

SCALEIO

CAMPAIGN GUIDE

Everything you need to build and execute an effective marketing campaign.



HelpIO

New to campaign-building? Feel like you could use a few pointers? Look for this icon throughout the document to get additional guidance.

GET STARTED

How to navigate this document and find what you're looking for.

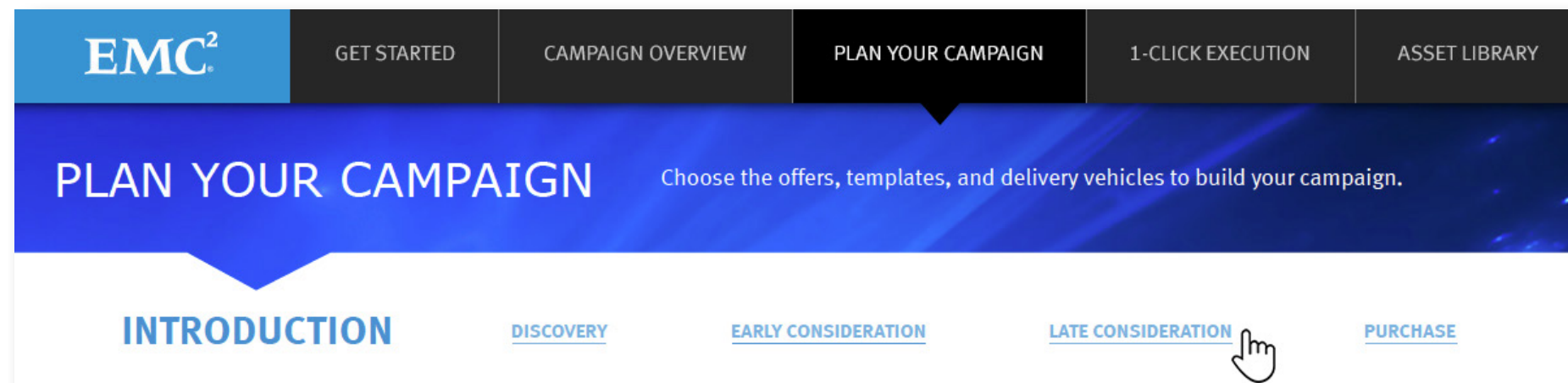
To follow best practices for campaign-building, start with [Plan Your Campaign](#).

To launch a campaign immediately, start with [1-Click Execution](#).

All menu items are hotlinks. Just click on a section name to jump to that section.



Roll over any main menu item for a brief explanation of what's in that section.



Some sections have sub-menus. These items are also hotlinks and will jump you to the corresponding content.



All visual assets are clickable and will download the assets shown.

Click on the  icon to download the Partner version of that asset.

CAMPAIGN OVERVIEW

The basic elements on which the campaign is structured.

CAMPAIGN GOAL

Drive downloads of the Free & Frictionless version of ScaleIO.

CAMPAIGN THEME

Free and frictionless.

