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NETSUITE



CASE STUDY

Oracle boosts partner engagement on social media with strategic playbook

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elevationmarketing

BACKGROUND

High-tech social savvy Oracle engages value-added partners with social playbook

In the crowded and very competitive world of high technology sales, distributors need creative solutions to stand out. While most use rebates, discounts and bonuses to reward salespeople and resellers, Oracle wanted to provide a unique solution that not only supported its partner relationships but also served as a potential sales tool for those partners to leverage themselves.

The Oracle team sought a program that would provide an opportunity to re-engage value-added partners.

Having experienced significant growth and engagement on social media, Oracle NetSuite recognized social media as a natural platform to engage its value-added partners. Oracle knew, however, that educating partners on the intricacies of social media in the technology landscape and supporting the launch of their profiles would be no small undertaking. Oracle turned to Elevation

Marketing, a B2B marketing agency with a proven track record of delivering successful social media programs. Having provided social media marketing services to the NetSuite brand recently acquired by Oracle, which was experiencing strong social success, Elevation Marketing was naturally the preferred agency of choice.

Oracle wanted to engage its partners with a social media solution that enabled partners to get educated and set up on social media, allowing for greater engagement with Oracle online, while also providing a solution that those partners could leverage for their clients as well. The Oracle team sought a program that would provide an opportunity to re-engage value-added partners, stay top of mind and differentiate the business from the competition.



Designing an actionable social solution informative for brands of all social maturities

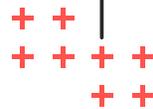
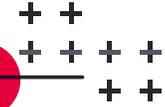
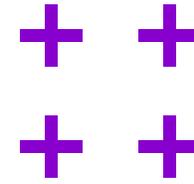
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Elevation Marketing needed to motivate Oracle partners to engage on social media, but first those partners needed to be active on social media – meaning the solution provided by Elevation had to be educational and actionable for brands of various levels of social maturity while considering the unique elements technology brands must consider.

To address all levels of social experience, Elevation developed the concept of a Social Media Playbook that could be leveraged as a sales tool to engage with value-added partners,

while educating and encouraging those partners to join social media and interact with Oracle. Looking beyond the Oracle-partner relationship, the Playbook could also be provided to partners as a sales tool of their own to add value to their clients and potential customers.

Elevation Marketing needed to design a unique, informative piece of content that effectively packaged up social media insights and tactics for technology brands, and could be used by a wide audience to keep partners engaged.



To address all levels of social experience, a Social Media Playbook was developed

INTERIOR SPREAD - SOCIAL MEDIA PLAYBOOK

STRATEGY

Creating a social media playbook for the tech industry to support sales and deliver partner value

Elevation Marketing selected a content marketing approach leveraging the agency's extensive social media experience and deep knowledge of Oracle's target audience. The proposed approach included the development of a comprehensive Social Media Playbook addressing how to execute the entire lifecycle of social media as it relates to the high technology industry.

The Playbook, which acts as a social media handbook for technology brands, provides a detailed overview of all relevant social media platforms – giving readers a practical step-by-step guide to profile creation and optimization, from image requirements to industry-specific SEO recommendations. Enabling brands with zero social presence to easily start the process of profile development, while ensuring those already active on social media have taken the appropriate steps to optimize their accounts.

Beyond the practical how-to guide, the Playbook dives into strategic guidance rooted in research and insights about the channel's unique characteristics and Elevation's technology social know-how. The strategic advice outlined – from channel-specific social activity cadence to detailed analysis of topics and tools trending in the technology landscape – provides actionable tactics that are easily understood and applied across a range of technology social programs.

By detailing the best ways to leverage each social platform, the Playbook allows partners to quickly identify the social channels that are most likely to resonate with their audience and deliver social ROI for their organization. Understanding that many of these partners will have sales as their business objective, Elevation provided a detailed look at the softer aspects of social selling, giving practical and strategic tips to

connecting with prospects on social media by helping followers define, prevent and solve a problem.

To ensure partners are able to measure the value and success of their social media programs, Elevation included a comprehensive review of social metrics and KPIs. As a result, the Social Media Playbook walks Oracle's partners through the basics of social media, from the fundamentals of setting up a profile and finding the right audiences to the strategy behind outreach, building engagement, starting a sales funnel and measuring social success. With detailed and industry-specific insight, Elevation's Playbook delivers actionable tactics and strategies applicable to channel partners at all levels of social maturity.



