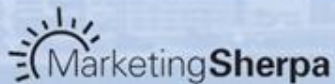


How to Use Social Media and Email for Prospecting

Pam O'Neal

Vice President, Marketing
BreakingPoint Systems, Inc.

Friday, January 22, 2010



EM@IL SUMMIT '10
5TH ANNUAL
Expo & Awards

BreakingPoint Systems



“...the worst financial crisis since the Great Depression.” Source: Wikipedia

???

2008

Product Launch

Goals

- Build brand awareness
- Generate initial demand

Key Tactics

- New media buzz
- SEO
- Trade event participation
- Relationship building
- Testing and monitoring

2009

Market Leadership

Goals

- Establish reputation as market leader
- Influence purchase / preference

Key Tactics

- Thought leadership
- Word-of-mouth
- Targeted direct programs
- Trade event exhibits
- SEO/SEM
- Conversion optimization

2010

Market Expansion

Goals

- Expand share of core market
- Increase awareness and share of new markets

Key Tactics

- Thought leadership
- Word-of-mouth
- Segment and role-based direct programs
- Trade event exhibits & presentations
- Rich media SEO

Increasingly targeted, more efficient and productive social prospecting

New and Return Web Visitors and Leads



Get Started

8 Social/Email Prospecting Essentials

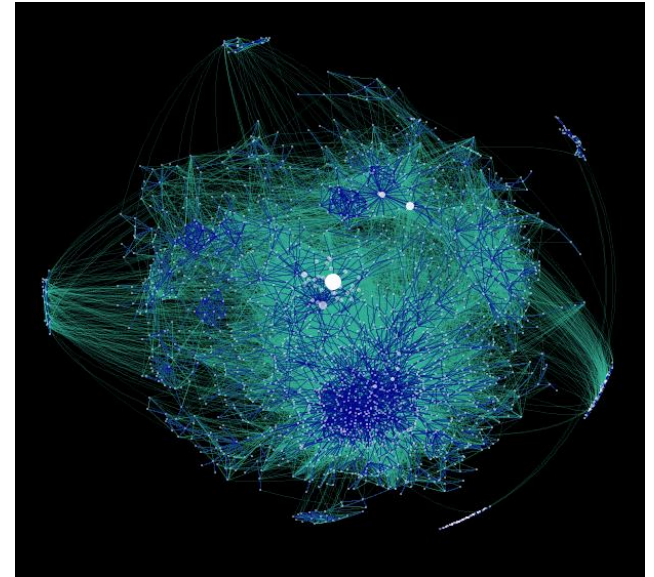
1. Sales and Marketing Alignment

- Think like Sales
- Set goals and develop plan
- Secure Sales buy-in
- Get on the same page
- Stay on the same page



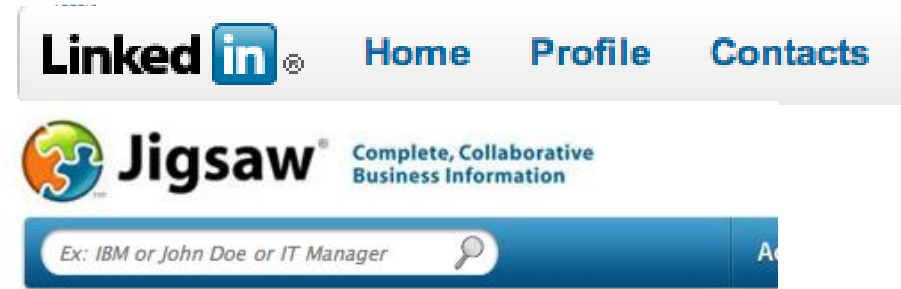
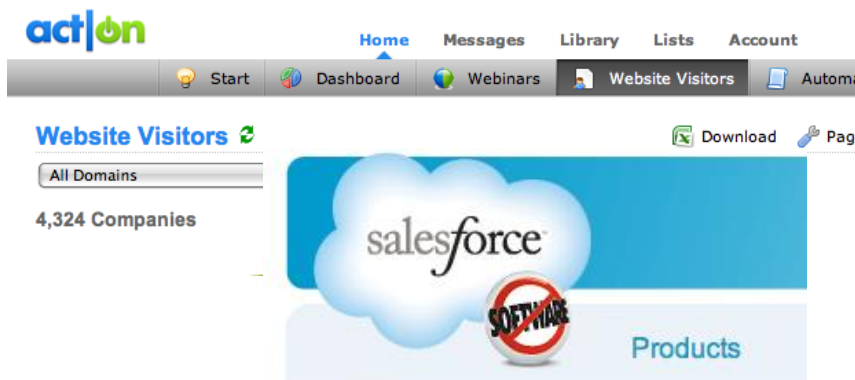
2. Social Monitoring System

