

Juniper Social on Demand

Introduction

EMEA Marketing

Social Media Support

54% of salespeople say that they **closed a deal** as a direct result of social media - **McKinsey**

53% of buyers said that they rely on peer recommendations before making a purchase decision – a number that was just 19% in 2012!
- **DemandGen**

72% of **B2B buyers** used social media to research their purchase decision in 2014 – **DemandGen**

79% of salespeople who use social media **outsell** their peers - **Forbes**

Existing Support for Partners

- **Weekly Social Media Digest:** Delivers Juniper specific content, distributed via email by JMC Marketing Specialists
- **JMC Syndication Tool:** Provides curated content from thought leaders on key industry themes
- **JMC Social Media Campaigns:** Personalised schedule of postings linked to own campaign landing page.
- **Juniper Marketing Community:** Private LinkedIn Group for best practice sharing and discussion.
- **Own Properties:** LinkedIn Partner Showcase, LinkedIn Groups, EMEA Twitter @juniper_partner

Juniper EMEA Internal Best Practice



- Content pushed to employee social media accounts – review & publish or auto-publish via simple interface.
- Centralized measurement and lead tracking tool to optimize content and timing.
- Over 200 employees using the tool to publish to 74K connections.
- LinkedIn & Twitter most popular platforms for sharing content.
- First 46 posts reposted 6,863 times generating 11,062 clicks and 2,432 retweets/likes.
- We have beaten Microsoft's record for most reposts in a day!

But, do you struggle with it?

?

**Do you find it
difficult to
create
good content?**

?

**Hard
to deliver
industry news
to your followers?**

?

**Lack the time to
research
interesting
articles?**

?

**Really
need to spend
more time
selling?**

Well... we can help you!

It's called Juniper Networks Social On Demand.

Influence IT decision makers

You can publish continuous, fresh content

BOOST your web traffic

Be the trusted advisor to your customers

Increase interactions with your customers

Generate leads through your social network

So how does it work?

YOU can choose to publish relevant, real-time content provided from Juniper to your followers

via Facebook, LinkedIn, Twitter



... AND keep your customers informed, whilst generating new business.

And there's a bonus....Social Leads



From your post you can directly gather **customer information**

Social Leads is an add-on to Juniper Networks Social On Demand

It allows you to **capture leads** from your published content

Then, engage in **meaningful conversations** with prospects

Step 1: Registration

- Register for the platform at:
www.junipersocialondemand.net/register

- Once approved you will receive a confirmation email.

User Registration

Complete the short form below to register.

Personal Details	Company Details
Salutation <input type="text"/>	Company Name * <input type="text"/>
First Name * <input type="text"/>	Country * <input type="text"/>
Last Name * <input type="text"/>	Timezone * <input type="text" value="London (GMT UTC -0:00)"/>
Job Title * <input type="text"/>	User Type * <input type="text"/>
Job Area * <input type="text"/>	Address 1 * <input type="text"/>
Direct Telephone <input type="text"/>	Address 2 <input type="text"/>
Mobile Phone * <input type="text"/>	City / Town * <input type="text"/>
Email Address * <input type="text"/>	County <input type="text"/>
Password * <input type="text"/>	Postcode / Zip Code <input type="text"/>
<small>Min 8 Characters</small>	Website <input type="text"/>
Confirm Password * <input type="text"/>	