AUDIENCE

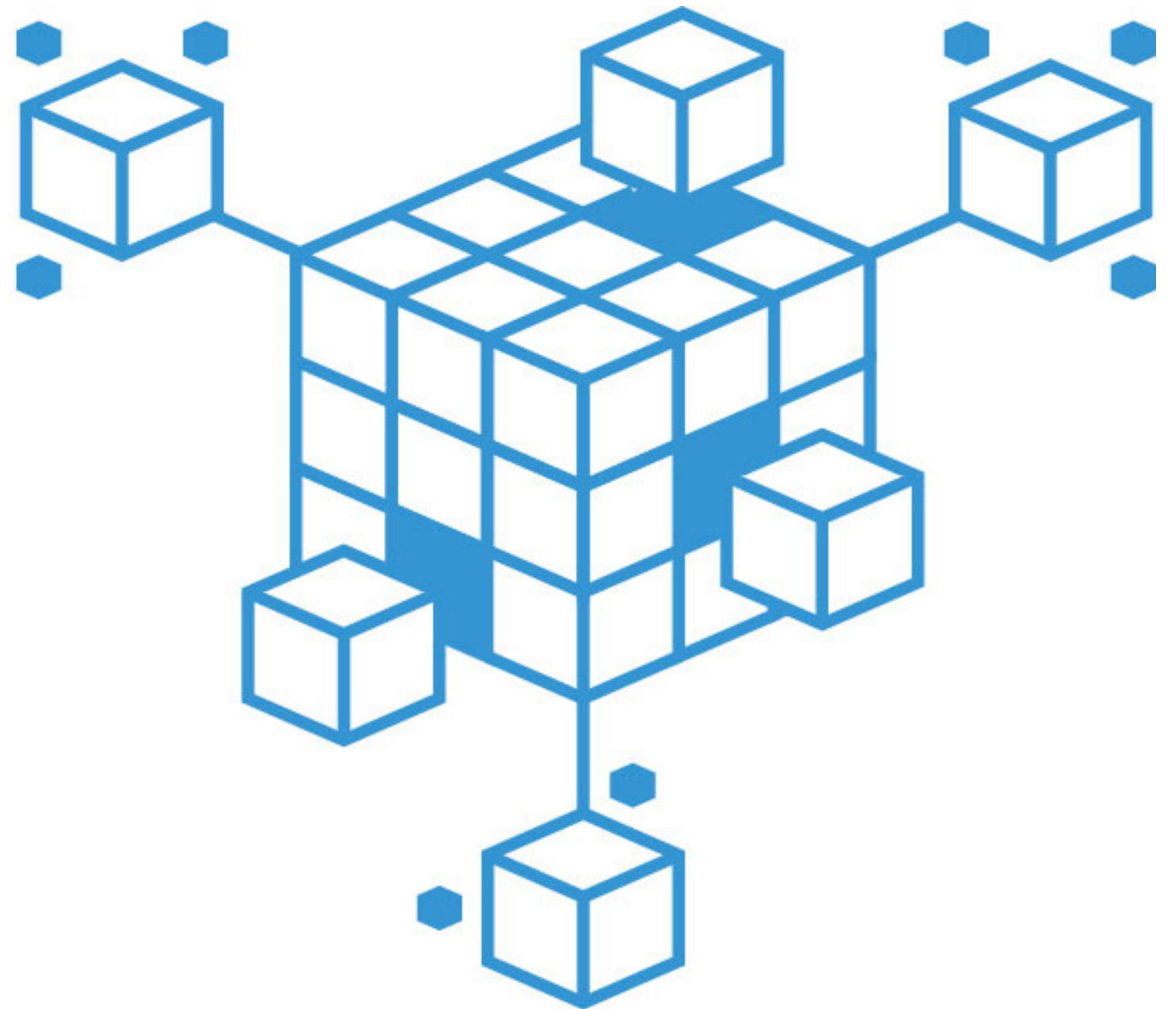
- Upper end of mid-market (500+ employees)
- Enterprise and multi-national accounts
- Service Providers

STRATEGY

The goal is to move prospects through the four phases of the Buyer's Journey: Discovery, Early Consideration, Late Consideration, and Purchase.

This advancement through the phases is accomplished by having 3 key elements at every stage:

- 1 A place prospects can go for more information.
- 2 An engaging offer to compel them to want to go.
- 3 A vehicle, or driver, to get them there.



CAMPAIGN OVERVIEW

The basic elements on which the campaign is structured.

Many of these concepts are highlighted in the assets you'll be using for your campaign. However, feel free to use the following copy—either word-for-word or as a foundation for your own text—in cases where you are creating additional assets or need supporting content to build on a supplied asset.

25-WORD DESCRIPTION

EMC® ScaleIO is software that creates a scale-out SAN from local application server storage to deliver elastic and scalable performance and capacity on demand.

50-WORD DESCRIPTION

ScaleIO is software that creates a scale-out SAN from local application servers, to deliver elastic and scalable performance. As an alternative to a traditional SAN infrastructure, ScaleIO combines HDDs, SSDs, and PCIe flash cards to create a virtual pool of block storage with varying performance tiers.