- Mine for opportunities
- Tame social media chaos
- Monitor web traffic
- Identify opportunities
 - Influencers
 - Buyers
- Identify and create content for buyer needs, issues
- Monitor priority sites and conversations



3. Prospecting Tools

- Capture, assign, track opportunities
- Provide easy access to market intelligence
 - Contact databases
 - Contact profiles
- Automate email creation, distribution and tracking



*"Do not interrupt what people are interested in;
be what people are interested in."*

Jeff Lanctot
Avenue A | razorfish

4. Content Engine

Give the market a way to **find** you

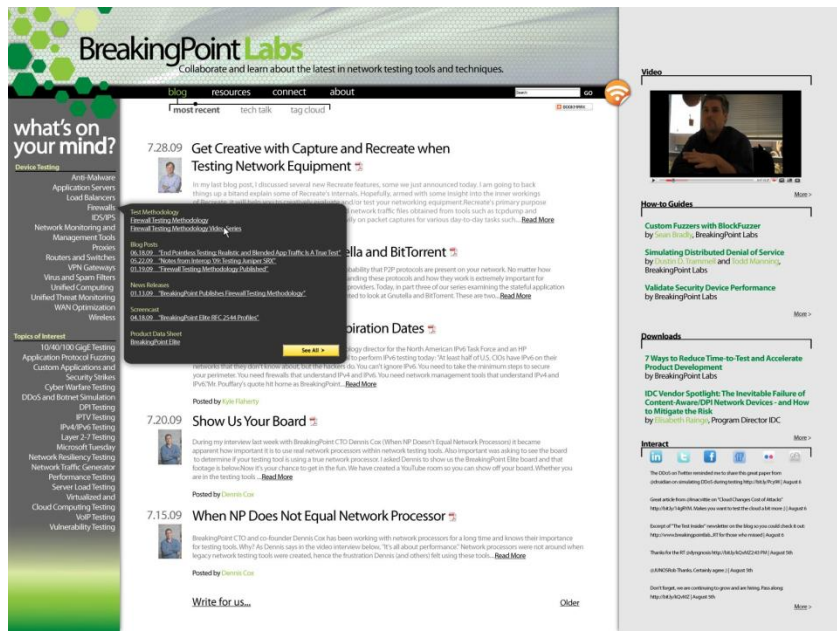
..... a reason to **talk** about you

..... and make it **easy** for them to do it



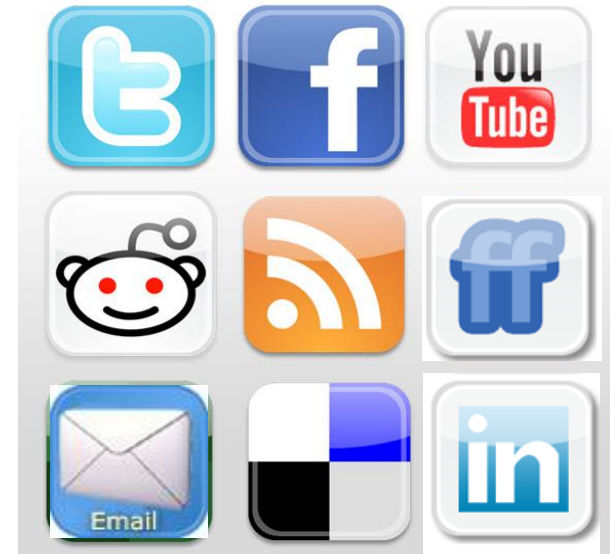
5. Destination Site

- Create blog, forum, community
- Optimize for search
- Build community of interest
 - Pull with “conversation”
 - Pull with SEO, viral content
 - Push with SEM, email
- Maintain with fresh valuable information
- Tailor content to target audience(s)
- Sustain the conversation