Add Social Media Account

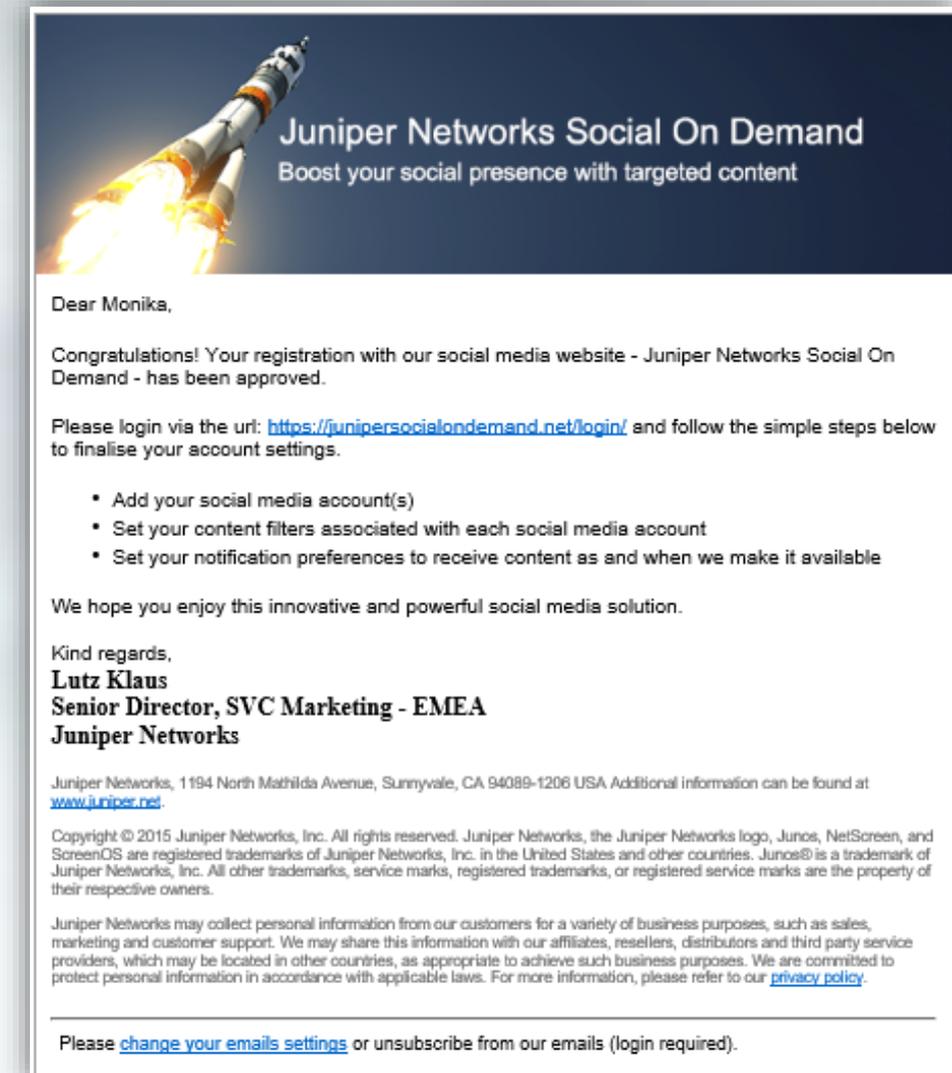
Simply click on any of the icons below to authorise us to post to your social media accounts. You can add an unlimited number of accounts, each with different properties (e.g. different languages). Please give unique names to your social media accounts for tracking purposes.

For more information, please read our [Online User Guide](#).

No social media account added. Please click on the icons to add your social media accounts.

Facebook Twitter LinkedIn Xing



Step 2: Adding your social media accounts

- Click on the Twitter/ Facebook/LinkedIn icons, enter username/password and authorise Juniper as a trusted publisher.

Accounts

Setup your social media accounts here.

Simply click on any of the icons below to authorise us to post to your social media accounts. You can add an unlimited number of accounts, each with different properties (e.g. different languages). Please give unique names to your social media accounts for tracking purposes.

Please note: You can edit your account preferences for each individual social media account you have added. This will ensure you only receive content you are interested in. Your email notification settings will ensure you are notified about content at a time that suits you - the email you receive will have posts for all your social media accounts. You only need to set this up once.

For more information, please read our [Online User Guide](#).

= Group Account = Individual Account = Company Account

Facebook Twitter LinkedIn

Your Accounts

Site	Social Media Account Name	Account Added	Preferences	Actions	Delegate
<input type="checkbox"/>	Martin Wratten - (Post Manager)	25/06/2014 15:42:39	Edit	Remove	Delegate
<input type="checkbox"/>	RPurechannels - (Post Manager)	25/09/2014 14:06:38	Edit	Remove	Delegate
<input type="checkbox"/>	pcatesting - (Post Manager)	24/11/2014 16:43:28	Edit	Remove	Delegate

Delete Selection

Authorize Juniper Social On Demand to use your account?



Juniper Social On Demand
By Purechannelapps, Ltd
junipersocialondemand.net/
Juniper Social On Demand

This application will be able to:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.