BUSINESS BENEFITS

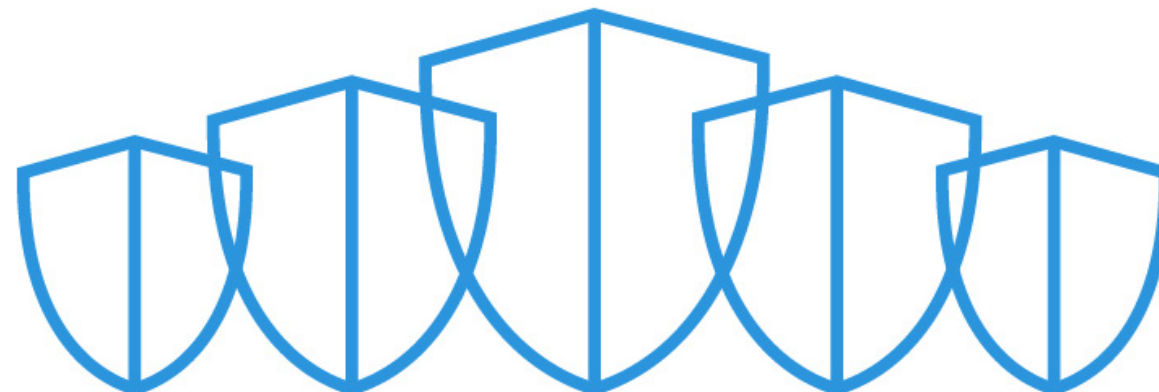
Economics: ScaleIO leverages commodity hardware and there are no dedicated components. This allows for reduced power, cooling and space, which translates into tremendous cost savings. You can add and remove nodes as needed so you are not paying for capacity you are not using. On average, customers see greater than 60% TCO savings.

Scalability: ScaleIO is designed to massively scale from 3 to 1,000+ nodes. As the number of servers grows, so does the throughput and IOPS. Nodes can be added and removed on the fly and automatically rebalances itself.

Performance: With ScaleIO, there is massive I/O parallelism. I/O processing load is spread across all servers, allowing for automatic rebalancing and rebuilding. Performance optimization is automatic and will occur in the background with no impact to running applications.

Enterprise Grade: ScaleIO offers enterprise grade features such as thin provisioning for efficiency, high performance, writeable snapshots for protection, data masking for security, and Openstack Cinder plugin for interoperability.

Flexibility: ScaleIO allows for flexibility in more than one way. Customers have the option to deploy in a Hyperconverged way, or in a two-layer model. With Hyperconverged the applications and storage share the same physical server, this gives the lowest footprint and lowest overhead cost. With the two-layer model, the clients and the storage are installed on separate servers. ScaleIO also offers a flexible environment by giving the customer a choice of hardware and media to use.



PLAN YOUR CAMPAIGN

Choose the offers, templates, and delivery vehicles to build your campaign.

INTRODUCTION

The best practice for any effective marketing campaign is to take an end-to-end approach. By understanding a prospect's needs and mindset at each stage of the Buyer's Journey, you can deliver messages that resonate, as well as offers that will compel them to take action.

Use this diagram to determine where a prospect is in the Buyer's Journey and to ensure you communicate the right messages to them.

You may not always have the time or the resources to execute an end-to-end campaign. If this is the case and you need to launch a campaign immediately, see the [1-Click Execution](#) section for guidance.



PLAN YOUR CAMPAIGN

Choose the offers, templates, and delivery vehicles to build your campaign.

DISCOVERY

YOUR GOAL IN THIS PHASE

Make prospects aware of how ScaleIO benefits address their pain points.

HOW TO MOVE PROSPECTS TO THE NEXT PHASE

Promote the Discovery Web banners and eNurture ...



To push prospects to the landing page ...



Where they can watch the video, download the data sheet, and more.

