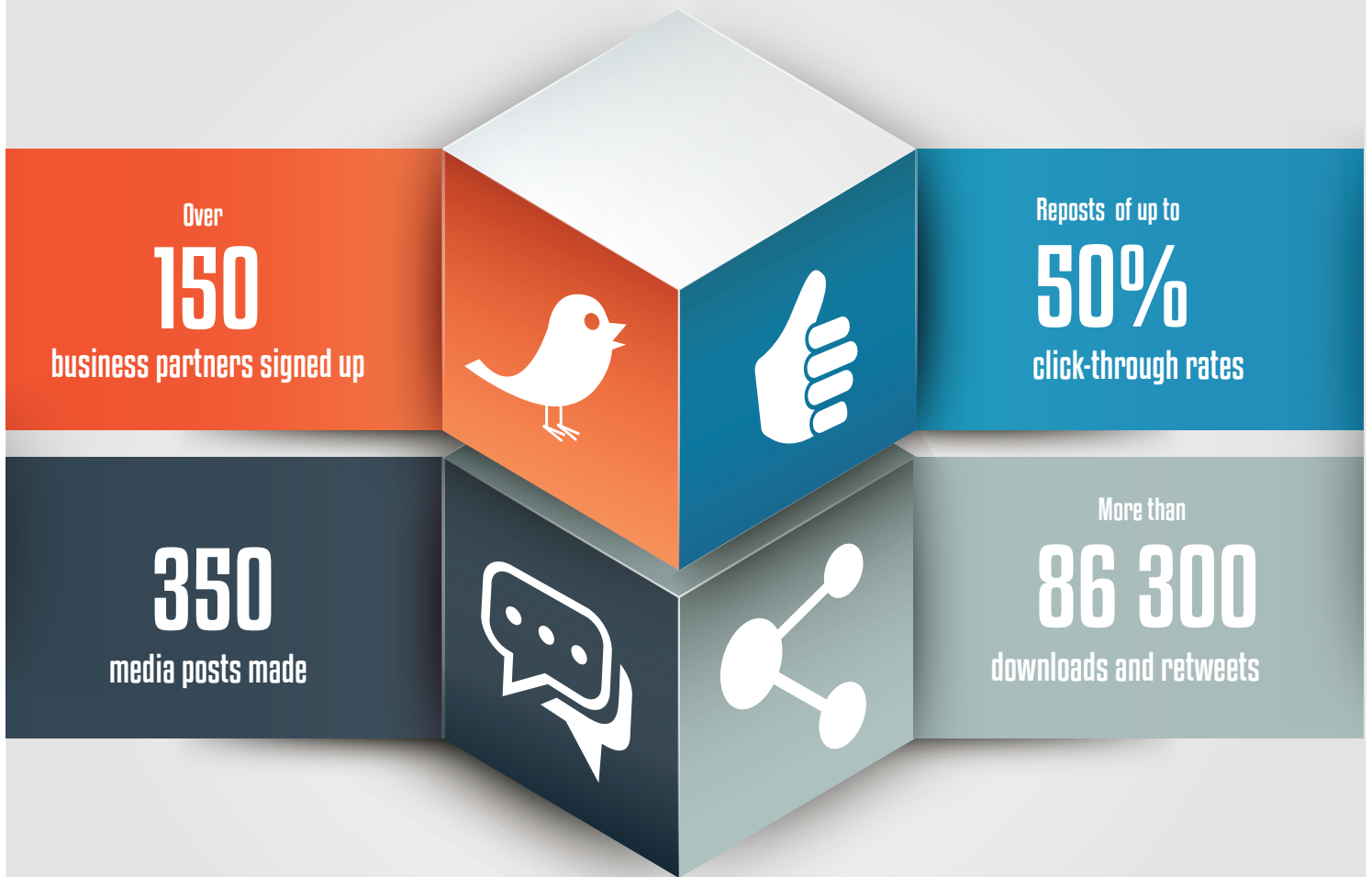


CRN Sales & Marketing Awards Winner



Distributor – Best Marketing Campaign: **Avnet socialondemand**





The campaign?

Avnet wanted a way to provide its business partners with a valuable source of social media content that they could easily post as their own.

Avnet deployed socialondemand® from purechannelapps™ and the Avnet-branded solution, Avnet social ondemand, was put in place to make vendor- and Avnet-developed content go further. It allows partners to decide how and when to target customers while tracking exactly when, where and by whom the content is being read.

Avnet socialondemand is a social media service which means that Avnet business partners can quickly and easily re-use social media content created by Avnet and its vendor partners. It syndicates and disseminates targeted social media content such as blogs, Tweets and Facebook posts to allow reposts to business partners' social connections.

Avnet socialondemand provides the Avnet Microsoft, Brocade, F5, EMC, IBM, Juniper, NetApp and VMware Business Units and their business partners with the mechanism to directly influence the end-user buying process and drive incremental business.

Timescales and results:

Avnet socialondemand was launched in April 2012 and the results to the end of January 2013 were:

- Over 150 business partners signed up
- 353 media posts made
- Reposts achieved click-through rates of up to 50%
- More than 86,300 downloads and retweets.

Testimonials

Samantha Mudd, Director at Phoenix Software:

"Since signing up for Avnet socialondemand our social media activity has been augmented by the content and the pressure of creating and writing posts is far less stressful. We look forward to continuing to develop this powerful communication channel with Avnet's help."