Will not be able to:

- Access your direct messages.
- See your Twitter password.

Don't worry...

Nothing will be posted without you viewing and approving it first. Juniper also has no access to your social media usernames and passwords – it's 100% confidential.

Step 3: Manage your preferences

For each account you add, you will need to set your account preferences:

- For each **Post Category**, you will need to choose between *Ignore*, *Review / Edit / Publish* (you can view/ edit posts manually) or *Publish Automatically* (news will be posted automatically and without review to your chosen social media accounts).
- You need to select your **Customer Target(s)**. Each post is targeted to a specific group of end-users, and therefore you can choose which 'stream' you are interested in and would like to receive posts for.

The screenshot shows a web interface for configuring social media account preferences. It includes fields for the account name and language, a section for selecting post categories with radio button options, and a section for selecting customer targets with checkboxes.

Social Media Account Name	Social Media Account Language
Andy Turner	English

Select Post Categories
(ie the type of content the post relates to). For more information, please read our [Online User Guide](#)

Post Category	Ignore	Let me Review / Edit / Publish	Publish Automatically
Blogs <i>Latest blogs</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Campaigns <i>News about sales and marketing campaigns</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Case Studies <i>Latest case studies and customer testimonials</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Competitions/ Prize Draws <i>Latest announcements for competitions and prizes.</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Events <i>Latest events and webinars</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Industry News (General) <i>Latest industry news and through-leadership articles</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Infographics <i>Latest infographics</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Jobs <i>Job openings and news</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Press Releases <i>Latest press releases</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Select Customer Target
(Each post is targeted to a specific group of end-users, and therefore you can choose which 'stream' you are interested in and would like to receive posts for). For more information, please read our [Online User Guide](#)

- Service Providers
- Enterprise
- Data Centre
- Virtualisation
- Security
- Networking
- Partners

Step 3: Manage your preferences

Don't forget:

- You can add as many accounts as you like.
- You can **Edit** these preferences at any time or **Remove** accounts or even **Delegate** them to your colleagues. They will be able to manage the posts for you (you will remain the only person able to edit the social media account settings).
- You will also need to select **when** you would like to be notified of the new posts by email (only those that are relevant will be sent to you).

Accounts

Setup your social media accounts here.

Simply click on any of the icons below to authorise us to post to your social media accounts. You can add an unlimited number of accounts, each with different properties (e.g. different languages). Please give unique names to your social media accounts for tracking purposes.

For more information, please read our [Online User Guide](#).

 = Individual Account  = Company Account

 Facebook  Twitter  LinkedIn  Xing

Your Accounts

<input type="checkbox"/>	  Martin Wratten - (Post Manager)	28/04/2015 13:40:08	<input type="button" value="Edit"/>	<input type="button" value="Remove"/>	<input type="button" value="Delegate"/>
<input type="checkbox"/>	  guym13905301 - (Post Manager)	07/09/2015 10:40:55	<input type="button" value="Edit"/>	<input type="button" value="Remove"/>	<input type="button" value="Delegate"/>
<input type="checkbox"/>	  Andy_turner - (Post Manager)	06/11/2015 12:15:46	<input type="button" value="Edit"/>	<input type="button" value="Remove"/>	<input type="button" value="Delegate"/>
<input type="checkbox"/>	  Andy Turner - (Post Manager)	20/11/2015 10:07:17	<input type="button" value="Edit"/>	<input type="button" value="Remove"/>	<input type="button" value="Delegate"/>