Discovery eNurture

Social

Datasheet

Infographic



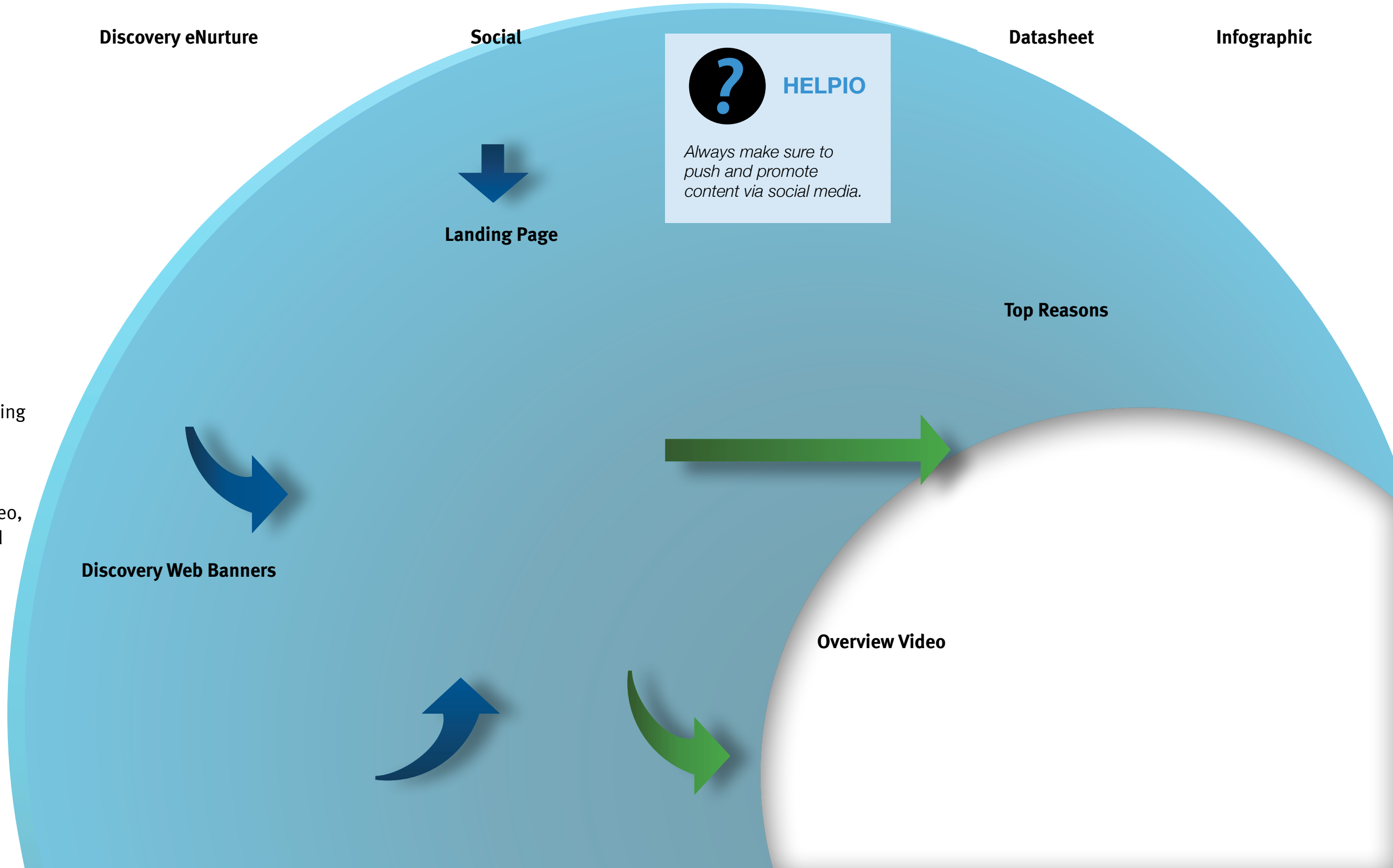
Always make sure to push and promote content via social media.