DELIVERABLES

The Playbook delivers actionable tactics and strategies.



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Social Media Playbook
December 2016

Introduction
How To Use This Playbook
Platform Basics
Profile Elements
Content Creation
Social Selling Methodology
Plan For Success
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Who Is This Playbook For?

This playbook is intended to be a reference for NetSuite team members and NetSuite Solution Providers (Value Added Partners) of all specializations and geographies.

Content is intended to add value to every social business from social media to social commerce.

How To Use This Playbook

For best results, adopt and adapt these approaches in a manner consistent with your personal strengths, company culture and – most important – your customers' preferences. It is always recommended to review any existing company Social Media Policy prior to initiating social media activity.



Introduction

This playbook will help you navigate social business more effectively acting as a guide to:

- Platform Basics – social platform specifications for design, content and optimization
- Content Creation – tailored to network, posting recommendations, content types
- Social Selling Methodology – best practices to incorporate into velocity
- Plan For Success – tools for ensuring social activity drives business value
- Social Marketing & Sales Tools – a matrix of current social tools to enable your efforts

This Playbook is based on the collective experience of best-in-class B2B channel marketers in the tech industry. The findings are not an exhaustive compilation of global social networks, but instead focus on the channels, tools and tactics proven to be most effective in advancing social business in North America.

Platform Basics

Whether you're in the initial phases of claiming your social profiles or considering a refresh of current profiles to better address current social business efforts, it can be a significant challenge to understand the design elements and network-specific characteristics of what works where.

Profile Elements

As social media networks evolve, the specifications for building your profile also evolve. Following is a handy reference of the most powerful B2B social networks, including current image specifications.

LinkedIn

- Company Profile Image: 400 x 400 px
- Company Cover Photo: 1636 x 768 px
- Personal Profile Photo: 400 x 400 px
- Personal Background Image: 1000 x 425 x 400 px
- Comment Logo: 180 x 110 px
- Showcase Page Hero Image: 1536 x 768 px
- Showcase Page Logo: 400 x 400 px

Twitter

- Header Image: 1500 x 500 px
- Profile Picture: 400 x 400 px, displays in stream as 60 x 60 px
- Shared Image: 1024 x 512 px
- Shared Video: 435 x 244 px

Instagram

- Profile Photo: 110 x 110 px
- Photo (upload): 640 x 640 px
- Photo Thumbnails: 161 x 161 px

Google+

- Cover Photo: 1080 x 608 px, min, 2120 x 1192 max
- Profile Photo: 250 x 250 px
- Link Thumbnail: 150 x 150 px
- Shared Image: 497 x 375 px
- Shared Video: 497 x 279 px

YouTube

- Cover Art: 2561 x 1440 px (Maximum 2 MB) Optimize for 1546 x 423 px centered as min viewable across devices
- Channel Icon: 800 x 800 px, Will render as 98 x 98 px
- Video Image: 1280 x 760 px

Facebook

- Timeline Cover: 851 x 315 px
- Profile Icon: 180 x 180 px, will render as 160 x 160 px & 32 x 32 px, displays as 128 x 128 on mobile
- Custom Tab Photo: 111 x 72 px
- App Images: 111 x 74 px
- Shared Image: 1200 x 630 px (timeline)
- Shared Image: 470 x 246 px, minimum: 1200 x 628 px ideal (feed)
- Shared Facebook Video: 403 x 226 px (timeline and feed)
- Shared Video: 1080px, upload size 1200 x 675 px, 4GB max size
- Highlight/Milestone Image: 843 x 403 px
- Highlight/Milestone Video: 843 x 475 px
- Sponsored Story: 368 x 268 px or 300 x 300 px or 268 x 358 px

Social Media Playbook

BUSINESS WINS

A campaign that educated and engaged partners on social media

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The Social Media Playbook was leveraged by the Oracle NetSuite sales team as a value-added benefit to give to their key partners. The Playbook opened the discussion between Oracle and its partners about the value of social media and provided a natural opportunity to develop publicly visible relationships online via social media.

With the Playbook in their arsenal, Oracle NetSuite partners were fully equipped to launch and optimize their social media profiles, understand the unique social characteristics of the industry, post relevant and captivating content across various platforms while providing value to followers and potential customers.

In addition, the Social Media Playbook provided Oracle's partners with a plan for social media success that enabled them to engage with Oracle NetSuite online and acted as a unique sales tool for the partners themselves.

ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

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