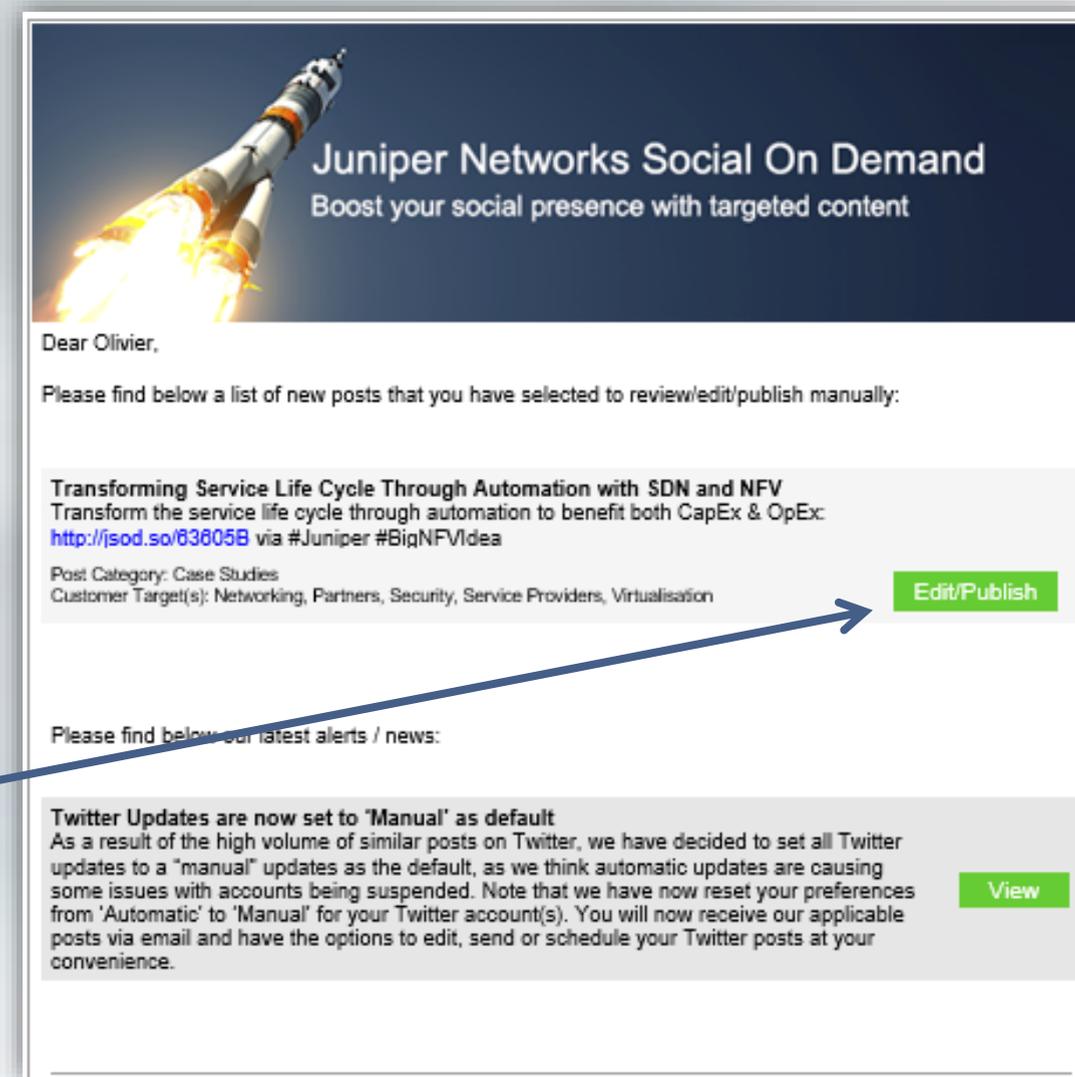
Email Notifications

Please select when you would like to be notified of new (and relevant) posts.