Landing Page

Top Reasons

Discovery Web Banners

Overview Video



PLAN YOUR CAMPAIGN

Choose the offers, templates, and delivery vehicles to build your campaign.

EARLY CONSIDERATION

YOUR GOAL IN THIS PHASE

Get prospects to take a closer look at the implications of using ScaleIO (infrastructure, migration process, time/money/staffing needs, etc.)

HOW TO MOVE PROSPECTS TO THE NEXT PHASE

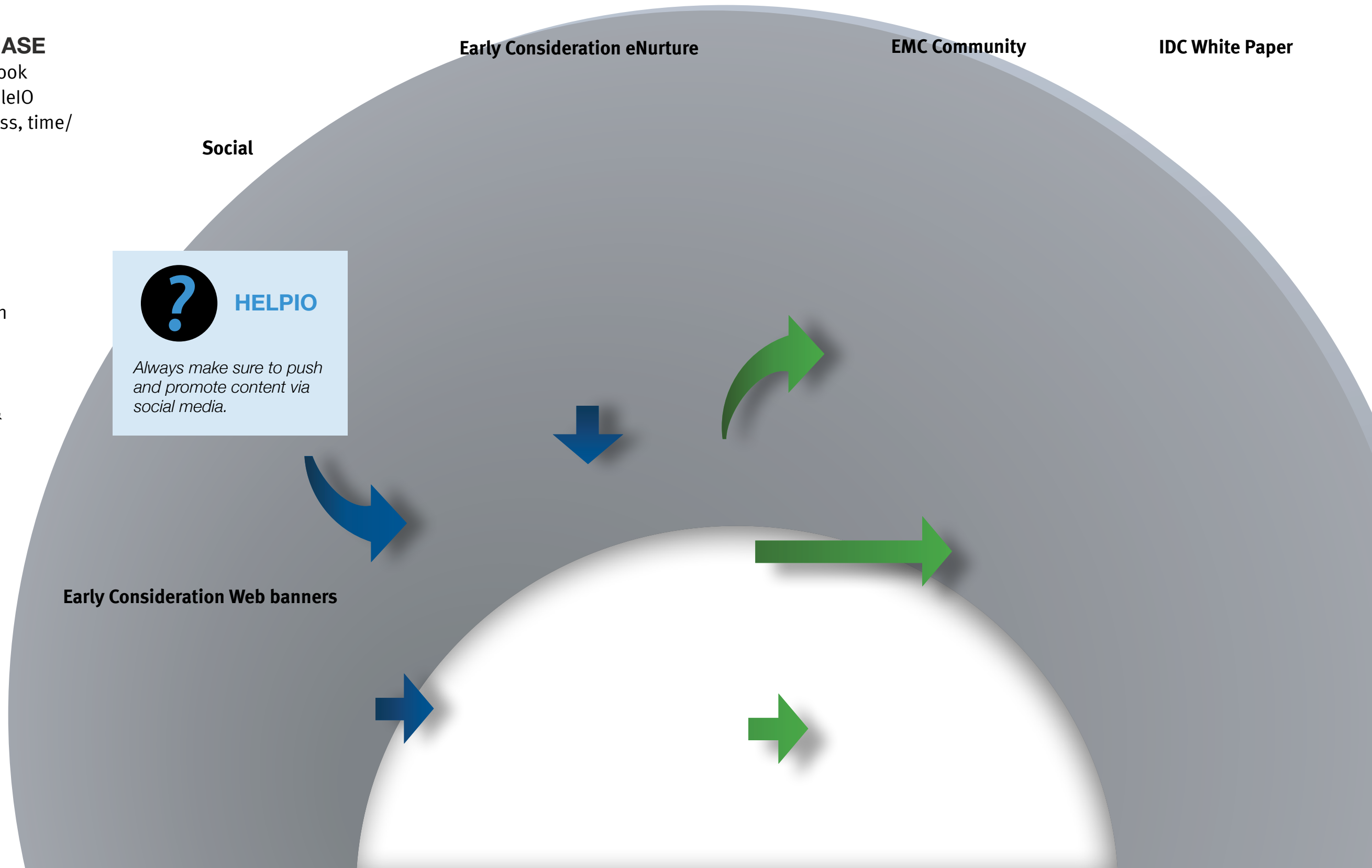
Promote the Early Consideration Web banners and eNurture ...