Kelly Donegan, Vendor Relations Manager at Sol-Tec IT Services:

"Avnet socialondemand has made becoming "socially active" easily achievable. We have already noticed a difference in the number of visitors to our blog and an increase in Facebook traffic and followers on Twitter. Avnet helped to make this happen."

Andrew Penlington, Director, Microtrading:

"We knew that social media was a forum we needed to get involved with but were unsure where to start and how. Avnet socialondemand has made a huge difference and we regularly use supplier material to communicate with our extensive customer list. While this was happening before it is now far easier and more frequent thanks to Avnet and social media."

What platforms did the campaign run over?

This campaign was entirely social media based including blogs, Facebook posts and Tweets.

Which vendor was it in conjunction with?

The Avnet socialondemand initiative was originally launched with Microsoft. However, following its success additional vendors are now onboard including Brocade, F5, EMC, IBM, Juniper, NetApp and VMware.



purechannels MD Olivier Choron and Avnet Group Marketing Manager Julie Field receive the award from TV and Radio personality, Colin Murray.

Who was it aimed at?

The initial campaign was aimed at Microsoft business partners and their end-users which are typically small and medium businesses (SMBs). However, the very nature of social media means that it is an inclusive communication channel and appeals to all types of companies.

End-users want to work with a trusted advisor to solve their IT challenges and providing a constant flow of targeted information helps to engage them with business partners. Once connected Avnet socialondemand provides a gateway to vendor messages, opinions, hints and tips making the customer experience more personal with partners becoming trusted advisors at a social level.

Aimed at Avnet business partners and their end-user customers Avnet socialondemand has a number of significant benefits:

- Enables business partners and vendors to reach and influence end-user decision makers and close the sales-loop more effectively
- Provides a timely, targeted source of social media content for business partners
- Makes Avnet's social media content go further
- Positions Avnet's business partners as trusted advisors
- Allows partners to decide how and when to target their customers
- Tracks exactly when, where and who is ready the content.

Structure of the Campaign: Research - February 2012

Pre-sales research showed:

- Over half of partners sampled would welcome a source of targeted social media content they could use as their own
- 82% of Avnet's top 20 partners use at least one social media account.

Launch – April 2012

- Email campaign inviting Microsoft business partners to register for the tool
- Telemarketing follow-up
- Social media campaign and content creation for use in Avnet socialondemand
- Email banners plus landing page with eBook, registration form and user guide
- Nurture campaign to encourage registered partners to link to social media accounts
- Channel press PR campaign

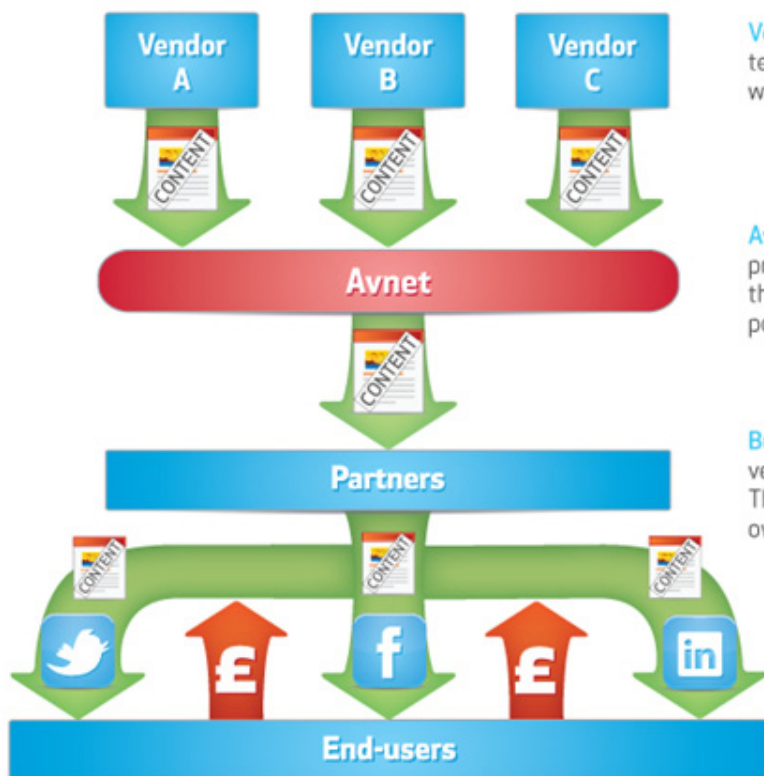
Follow up

A recent survey of participating partners revealed:

- 100% believe Avnet socialondemand content adds value to their business
- One partner quoted "Our social media activity has increased considerably and the hassle of creating and writing posts is a lot less stressful."

Avnet socialondemand: How it works

Avnet socialondemand enables the managed flow of targeted and relevant social media content through the channel to increase social media interaction, sales enquiries and business pipeline.



Vendors create posts and tag them according to territories, languages, categories/types (products news, whitepapers, case studies etc) and end-user audience.

Avnet signs up vendors and business partners and provides the vehicle to disseminate content directly through partners to end-users. Avnet also creates posts for its partners.

Business Partners receive posts from Avnet and its vendors that are relevant to them and their end-users. They can edit posts before republishing them on their own social media accounts.

End-users access relevant and targeted social media content via the partners they follow and are able to interact with them as trusted advisors.

More information:

socialondemand® is a product of purechannelapps™.

For more information please visit:
<http://purechannelapps.com/socialondemand>

Or contact: mikec@purechannelapps.com