Frequency: As soon as posts are available Daily Weekly

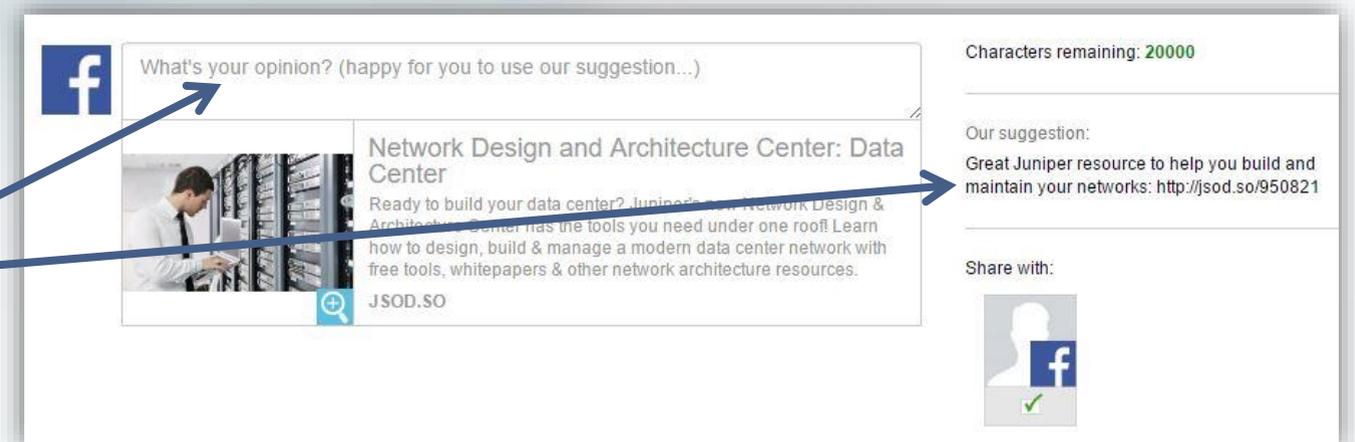
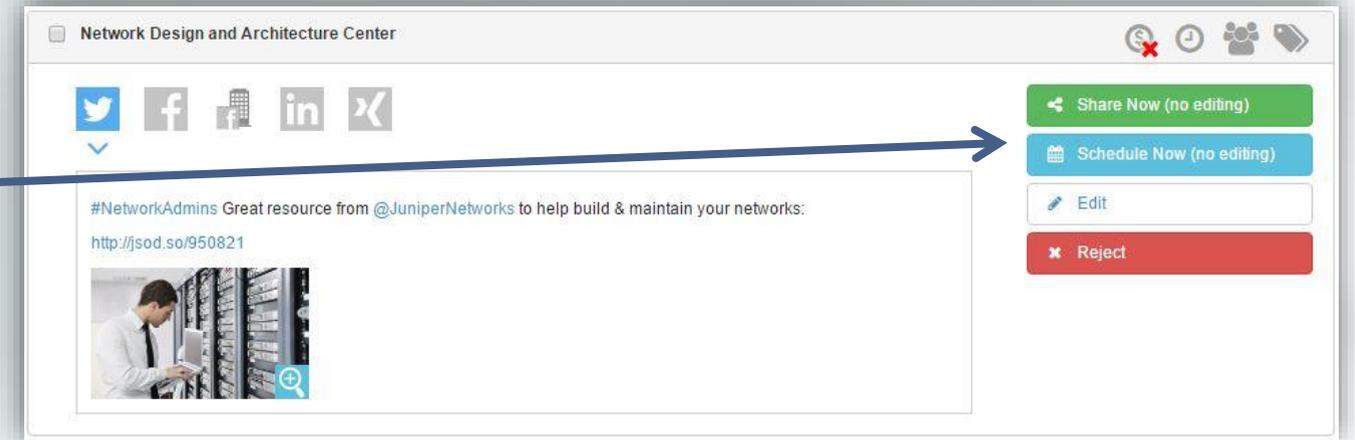
Juniper Networks Social On Demand – the emails

- Every time a new RELEVANT post becomes available (and only then), you will receive an email.
- You will receive the email notification as soon as the post is created, once a day or once a week (as defined by your preferences).
- If you like the post and would like to review it or publish it, click the View link on the email.



