

coterie

CASE STUDY

HPE Aruba Networking

Prioritising key strategic partners and building brand awareness through targeted ABM activity



**Hewlett Packard
Enterprise**

Results



Over **35,000 impressions** on LinkedIn



750+ landing page visits



70 high quality MQLs



Click through rate on LinkedIn ads over **3x the industry average**

Background

HPE Aruba Networking is the global leader in wired, wireless, and SD-WAN solutions that use AI to automate and secure the network from edge-to-cloud.

The initial challenge: partner prioritisation

HPE Aruba Networking approached Coterie with an ambition to work with Global Service Providers (GSPs) in a Managed Service capacity. Their existing GSP partners were reselling, but not embedding it into their offer. HPE Aruba Networking were not confident in who to target within the GSPs, nor how to target them.

They sought our help to identify the right partners, then improve awareness and perception within the relevant partner teams.

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The solution

Harnessing the strengths of the findings in our 'Ecosystem 2.0 research', conducted in collaboration with the University of Huddersfield, we helped HPE Aruba Networking fulfil their ambition, by:

- 1. Identifying the right partners.** The research found that mapping and monitoring of the ecosystem is vital for marketers. To address this need, Coterie developed a 'Partner Prioritisation' tool that helps evaluate partners by strategic fit and engagement category. The tool objectively positioned HPE Aruba Networking's partners without bias. We showed them a clear picture of which partners they should prioritise, identifying those that are strategically aligned with good engagement. To capitalise on the results, Coterie recommended 1:1 partner ABM campaigns to the identified "investment ready" partners.
- 2. Creating the right message.** Our research stated the need for succinct, clear, and compelling messages to cut through marketing noise to attract and formulate new relationships. Coterie recommended the development of a joint partner VP for each of the target partners.
- 3. Developing the right go-to-market approach.** Driving performance with ecosystem marketing is challenging. Research showed that the key is thinking laterally and personally about what partners are looking for. Together, we developed a set of assets with powerful messaging from the value proposition (VP). We placed them in an omnichannel environment, not something that would typically be considered for a 'market to' objective. The optimised tactics included an eBook, vlogs, and landing page. These were then promoted through a targeted, focused LinkedIn campaign to maximise brand awareness and educate the partner on their joint value.

The next challenge: a targeted ABM campaign

During the partner prioritisation process, HPE Aruba Networking identified a key strategic partner; a global technology and business solutions provider. They sought our help to build brand awareness within this partner. Our goal was to position the value that HPE Aruba Networking brings to the partner's managed services to their target audiences, in a focused, ABM campaign.

Objectives

There were three core objectives to the campaign:

- Improve awareness of HPE Aruba Networking within the relevant individuals within partner teams and transform the perception of their partnership with HPE Aruba Networking
- Develop a set of assets including an eBook, vlogs and landing page positioning the value that HPE Aruba Networking brings to their managed services.
- Run a LinkedIn social media campaign, targeting key sales and technical personas within the partner.

“Coterie have been instrumental in helping us to plan and implement a truly intelligent, robust, and scalable partner marketing strategy. We wanted to target the right partners for the right reasons, and we wanted those partners to think of HPE Aruba Networking first. Coterie has helped achieve this with their team of experts - and results- driven approach that has engaged and delighted our strategic partners. They have blown me away with their expertise in partner marketing and excellent communication throughout - it really feels like they are part of our team.”

James Houselander



The solution

Coterie worked closely with HPE Aruba Networking to develop a set of varied, omnichannel assets – including an eBook, series of vlogs, and a landing page – that showcased the value of the partnership.

The assets were then utilised in a targeted, focused LinkedIn campaign that would maximise brand awareness whilst generating leads. This was achieved by using a variety of ad types:

- Organic posts and text ads were used to encourage the target audience to access the new partnership landing page and discover more about the partnership's managed services.
- Sponsored ads were used to engage the target audience with video content and banners, again directing them to the landing page to move them through the sales funnel.
- Lead generation forms were used to encourage the target audience to download the gated eBook, enabling HPE Aruba Networking to acquire quality leads.



Results

The campaign results smashed targets and industry standards. With over 35,000 impressions across the LinkedIn ad formats and over 750 website visits, brand awareness for the partnership offering increased greatly as a result of the campaign.

HPE Aruba Networking gained over 70 high quality leads from the eBook through the LinkedIn platform and landing page.

Coterie worked closely with HPE Aruba Networking to create a set of varied assets to showcase the value of the partnership.

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If you'd like to find out more or discuss an upcoming project with us, you can contact our Customer Success Team.



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