B2B Marketing AWARDS 2012 FINALIST

Category number:	13
Category name:	Best channel marketing initiative
Programme/initiative name:	Avnet socialondemand
Agency:	purechannelapps™
Client:	Avnet Technology Solutions UK
URL or microsite:	http://avnet.socialondemand.co.uk/userguide/ebook/#/14/

purechannelapps

[200 Summary page]

Avnet Technology Solutions (Avnet) is a global IT solutions distributor of services, software and hardware. Avnet's customers include Value-Added Resellers and System Integrators.

Avnet operates in the highly competitive space of distribution, where differentiation and engendering business partner loyalty are key challenges. Avnet's vendors and its business partners continually look to Avnet for unique and innovative ways to drive business growth through the channel.

In March 2012, Avnet in the UK adopted socialondemand®, the channel social media tool from purechannelapps™ that enables Avnet and its vendors to syndicate targeted end-user content to the social media connections of its business partners.

Avnet socialondemand provides Avnet, its vendors and business partners with the mechanism to directly influence the end-user buying process and drive incremental business.

Launched in April 2012 with one of Avnet's leading vendors, over 75 business partners have already registered for Avnet socialondemand. Avnet has so far created 65 social media posts which have been reposted over 600 times by partners, achieving click-through rates of up to 50%, with over 11,000 clicks, downloads and retweets.

Avnet is currently talking to five other vendors about Avnet socialondemand, and purechannelapps is in discussion with Avnet Technology Solutions EMEA about a regional rollout.

[Main submission]

About the client company

An operating group of Avnet, Inc. (NYSE:AVT), Avnet Technology Solutions (Avnet) is a global IT solutions distributor of enterprise-computing solutions, services, software and hardware.

Avnet provides an added value distribution service including technical, marketing, logistical and financial support services for an integrated portfolio of technology vendors. With 1,800 employees across 30 locations in EMEA alone, Avnet's customers include Value-Added Resellers, System Integrators, Carrier and Service Providers and Independent Software Vendors who deliver IT solutions to SMBs and Enterprises.

Strategy

Avnet challenges:

- As vendors invariably have multiple distribution partners, Avnet operates in a highly competitive space meaning differentiation and engendering business partner loyalty are key challenges.
- Vendors look to Avnet for unique and innovative ways to drive business growth both to and through their business partners.

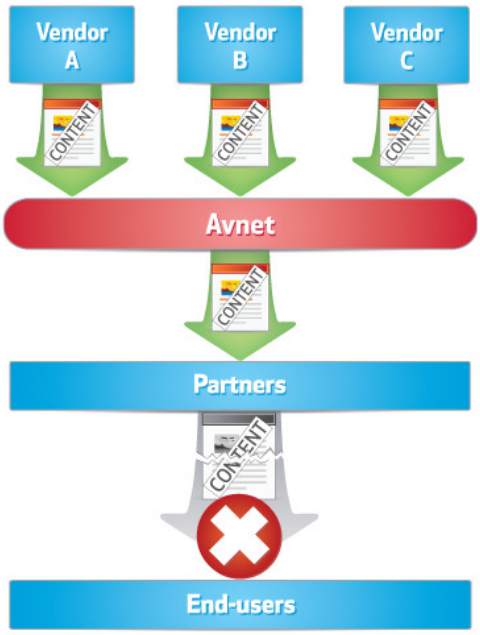
Vendor challenges:

- Vendors with a channel strategy often struggle to influence partners' end-users.
- Vendors need to appear impartial, and cannot directly drive an indirect end-user to specific partners.
- Vendors lack a certain control of their business partners' marketing messaging.

Business partner challenges:

- Business partners often lack the resources to drive marketing initiatives, in particular sourcing social media content.

Social media in channels: The challenges



Vendor Challenge
Channel-centric vendors struggle to get their messages out to customers and to leverage the reach of their channel partners.

Distributor Challenge
Avnet operates in the highly competitive space of distribution, where differentiation and engendering business partner loyalty are key challenges.

Partner Challenge
Business partners often lack the resources to drive their own marketing initiatives, in particular sourcing social media content.

End-user Challenge
End-users need trusted advisors to aid IT decision making.

Objectives of the campaign

1. To provide its vendors and business partners with a unique channel marketing initiative that was not available via competing distributors.

2. To provide its vendors and own marketing teams with the mechanism to directly influence the end-user buying process through business partners in a targeted way.

3. To differentiate itself by providing its business partners with a valuable source of social media content they can easily post/repost as their own.