To push prospects to the Free & Frictionless download page ...



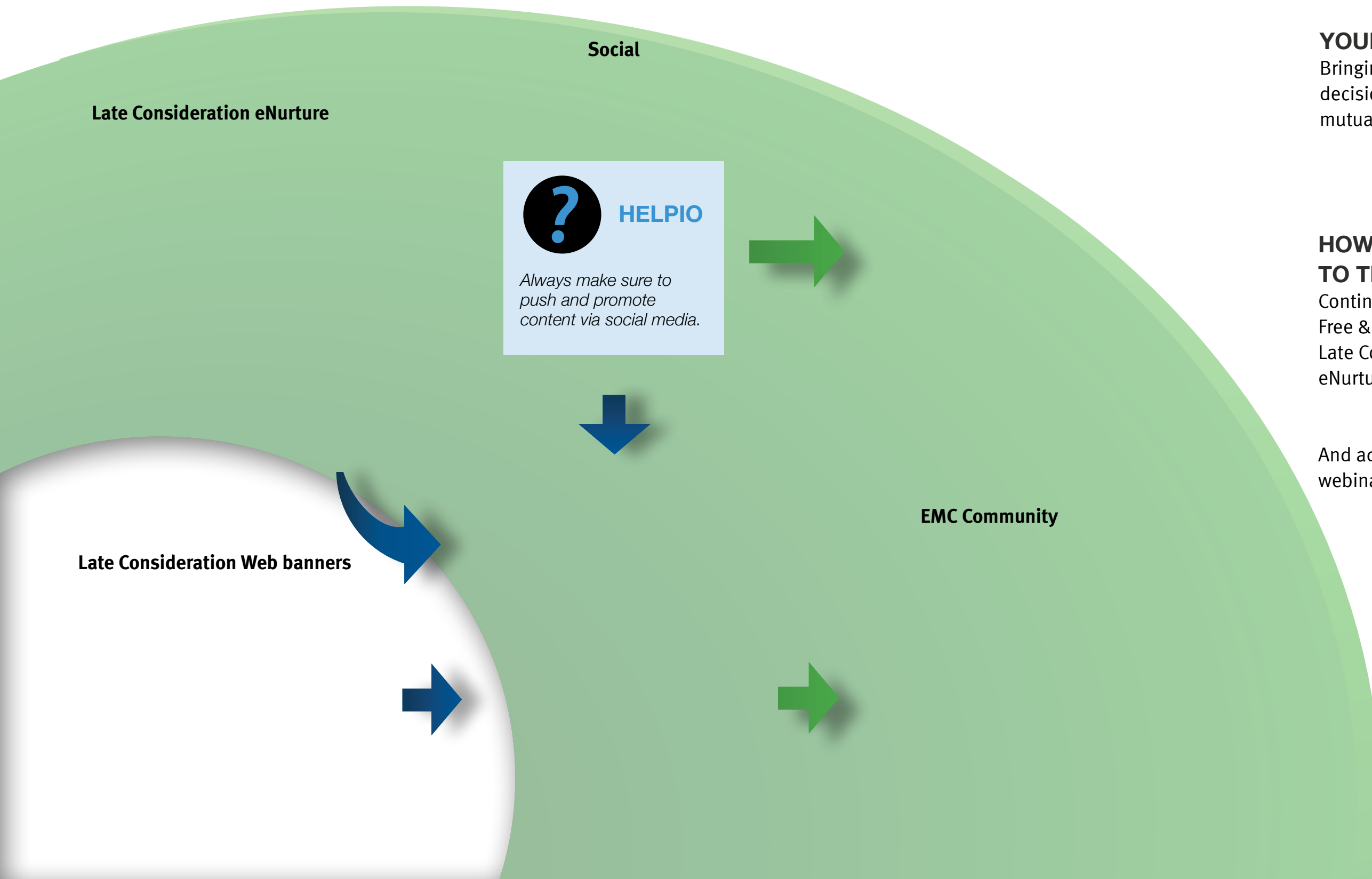
Where they can try the product, join the Community, and view collateral.