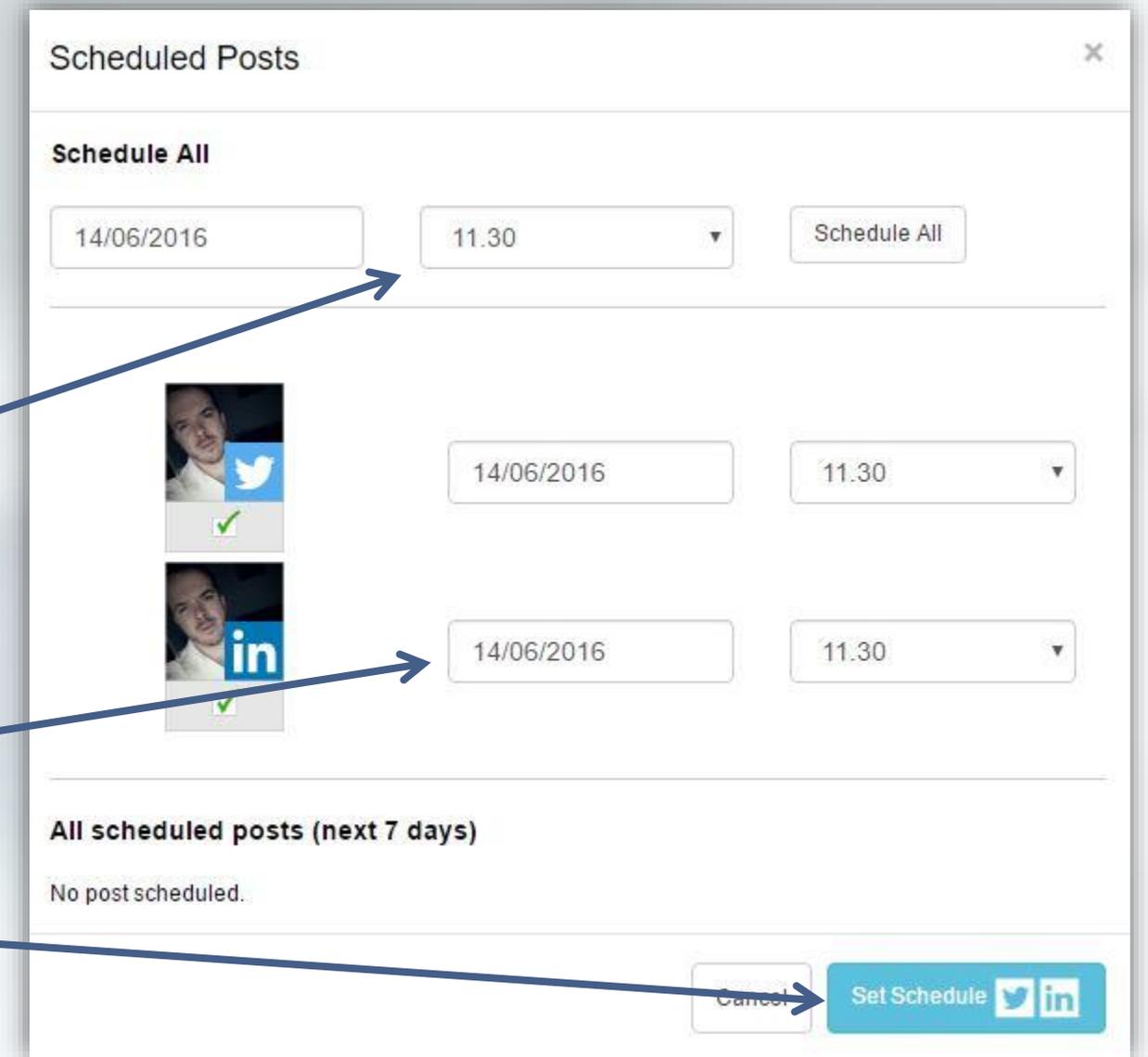
How to repost the news

- There are three different ways to repost content. You can click to “Send Now” or “Schedule Now” and the post will appear on your social channels unedited.
- Alternatively you can click to “Edit” and amend the message to better fit your audience before sharing it to your social channels.
- If you wish to add an additional message or “opinion” to Facebook posts you can do this in the edit section. We supply suggested text that you may want to use to the right of the post.



How to schedule posts

- You can also schedule your posts to be sent on specific dates/times.
 - If you wish to schedule your posts to be published on all platforms at the same date/time, simply enter a date and time and click “Schedule All”.
 - Alternatively, you can schedule the posts to be sent on specific dates/times to your different social media accounts.
 - Finally, you need to select ‘Set Schedule’.



How to view the results

- Now your post is appearing on your social networks(s), go to your HOME page and see how many new interactions (clicks, downloads, retweets, likes) you are generating....
- These are all from your followers (customers and prospects).

My Dashboard

Through this dashboard, you can monitor your social media accounts, see how many followers you have and filter this information for the period of your choice. You can use this system to publish selected content from NetApp, automatically or manually, to your social media account(s). For more information read our [Online User Guide](#).

Quick links:
[Add new social media accounts](#) or [edit your account preferences](#).
You are being notified of new posts via email as soon as posts are available. [Change your email preferences here](#).
You have turned socialleads on. [Change your settings and personalise socialleads here](#).

