

American Digital Partners Up for Content That Drives Social Sharing



CUSTOMER SUCCESS STORY

CHALLENGES

- American Digital had a small in-house marketing staff
- There was an ongoing demand for HP Inc.-focused content
- The company needed high-quality, highly customized content

SOLUTIONS

- Blog series creation
- Social media push to drive clicks, tweets and retweets
- HP-trained content developers for quality and consistency

COMPONENTS

- Social media marketing and amplification
- Content creation
- Blog Content



“This was by far the easiest project I’ve ever done with an agency. PartnerDemand Services had all the HP knowledge, so I didn’t have to do any handholding.”

—Daniella Steele



Being an HP Inc., Platinum Partner has its challenges, including the need to regularly generate compelling content to keep up with customer demand. American Digital’s director of marketing, Daniella Steele, tapped into the content development expertise of PThe Channel Company’s PartnerDemand® Services when she needed to populate her blog with custom content that met her high standards and HP Inc.’s requirements.

As the director of marketing for an HP Inc. Platinum Partner that serves Fortune 1000 companies in the health-care, financial, educational and manufacturing industries, Daniella Steele had a problem. She needed to consistently generate fresh content for her technology blog, but she didn’t have the time or resources to keep up with the demand.

“I wanted my own content—not someone else’s generic content. I wanted something that was highly customized to my business,” explains Steele.

She tried working with third-party agency, freelance and in-house resources, but the quality was inconsistent and too much time was spent getting the resources up to speed on HP Inc. She hired PartnerDemand Services because the agency had been reviewed and approved as HP Inc.’s official in-house marketing services agency for Platinum partners, and she asked them to produce a series of blog posts tied to social media campaigns. The blogs had to be written on technology topics that aligned with her services and HP Inc.’s messaging standards.

Steele worked directly with a PartnerDemand Services account manager who oversaw the project and worked as an extension of her American Digital marketing team. The blogs generated so many clicks, tweets and retweets that she decided to use PartnerDemand Services resources on an ongoing basis.

RESULTS

- Saved time on blog content creation and amplification
- Increased social awareness of the American Digital brand
- Spent less time managing outside resources

“To people like me who insist on using their own resources, I say, ‘Give PartnerDemand Services a chance.’ I did, and I appreciate how easy they are to work with, how educated they are on HP Inc., and how knowledgeable they are on social and content campaigns.”