Marketing Through Social Media: Case Study

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Agenda

• Social media as a marketing tool
• Our goals for social media uses
• How we implement social media marketing
• Metrics and measuring success
• Lessons learned
A Social Media Bombardment
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Industry Guidelines for Engagement

The 90-9-1 Principle

**Creators** – create content from scratch and drive vast majority of content

**Editors** – modify content or make a comment

**Lurkers** – read and observe only
Call to Action: **Get Them in the Game**

- **1st BASE**
  - Subscribe to at least one outlet

- **2nd BASE**
  - Following 1+ outlets
  - inviting friends

- **3rd BASE**
  - Regular contributors
  - and influencers

**HOME RUN**: Full engagement with the audience
Our Social Media Goals

• Put a face to the organization
  – Today’s learners like to collaborate
  – Many people don’t go to the main website first

• Engage with customers on a personal level
  – Dialogue is worth more than market research
  – Find if people are using our information

• Spark ideas and gain mindshare with potential customers

• Start/monitor discussions and identify influencers

• Reach new markets
  – E.g. reach next generation younger markets

• Mine posts for quotable comments and testimonials
Using Social Media to Market

Each social media outlet has its own style and nuances

- **Brocade Communities (MyBrocade)**
  - Good for blogs, lengthy content, announcements, discussions
  - Works well with all audiences; medium engagement

- **Facebook**
  - Good for short posts, pictures, polls, discussions, fun items
  - High engagement, largest population from US, India
  - Casual audience, not all Brocade customers

- **LinkedIn**
  - Good for short to medium posts; medium engagement
  - More formal audience, mostly Brocade customers/employees

- **Twitter**
  - All audiences, short messages, URL call to action included

- **YouTube**
  - Used for 1½ – 3 minute videos promoting Brocade University
A Multi-pronged Approach

- We post across multiple outlets, driving people to MyBrocade
- In MyBrocade, we have the most latitude, and can update content dynamically
- We also drive people to other Brocade assets
  - Brocade.com
  - Brocade Knowledge Base
  - Brocade micro sites
The Art of Social Media Marketing

- What we post to keep audience interest
  - Announcements
  - Study materials
  - Technical challenge questions
  - Opinion polls
  - Trivia games
  - Interesting pictures
  - Giveaways and contests
  - Responses to questions or queries
  - Discussion starters
  - An occasional Brocade marketing piece
  - Celebrations of people’s achievements
  - Individual welcome messages
  - Exclusive content for the Facebook/LinkedIn page fans
Our Impact Metrics

- Number of followers
  - Going up constantly
- Quality of the posts
  - Getting richer
  - Number of shares increasing slightly
- Engagement threshold
  - Reached 143 potential new customers through an exclusive promotion
- Cost savings
  - 75% of our marketing budget saved
- Had the #1 most-viewed document on MyBrocade
  - A hand-built, at-a-glance training schedule
Lessons Learned

- Have a strategy before launching
- Research company social media policies and guidelines
- Running the social media program for Brocade University is like producing a variety show
  - Guests; comedy bits; video clips
  - Hooks to keep the audience (promotions, interesting content)
- It will not explode over night; have patience for nurturing
- Social Media like twitter requires ongoing rather than ad-hoc monitoring and contribution to succeed
- Use all means available to promote your social media
Recent Customer Comments

• “Brocade goes above and beyond in the online community to help individuals become certified”

• “I have the feeling that you always have someone there - whose name you know - available to clarify your doubts”

• “supported even in FB”

• “I usually get all updates regarding certifications from Facebook link. Quick response.”

• “I think that the brocade certified facebook page its a differentiator”
Low Hanging Fruit

- An email signature
- Welcome message from our certification management system
- Training classes
- Exam vendor confirmation notices

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THANK YOU!