The target audience

Avnet Vendors:
Surprisingly, many technology vendors lack social media channel marketing initiatives. Avnet had to educate its vendors on the benefits of reaching the social media connections of its business partners.

Avnet Business Partners:
Uptake of social media by business partners has been slower than that of vendors and distributors, which is a missed opportunity as end-users want to engage with a trusted advisor to solve their IT challenges.

End-Users:
Technology decision makers now engage with a potential supplier much later in the sales cycle than they used to. Business partners need to provide them with a valuable source of information that aids their decision making as early as possible.

Media, channels or techniques used

About the tool:
Avnet socialondemand is an online service from purechannelapps that enables Avnet and its vendors to syndicate and disseminate targeted social media content to the social media connections of its business partners.

Vendors and Avnet are able to input, categorise and target social media content, who are in turn able to control and track what, when and where content is published, i.e. via their Facebook, LinkedIn and Twitter accounts.

Reporting:
Via the simple online dashboard in Avnet socialondemand Avnet can:

- View posts, partner information and reports (set by filters – territories and date ranges).
- Track volume of active partners, live social media accounts and connections.
- Track posts by campaign and social network type.
- Track downloads of hosted documents/ url clicks.

Benefits:

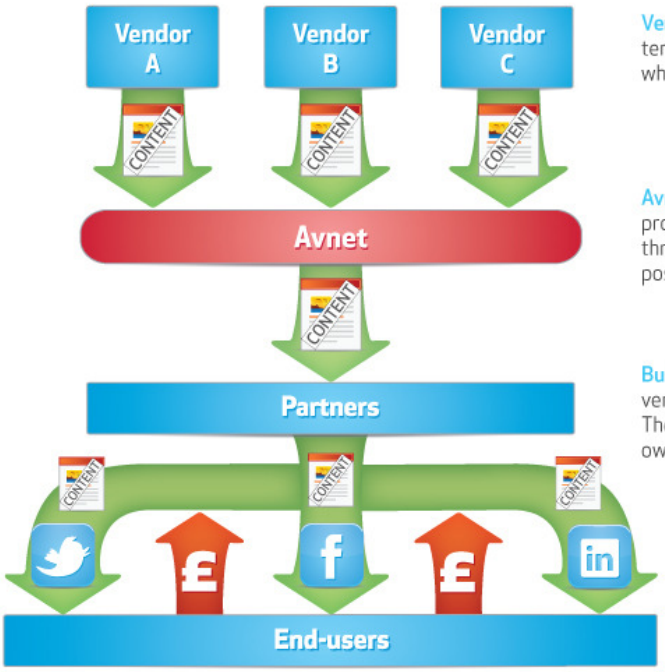
- Enables business partners and vendors to reach and influence end-user decision makers and close the sales-loop more effectively.
- Provides a timely, targeted source of social media content for business partners.
- Makes vendors' social media content go further.
- Positions Avnet's business partners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

Launch campaign:

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

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.

Timescales of the campaign

Research - February 2012
Pre-sales research by purechannelapps 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, with a total of 4,500 connections.

Avnet licensed socialondemand – March 2012
purechannelapps used these statistics to create its proposal to Avnet, and to create a compelling vendor proposition for Avnet to secure vendor funding. After sign-up, purechannelapps trained both the Avnet sales and marketing teams and key vendor contacts.

Launch – April 2012
purechannelapps helped Avnet to deploy an integrated marketing communications launch 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."

