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# **BUILD A SMARTER NETWORK**

PARTNER CAMPAIGN IMPLEMENTATION GUIDE

2018

version: v3 - Apr 2018



# Build a smarter network.

## The Ultimate Networking Toolkit

Learn how to build a smarter, more powerful network that scales with your business. The Aruba networking toolkit, a complete package offers you information on configuring the fastest, most robust Wi-Fi.

→ Customers can provide their contact information on a Co-brandable [SMB Toolkit Landing Page](#) gated form to receive the kit.

- **SMB Toolkit Landing Page:** [EN](#) | [DE](#) | [IT](#) | [ES](#) | [FR](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)

The all-in-one toolkit includes these assets:

- **Interactive eBook:** "A Mobile-First Network: Is It Time?"
  - [EN](#) | [DE](#) | [IT](#) | [ES](#) | [FR](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)
- **Networking Checklist:** "9 Steps to Build a Smarter Network"
  - [EN](#) | [DE](#) | [IT](#) | [ES](#) | [FR](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)
- **Meraki Competitive Comparison:** "Build a Smarter Network with Aruba"
  - [EN](#) | [DE](#) | [IT](#) | [ES](#) | [FR](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)
- **Use Cases:** "Build the Right Network the First Time" - Sample deployments"
  - [EN](#) | [DE](#) | [IT](#) | [ES](#) | [FR](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)



**Are your customers complaining about gaps in their network setup?**

# Target Audience and Solution

## Target Audience and Solution

Businesses with 100-999 employees

- IT Generalist
- IT managers/operators responsible for wireless and wired networks

Products

- Aruba Switches: [2930F](#), [2930M](#), [2530](#), [2540](#), [3810](#), [5400R](#)
- Aruba Instant Access Points: [203-H](#), [207](#), [305](#), [315](#)
- Management: [Aruba Central](#), [Aruba AirWave](#)

Go to [SMB Marketing Campaigns Page](#) to see all campaigns available.

## Value Proposition/Customer Benefits

Aruba's mobile-first approach optimizes for the digital workplace. With an integrated wired and wireless access layer portfolio, secure IoT support, and advancements in network management and security solutions, Aruba is ready for your mobile-cloud world.

Benefits include:

- SINGLE ARCHITECTURE across headquarters, branch and home.
- MANAGEMENT OPTIONS including local, cloud, and on-premises.
- SOPHISTICATED SECURITY that protects internal assets, blocks malware, supports guest access, and isolates sensitive traffic from the rest of the networks.
- HIGH PERFORMANCE to accommodate a range of device and traffic types, including data, voice, and video.
- COST-EFFECTIVENESS with controllerless APs which can eliminate hardware and maintenance expenses, but integrate all critical components for ease of management.

# Aruba SMB Toolkit Campaign Tactics

## Awareness

## Lead Capture

## Purchase

Online



Web banners



Blue Dog RV Video



Email Templates

Assets

Email



Web banners



eBook LP



Email Templates



Web banners



Toolkit LP



Email Templates



Event Presentation



Email Invitation



Conversation Guide



Telemarketing

# Social & Digital Marketing

## Introduction

Create awareness and consideration for Aruba SMB networking solutions by placing banners on your website, email or other digital channels. Use your logo in these co-brandable assets.

The co-brandable banners allow your customers to access a tool or download an asset which can be gated behind a form for lead capture.

Banners include source files for co-branding and customization. The assets related to the banners are also included.

Use the tweet sheet to help promote content by publishing to your Social media outlets (Twitter, LinkedIn, Facebook, etc.)

## Assets

Digital Banners – Blue Dog RV (Awareness)

- [EN](#) (including source files for localization)
- Asset: Blue Dog RV video [EN](#)

Digital Banners – SMB eBook (Lead Capture)

- [EN](#) (including source files for localization)
- Asset: SMB eBook [EN](#) | [DE](#) | [IT](#) | [ES](#) | [FR](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)

Digital Banners – SMB Toolkit (Lead Capture)

- [EN](#) (including source files for localization)
- Asset: SMB Toolkit [EN](#) | [DE](#) | [IT](#) | [ES](#) | [FR](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)

Tweet Sheet

- [EN](#) | [DE](#) | [IT](#) | [ES](#) | [FR](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)

# Email Marketing

## Introduction

Create awareness for Aruba SMB networking solutions and drive consideration through email marketing

Select one or more of the email templates based on which messaging and call to action is most relevant to you.

*Optional: invite customers and prospects to an [event](#) after the awareness campaign to generate demand and grow your pipeline.*

## Assets

Awareness Email Template – Blue Dog RV

- [HTML](#)
- Copy deck [EN](#)
- Asset: Blue Dog RV video [EN](#)

Lead Capture Email Template – SMB Toolkit

- [Touch 1 HTML](#), [Touch 2 HTML](#)
- Copy deck [EN](#)
- Asset: SMB Toolkit [EN](#) | [DE](#) | [IT](#) | [ES](#) | [FR](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)

Lead Capture Email Template – SMB eBook

- [HTML](#)
- Copy deck [EN](#)
- Asset: SMB eBook [EN](#) | [DE](#) | [IT](#) | [ES](#) | [FR](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)

# Event Marketing

## Introduction

Invite your customers and prospects to an event covering Aruba SMB networking solutions that supports the mobile workforce, increases productivity and provides a secure and flexible solution.

If your customers and prospects are not familiar with Aruba yet, you can consider running an awareness email campaign prior to organizing your event.

*Optional: follow up with leads through telemarketing using the telemarketing script available as part of this campaign.*

## Presentations

[Building a smarter and better network with Aruba \(Partner\)](#)

[Build a smarter and better network with Aruba \(Customer\)](#)

# Telemarketing

## Introduction

Connect with leads or contacts that responded to your online, email or event campaign through telemarketing / telesales follow up.

The conversation guide includes questions and answers to common objections and more.

## Assets

Conversation Guide

– [EN](#) | [DE](#) | [IT](#) | [ES](#) | [FR](#) | [BRPT](#) | [JP](#) | [KO](#) | [TCN](#) | [SCN](#)