Latest Posts

Post Title	Sent	Downloads / Clicks	Retweets / Likes	Accounts Sent To
ARTICLE: Can enterprise IT finally work in concert with the consumer cloud?	08/01/2015	9	0	5

[Download All Posts](#)

Date Range: [Apply](#)

Social Media Accounts

Account Name	Connections	Social Leads	Last Post
Martin Wratten	112	0	08/01/2015
frattionender84	67	0	08/01/2015
TestGroup100	4	0	08/01/2015
pcatesting	3	2	08/01/2015
RPurechannels	1	0	08/01/2015
Martin Pureca	N/A	0	Never

[View All Accounts](#)

Followers

days

Introducing Social Leads

- **Social Leads** lets your social media connections request a call/email from you.
- **Social Leads** captures their information which is then provided to you.
- **Social Leads** lets you generate your own leads, with little effort, based on your social media activities.
- **Social Leads** takes you one step closer to proving the ROI of social media.

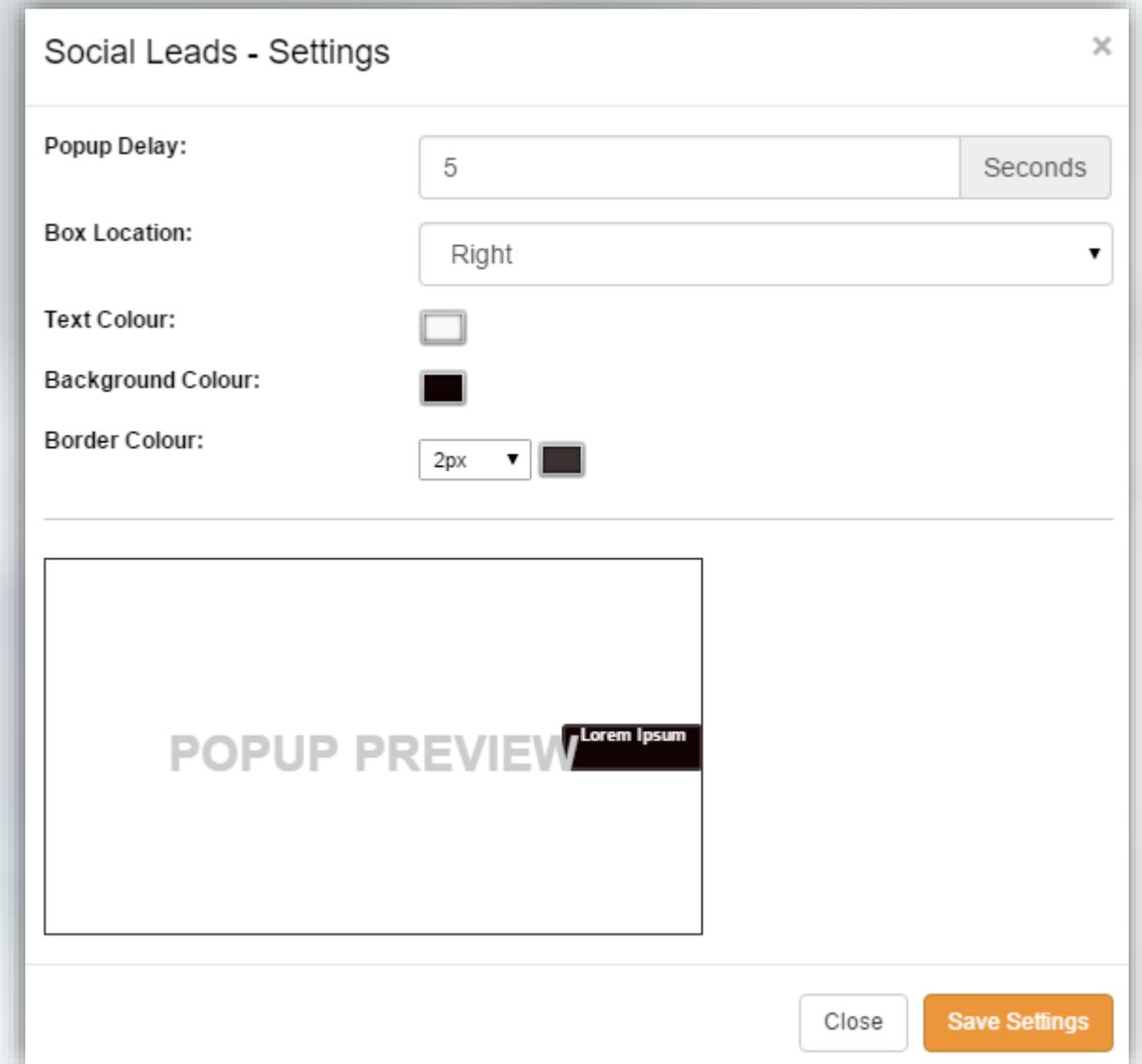
How does Social Leads work?

