had to make sure the deployment was supported with some great material to encourage engagement.

The mix of media we used:

Offline:

PowerPoint presentations: Training presentations were created for/ shared with all Adobe employees (solution administrators). 'Strategy' presentations were also provided to all Adobe key stakeholders to explain the programme. Reseller-focused presentations were also shared with Adobe channel partners.

Sales/Account manager toolkit: Email copy, email banners, infographics and presentations were shared with Adobe Channel Account Managers so they could explain the programme to their channel partners and forward them the relevant information.



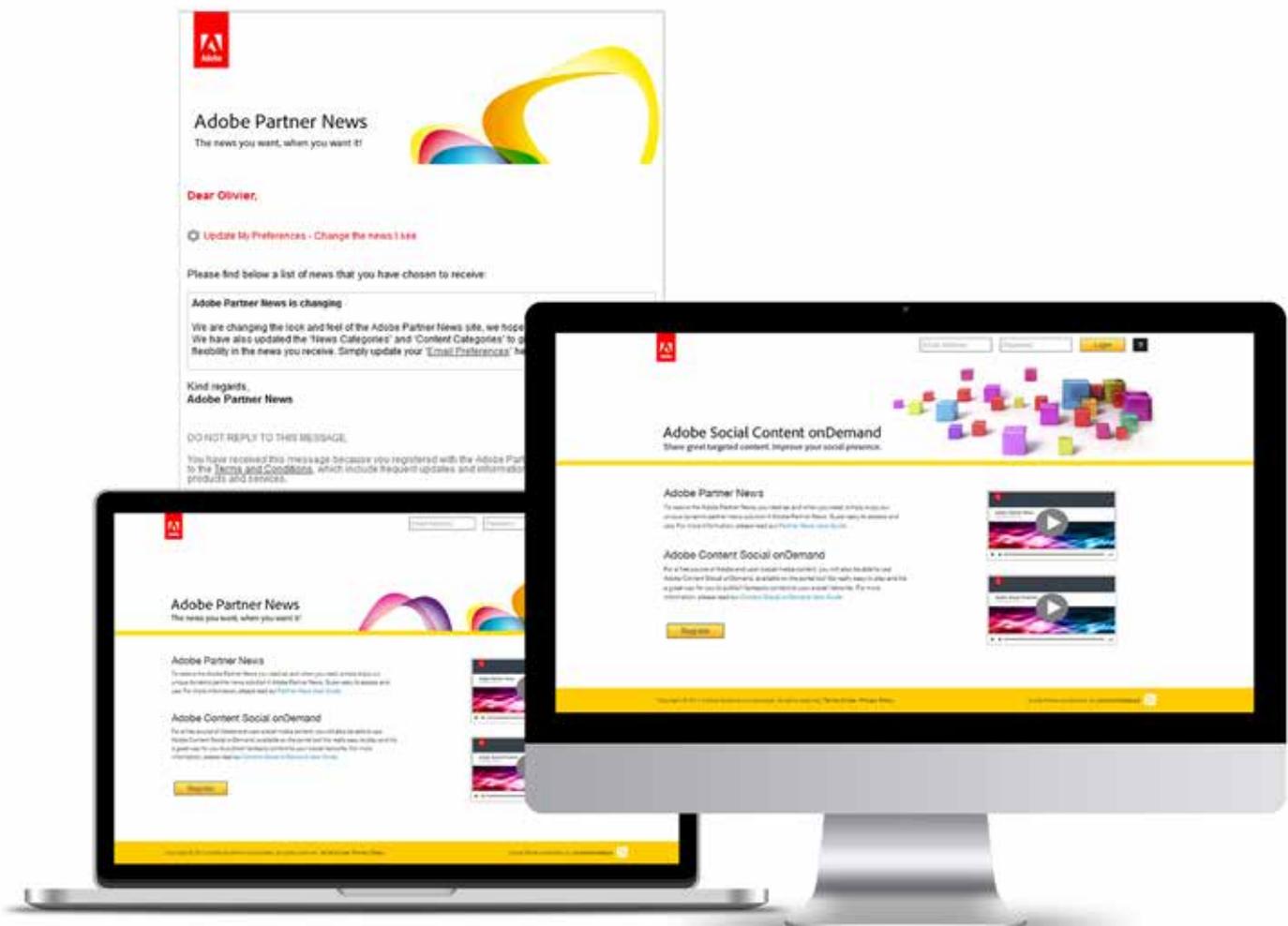
Digital:

Web banners: Banners were created and appeared on various Adobe partner communications and portals to encourage users to register for Adobe Social Content onDemand.