6. Company Social Network Presence

- Reserve all brands NOW
- Create company/product pages
- Create employee page templates
- Administer customer or peer group
- Start a group around an event
- Actively participate
- Bolster online group w/face-to-face
- Connect with other group members



7. Ready, Willing, Enabled Sales Team

Chris Fenton 1st

Account Manager - West Region at BreakingPoint Systems

Current

- Account Manager - West Region at BreakingPoint Systems
- Accounts Manager at SMC Corporation of America
- founder at Ei8ht Group, Inc.
- Network Support Engineer at Caw Networks

Only by supporting traffic generation with realistic application characteristics and multi-gigabit speeds with millions of connection set ups per minute of real world traffic can accurate testing be performed. Our solutions determine the breaking point of network products enabling end customers to procure the best of breed, well-tested networking equipment.

SlideShare Presentations

- Test IPS** 25 days ago
- Server Load Balancer Test...** 25 days ago

Chris's Activity

Yesterday

- Chris Fenton is big game hunting... 14 hours ago - Add comment
- Chris Fenton is turning over a new leaf... 16 hours ago - Add comment

Tuesday, Dec 15

- Chris Fenton "Webcast -Hardening Security Devices Against Increasingly Sophisticated Evasions" registration page: <http://clicky.me/evasionswebcast> 13 days ago - Add comment

Groups you share with

- Information Security
- Application, Network Performance & Security Testing
- Load & performance testing
- Test automation

SALES PLAYBOOK
 Mission Critical - A Great Way to Start
 Sell Better & Faster

Key Messages and Thought Leadership Content

Use Case Targeted Sales Presentations

Monthly Webcast Promotions

Membership in BreakingPoint Group and Other Key Groups

Process and Rules of Engagement

8. Email Drip Marketing

- Follow through with targeted consistent communications
- Define communication timeline and deliverables
- Leverage automated scoring and nurturing technology
- Enable audience to select preferences
- Encourage sharing
- Track and optimize

The Test Insider Volume 3
 Layer 2-7 Testing Insight to Accelerate Product Development

7 Ways to Reduce Time-to-Test [Subscribe](#)

Today's network equipment and application servers are getting so sophisticated that it is not possible to test every configuration or deployment scenario. To make matters worse, test engineers are being asked to accomplish their testing faster and with fewer resources. This unique combination of increased complexity and economic pressure actually creates a significant opportunity for test engineers to shine. We lead off The Test Insider Volume III with seven steps that can help reduce time-to-test, lower overall testing costs, speed product development and provide your customers with superior product, not to mention make you look like a hero at schedule time.

Enjoy and keep on testing!

Quick Links:

1. ["7 Ways to Reduce Time-to-Test";](#)
2. [Firewall Testing Webcast & BreakingPoint Firewall Test Methodology;](#)
3. [Interactive TCL Shell Enables Automation and Accelerates Product Development - Todd Manning;](#)
4. [Attacking Critical Internet Infrastructure - HD Moore;](#)

BreakingPoint Labs
[Testing Automation with TCL API](#)
[10Gig E: Hot Technology of 2009?](#)
[Fuzzing the Internet Printing Protocol](#)
[Building a Better Botnet](#)

Industry Resources
[PerfTesting.org](#)
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 Application, Network Performance & Security Testing

BreakingPoint

Help others find this newsletter:

action Home Messages Library Lists Account LOGOUT

Start Dashboard Webinars Website Visitors Automated Program

Website Visitors Download Page Names

All Domains Companies This Month

4,324 Companies

8. Email Drip Marketing (cont.)



Review:

- BreakingPoint's NOT so unique challenge (and likely, you face this too)
- Evolution of goals and marketing mix
- Social and email as growth accelerators
- Get started with 8 social prospecting essentials
 - Monitoring and prospecting
 - Optimizing your social network presence
 - Creating an efficient content engine
 - Enabling Sales for social prospecting
 - Automating email drip marketing
 - And more...



Credits/Thank You

Big thanks to:

- BreakingPoint Team
 - Kyle Flaherty, Director of Marketing
 - John Repa, Marketing Analyst
- Shawn Naggiar, Act-on, www.act-on.com
- Paul May, BuzzStream, www.buzzstream.com

Pam O'Neal, Vice President of Marketing

Connect: www.linkedin.com/in/breakingpoint

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poneal@breakingpoint.com