Launch materials

Email campaign



Banner Advertising



Online eBook User guide



Email footer

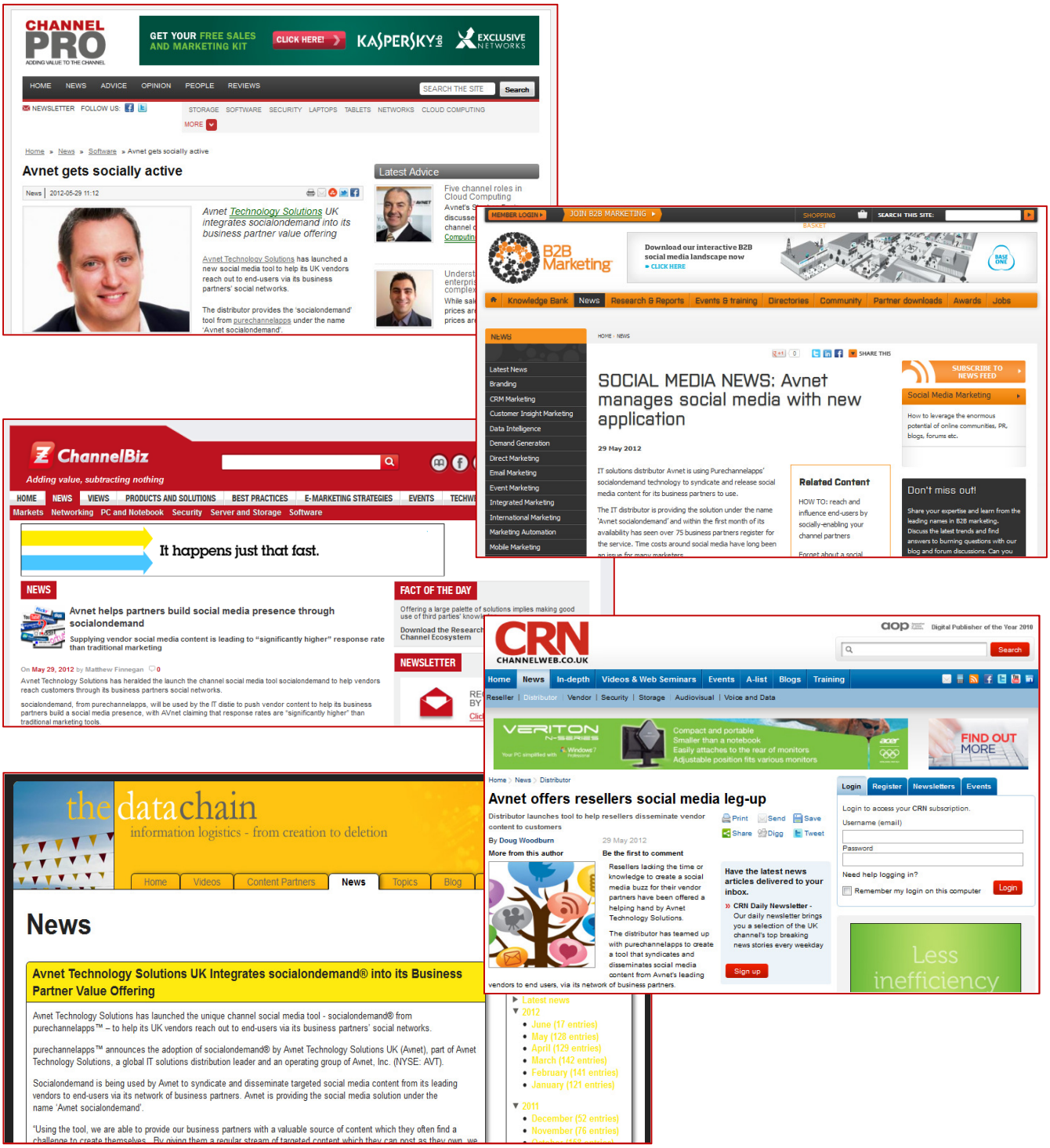


Registration Page: http://avnet.socialondemand.co.uk/login/

eBook User Guide: http://avnet.socialondemand.co.uk/userguide/ebook/#/4/

PR Campaign results

Over 11 key publications featured Avnet socialondemand including:



B2B Marketing Awards 2012
Agency: purechannelapps
Category: 13
Client: Avnet Technology Solutions UK
Initiative: Avnet socialondemand

Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

Results

Following the launch of Avnet socialondemand in April 2012, more than 75 business partners registered for the service.

Avnet achieves 10 reposts by partners per original piece of social media content posted. Some posts created by Avnet have been reposted nearly 20 times.

Over 65 posts have been created which have generated over 11,000 clicks, downloads and retweets for its vendors. Click-through rates of up to 50% have been experienced for many news items (based on clicks versus partner connections).

An increase in business partner followers since using posts from Avnet socialondemand has also been reported.

Client testimonial

"By driving key and relevant messages to the channel and end users, Avnet socialondemand provides us with a valuable mechanism by which to actively support our vendors' go-to-market strategies." Bruce Hockin, Head of Solutions Strategy, Avnet Technology Solutions, UK.

"We are constantly looking for ways in which to help our business partners undertake marketing activities that drive end-user engagement and generate new opportunities. Avnet socialondemand provides a unique value-add to partners that want to build their business practice with Avnet." Julie Field, Microsoft Marketing Manager, Avnet Technology Solutions, EMEA.

Supporting material supplied:
2 x A2 presentation boards

Submission ends
1,000 words