

# Client - (Web Traffic)

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## **Marketing Objective:**

The objective of the campaign is to generate traffic from relevant audience on Twitter to the blogs as well as increase followers.

## **Target Audience:**

- Primary: Developers, IT leaders, OpenStack professionals, architects, engineers, system administrators

## **Timing:**

- July 11 (will rotate with other campaigns)
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**Discover** - We'll utilize our platform to discover the target audience and set the relevant conversation criteria (tweeting about storage, OpenStack, and related keywords).

**Nurture** - SocialMatterz will engage and nurture relevant leads on Twitter utilizing the @reply to a relevant tweet and a direct message campaign with a question and link to one of the blogs. SocialMatterz will utilize this nurturing process in order to increase traffic to the blog.

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## **Account Setup**

SocialMatterz Customer Success Managers (CSMs) discuss Twitter credentials and campaign content for Client approval.

## **Campaign Start**

CSM runs the Twitter campaign and reports success metrics back to client.

## **Specific Targeting**

- Infrastructure Engineer / Specialists / Professional
- Architect Solution Architect / Technical Architect / Chief Architect / Infrastructure Architect / Enterprise Architect / Engineer / Specialists / Professional
- System Administrator / Sys Admin / System Engineer
- OpenStack Professional / Specialist / Developer / Engineer

- IT Manager / Director
  - IT Analyst / Specialist
  - Cloud Architect
  - Datacenter Engineer / Professional
  - Network Engineer
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## **Step by Step Nurturing Process - Reply to recent, relevant tweet**

- 1) Discover relevant audience (IT leaders, architects, administrators, OpenStack professionals, developers and engineers) talking about OpenStack, storage, and related keywords.
  - 2) Reply to a relevant tweet with a question and the relevant blog link.
  - 3) To increase replies, we will favorite and retweet relevant tweets.
  - 4) We will vary the questions and responses as needed based on keywords and bios.
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## **Step by Step Nurturing Process - Direct Message**

- 1) Discover relevant audience (IT leaders, architects, administrators, OpenStack professionals, developers and engineers) talking about OpenStack, storage, and related keywords.
  - 2) Follow relevant leads.
  - 3) To increase follow backs, we will favorite and retweet relevant tweets.
  - 4) When the lead follows back, we will automatically send them a direct message with the blog link.
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## **Example Tweet Replies (*will be rotated*)**

## ***“Introduction to Ceph”***

*Since you’re talking about #OpenStack, is our introduction to Ceph valuable to you?* [\(link\)](#)

*Since you’re talking about #storage, have you used Ceph?* [\(link\)](#)

*I see you’re talking about #storage. Is our Ceph overview valuable to you?* [\(link\)](#)

*Since you’re talking about #storage, what’s the core component of Ceph?* [\(link\)](#)

*I see you’re talking about #storage. How can you manipulate objects in RADOS?* [\(link\)](#)

*Since you’re talking about #OpenStack - thought this introduction to Ceph might interest you:* [\(link\)](#)

*Since you’re talking about #storage, what’s the architecture of Ceph?* [\(link\)](#)

*Since you’re talking about #storage, would love your feedback on our introduction to Ceph:* [\(link\)](#)

## ***“Deploying Ceph with OpenStack”***

*I see you’re talking about #OpenStack. Why is Ceph the most popular block storage solution for OpenStack?* [\(link\)](#)

*Since you’re are talking about #OpenStack, what are the challenges of deploying Ceph with OpenStack?* [\(link\)](#)

*Since you’re talking about #OpenStack, what are the solutions of deploying Ceph with OpenStack?* [\(link\)](#)

*Since you’re talking about #storage, how does Ceph deployment work?* [\(link\)](#)

*Since you’re talking about #storage, what deployment, management, and monitoring tools do you recommend?* [\(link\)](#)

*Since you’re talking about #OpenStack, what do you think of our overview of Ceph tools?* [\(link\)](#)

*I see you’re talking about #storage. Is our overview of Ceph tools valuable to you?* [\(link\)](#)

*Since you're talking about #OpenStack - thoughts on our overview of Ceph operations? (link)*

*Since you're talking about #storage, is our overview of Ceph troubleshooting valuable to you? (link)*

*I see you're talking about #storage. How can you troubleshoot Ceph? (link)*

*Since you're talking about #OpenStack, what are the main factors that impact Ceph's performance? (link)*

*Since you're talking about #OpenStack - thoughts on our overview? (link)*

*Since you're talking about #OpenStack - thought our Ceph overview might interest you: (link)*

*Since you're talking about #storage, is our overview valuable to you? (link)*

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## **Example Direct Message Automated Replies**

*Hi (NAME), Shannon here, great to connect! I saw that you were tweeting about storage. Just curious, what do you think of our introduction to Ceph? (link)*

*Hi (NAME), Shannon here. Nice to connect! I saw that you were tweeting about OpenStack. What are the challenges and solutions of deploying Ceph with OpenStack? (link)*

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## **Additional Insights**

- SocialMatterz can give data on how many people clicked on the link and replied.