PLAN YOUR CAMPAIGN

Choose the offers, templates, and delivery vehicles to build your campaign.

LATE CONSIDERATION



YOUR GOAL IN THIS PHASE

Bringing business and technical decision-makers together to show mutual benefits.

HOW TO MOVE PROSPECTS TO THE NEXT PHASE

Continue to push prospects to the Free & Frictionless download page via Late Consideration Web banners and eNurtures ...



And add in events such as roadshows, webinars, or seminars.

PLAN YOUR CAMPAIGN

Choose the offers, templates, and delivery vehicles to build your campaign.

PURCHASE

YOUR GOAL IN THIS PHASE

Motivating prospects to make a purchase and showing them how to do so.

HOW TO MOVE PROSPECTS TO THE NEXT PHASE

Now that you have interested prospects ...



Push them to the EMC Store, to the Free & Frictionless download page, or to a discussion with a local sales rep.

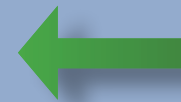
Free & Frictionless

EMC Store



HELPIO

Always make sure to push and promote content via social media.



Contact Us



HELPIO

Be prepared to discuss relevant aspects of ScaleIO to engage prospects when they contact you. Examples of topics include:

- Putting together a POC workshop
- Available ScaleIO services

1-CLICK EXECUTION

The fastest route to launching a campaign.

Pick which campaign approach you want to use. Use the corresponding assets to execute your campaign.

① DIGITAL

Landing Page	Web Banners
Emails	Videos
	Demos

② SOCIAL

Social Media	Blogs
EMC Community	

③ EVENTS

Webinar Page

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

INDEX

Click on an asset name to jump to that page.

BANNERS

[Discovery](#)
[Early Consideration](#)
[Late Consideration](#)

CONTACT US PAGE

[Contact Us](#)

DATASHEETS

[Datasheet](#)

DOWNLOADS

[EMC Store](#)
[ScaleIO page](#)
[Free & Frictionless page](#)

ENURTURES

[Discovery](#)
[Early Consideration](#)
[Late Consideration](#)

EVENTS

[Events](#)

INFOGRAPHIC

[Infographic](#)

LANDING PAGE

[ScaleIO Landing Page](#)

REPORTS

[IDC white paper](#)
[ESG Validation Report](#)

SOCIAL

[Tweets](#)
[EMC Community](#)

TOP REASONS

[Top Reasons](#)

VIDEOS

[Overview](#)
[Customer](#)
[Demos](#)

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

BANNERS

Customize with your logo. Link them to the landing page to drive traffic there.

Discovery

Early Consideration

Late Consideration

What to measure:

of clicks



HELPIO

- *You can also link banners to another offer, such as a webcast, a video, or a demo.*
- *Run banners in local online publications to boost your profile and increase awareness.*
- *Use banners to drive prospects directly to a ScaleIO download.*

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

CONTACT US PAGE

A primary way interested prospects will reach out to you.

DATASHEET

This [datasheet](#) is a deeper dive into ScaleIO benefits and value.

Contact Us Page



HELPIO

Be prepared to discuss relevant aspects of ScaleIO to engage prospects when they contact you. Examples of topics include:

- *Putting together a POC workshop*
- *Available ScaleIO services*

What to measure:

of emails or calls received
of quotes requested
of chats

Datasheet



HELPIO

Having a datasheet available for download on the landing page is a good way to deliver more detailed information to those prospects who want it.

What to measure:

of downloads
of times shared or forwarded

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

DOWNLOADS

Direct prospects to the [ScaleIO page](#) in the [EMC Store](#) for a [Free & Frictionless](#) download of ScaleIO for VMware, Linux, or Windows. Includes links for installation and configuration guidance.