- Once one of your social media connections has clicked on the link shown on the **Juniper Networks Social On Demand** post you have posted a pop-up box will appear with the option to be called/ emailed back for more information.
- This pop-up can be personalised:
 - Your name/company name will be displayed
 - The colour, format and placement of this pop-up can be set by you.
- Once your social media connection has submitted their details:
 - An email (with the leads details) will be sent to you
 - The lead information appears on your **Juniper Networks Social On Demand** portal

Setting up Social Leads

Step 1: Settings

- By default you're set up to receive these leads – the email address and company name provided on your registration form will be used.
- However, you can edit these at any time by navigating to the Social Leads section and clicking “Edit your settings”.
- Here you can choose to have Juniper handle the leads your accounts generate (by un-ticking the ‘Handle leads’ box), or exclude your accounts from the social lead program altogether by un-ticking the ‘Active’ box.



The screenshot shows a settings dialog box titled "Social Leads - Settings" with a close button (X) in the top right corner. The settings are as follows:

- Popup Delay:** A text input field containing the number "5" and a "Seconds" button to its right.
- Box Location:** A dropdown menu currently set to "Right".
- Text Colour:** A color selection box showing a white square.
- Background Colour:** A color selection box showing a black square.
- Border Colour:** A dropdown menu set to "2px" and a color selection box showing a black square.

Below the settings is a "POPUP PREVIEW" area. It shows a white rectangular box with the text "POPUP PREVIEW" in large, light grey letters. To the right of this text is a small black rectangular box containing the text "Lorem Ipsum".

At the bottom right of the dialog box are two buttons: a "Close" button and a "Save Settings" button.

Setting up Social Leads

Step 2: Personalisation

- By clicking the 'Edit pop-up style', you will be able to edit the color, style and position of the pop-up lead box so you can re-color the lead box to suit you and your business.
- You can also change the time it takes for the box to appear, the text and background colors and the position of the box.

Social Leads - Settings

Popup Delay: Seconds

Box Location:

Text Colour:

Background Colour:

Border Colour:

Preview

POPOP PREVIEW

Generate Social Leads

Step 4: Wait for the leads!

Social Leads

Display Name: Richard Rapley
Master Email Address: richardr@purechannelapps.com
Active: 
Last Updated: 16:35 03/06/13
[Click here to edit your settings.](#)
[Click here to edit the popup styles.](#)

Captured Leads
Your company has a total of 1 social leads

Company Name	Name	Contact Preference	Time Captured	Status	View Details
PCA	Richard Rapley	Email	16:52 03/06/13	No Status	View Details

Social Leads

Company:	PCA	Account:	 pcatesting
Name:	Richard Rapley	Post Title:	SMB websites are a vital marketing tool
Email Address:	richardr@purechannelapps.com	Post Message:	SMB websites are a vital marketing tool - http://msft.so/B41CE9
Telephone Number:	01424 442789		
Contact Preference:	Email		
Lead Status:	No Status (Change Status)		

Add Note
Create Note:

Once a connection has completed and submitted the lead form, you will receive the lead details by email and will be able to see all leads on your portal. You will also be able to add notes and update the status of the lead.

What next?

- **Announcements** – any announcements related to the portal or if Juniper add any new post categories, these will be show in Announcements. These will be displayed in the emails you receive so you so you'll never miss out on any social posts or Juniper Networks Social On Demand news.

- **Read the Online User Guide –**

www.junipersocialondemand.net/userguide

- **Login in –**

www.junipersocialondemand.net