

Client - (Web Traffic)

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)

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.

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

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.

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.

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)

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)

Additional Insights

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