EMC Store

Landing Page

Free & Frictionless



HELPIO

Lower the barrier to trial by emphasizing in your communications that the trial is for an unlimited time, without capacity restrictions.

What to measure:
of downloads

What to measure:
of downloads

What to measure:
of downloads

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

eNURTURES

Build a multi-touch email campaign to guide prospects through the Buyer's Journey.

Discovery

Early Consideration

Late Consideration



HELPIO

- *Provide 1 clear call to action in each email.*
- *Substitute a different offer, if desired.*
- *Use emails to drive demand to your web landing page.*
- *Call recipients one week after the email drops. Suggest an onsite meeting to perform an ROI assessment or Proof of Concept.*

What to measure:

Email open rate

of click-throughs to the offer

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

EVENTS

This [TechTalk webinar](#) recording from May 21, 2015 serves as a good overview of ScaleIO and includes ESG lab validation findings.



HELPIO

- *Live seminars are a great engagement tool but require a clear pre- and post-event strategy.*
- *Promote attendance via web banners, emails, social and the web landing page.*
- *Follow up with all attendees in a timely, relevant manner (email is a good vehicle).*

What to measure:

of registrations

of attendees

INFOGRAPHIC

This [infographic](#) is an easily shared vehicle for giving prospects a high-level overview of ScaleIO and its features/benefit



HELPIO

- *This format is well-suited to the way people like to receive information today: quick, clear, useful facts and figures that pique interest.*
- *Infographics are easily downloaded and shared.*

What to measure:

of downloads

of times shared or forwarded

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

LANDING PAGE

Use the landing page to educate prospects on the value of ScaleIO and to capture leads. The ScaleIO Landing Page template provides embedded ScaleIO offers.

ScaleIO Landing Page



HELPIO

- *Use email, web banners, and social to drive demand to this site.*
- *Capture leads by linking to a form, or provide an email address.*
- *Augment the landing page with your own messaging. Use the copy provided in the Campaign Plan section.*
- *Add unique offers to the landing page. Examples: free assessment, live demo, etc.*

What to measure:

of site visitors

of leads captured or prospect emails received

of click-throughs to added offers

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

REPORTS

Third-party reports provide substantiation and build credibility of ScaleIO features and benefits.

ESG Validation Report



HELPIO

- Consider adding this to your landing page as supporting content.
- Share freely with prospects at this stage of the Buyer's Journey to encourage purchase.

What to measure:

of downloads

of shares

IDC White Paper



HELPIO

- Consider "gating" this content by requiring user emails before granting access.
- Use the content in the "IDC Opinion" section as a means of teasing users to download the full paper.

What to measure:

of downloads

of shares

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

TWEETS

These [sample tweets](#) can be used as is, or as a model for your own tweets.



HELPIO

- *Create hashtags that are easy to remember and describe to followers what you are tweeting about. On Twitter, simpler is better.*

What to measure:

of downloads

of times shared or forwarded

EMC COMMUNITY

TOP REASONS

This [quick 1-pager](#) speaks to the top 5 reasons customers should choose ScaleIO.



HELPIO

- *Brief, "easy-to-digest" information like this makes good supporting content for your web landing page.*
- *You can also feature this in an email, or tease one reason in a web banner with a link to where users can get the other four.*

What to measure:

of downloads

of shares

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

OVERVIEW VIDEO

This [overview video](#) gives prospects a good introduction to ScaleIO so it works well as an element on the web landing page.

What to measure:

- # of views
- # of times shared or forwarded

CUSTOMER VIDEO



- *Users prefer video to reading long documents.*
- *Feature video prominently in your communications to better engage prospects.*

DEMOS

These [three videos](#) provide step-by-step direction on key ScaleIO features and capabilities.

What to measure:

- # of views
- # of shares
- # of Likes
- # of YouTube channel subscriptions



- *Add supporting context for these demos that points to specific information your audience should look for based on questions you are commonly asked.*