Emails: A series of targeted launch emails were created that would simplify the registration process for partners (i.e. linking to pre-filled registration forms, based on known data for these partners).

Infographics: Infographics were created and used as part of the launch campaign. These explained how Adobe Social Content onDemand worked, what (partner) problems it solved and how partners could benefit from participating in the programme.

Training/enabement webinars: purechannels organised a series of training/ enablement webinars for both Adobe and their partners.



Timescales

Adobe adopted a phased approach to the launch of Adobe Social Content onDemand, which started with a UK focused trial in February 2012. Following the successful UK pilot, the solution was formally launched internationally by Adobe across Europe in March 2013, followed by a North American launch in October 2013 and has now gone global.



The Results

The objectives for this campaign were to give Adobe a digital edge in channel communication, increase engagement and interaction with partners through social media and enable partners with fresh, regular, reusable content.

Partner uptake demonstrates the rapid appeal of this forward-thinking social media initiative by Adobe:

612
PARTNERS
+
668
USERS
ACTIVE ON **Adobe SOCIAL**

1,918
SOCIAL MEDIA ACCOUNTS LINKED
THROUGH **Adobe Social**
Content onDemand

3.7 million
NEW CONTACTS VIA **Adobe GAINED**
f **in** **in** **in** **in**
THROUGH THEIR
CHANNEL PARTNERS.

And there's more, the success continues:

The success of Adobe Social Content onDemand is easily demonstrated by the volume of down-loads, likes and retweets that Adobe's channel has experienced:



FROM JUST **POSTS 875**

(REPOSTED 17,965 TIMES BY PARTNERS)

THERE WERE **292,590**

DOCUMENT DOWNLOADS,
CLICKS, LIKES AND RETWEETS

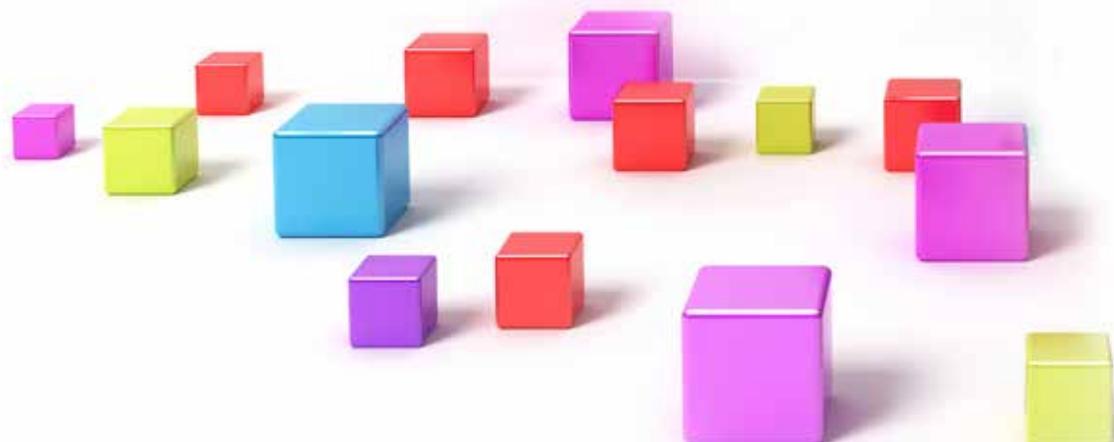


AVERAGE **335** CLICKS
PER POST

CPC IS JUST £0.20



Suddenly, the power of social media proliferation is evident - from one 'post' that takes Adobe a minute to create, multiple partners across the world are able to instantly spread the word and amplify brand messages through their own social networks. This helps Adobe and shows the partner as a leading provider of fresh content amongst its own social networks, customers and prospect base.



Client Testimonial

“The same passion we bring to revolutionising how people engage with ideas and information is evident in our work fostering change in communities worldwide. Adobe Social Content onDemand provides us with a leading-edge, dynamic platform by which we can continue to communicate through our channels to reach our customers,”

Angela Leach, Senior Marketing Manager EMEA, Adobe.

