

Thinking Digital First

A guide to digital marketing

Your guide to digital marketing,
its components and what
Dell Technologies offers you to
run successful digital campaigns.

 **Dell Technologies**
PARTNER PROGRAM

1 Digital What & Why

2 Digital Paths

3 Digital Resources

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Digital What & Why

A quick digital marketing 101



Digital marketing: what and why

What does it mean to think digital first?

Thinking digital first means leading with content to engage and convert prospects in the digital channels where they increasingly live.

Why go digital now?

With growing concern surrounding live events, now is the time to finally embrace the digital first philosophy and level up your marketing strategy for today and tomorrow.



The components of digital marketing and how to use them

- Your website
- Content syndication
- Organic and paid social media
- Webinars
- Display ads and retargeting
- Automated campaigns
- Search engine marketing
- Search engine optimization

Learn more.

[See the Digital Resources page.](#)





Digital Paths

Explore Dell Technologies digital components and how you can use them to build your campaign plans.



1. Showcase

2. Content
syndication

3. Display ad

4. Organic and
paid social

5. Email

6. Webinar

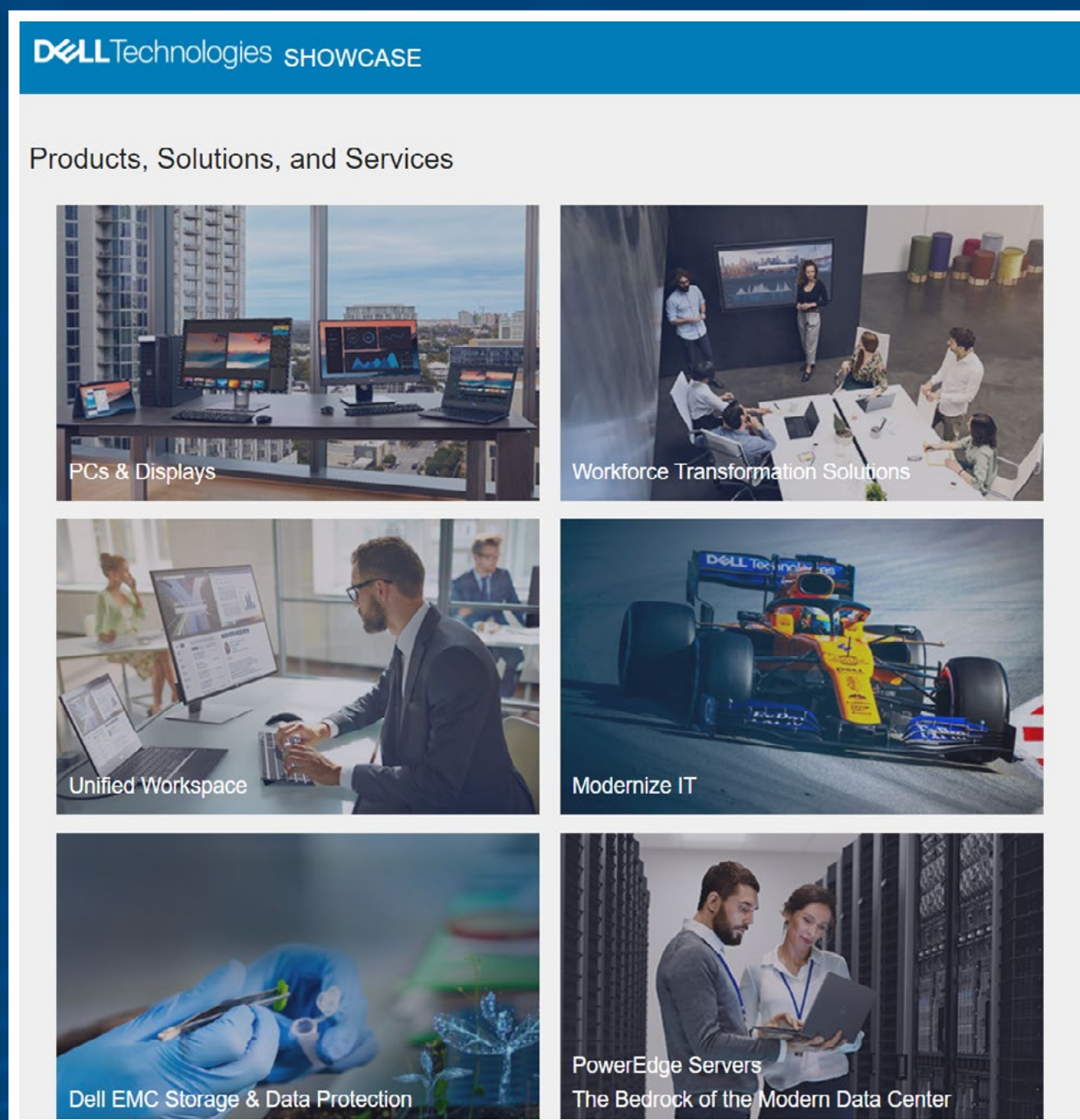
7. Customer
references



1. Showcase

WHAT: Showcase dynamic Dell Technologies content on your website with a simple embed code.

HOW: Go to the digital marketing tool. Under Web Plugins, search for “Showcase.”



The screenshot displays the 'Dell Technologies SHOWCASE' interface. At the top, the title 'Dell Technologies SHOWCASE' is shown in a blue header. Below the header, the text 'Products, Solutions, and Services' is displayed. The main content area features a grid of six image-based tiles, each with a caption:

- PCs & Displays:** An image of a desk with multiple monitors and laptops.
- Workforce Transformation Solutions:** An image of a meeting room with people around a table.
- Unified Workspace:** An image of a man working at a desk with multiple monitors.
- Modernize IT:** An image of a blue and yellow Formula 1 race car.
- Dell EMC Storage & Data Protection:** An image of hands in blue gloves holding a small object.
- PowerEdge Servers:** An image of two people in a server room looking at a laptop.



2. Content syndication

WHAT: Engage your audience with thought-leadership content syndicated on your website, social channels and paid publishing sites.

HOW: Select syndication content from the digital marketing tool by campaign and connect to your website and social channels. To amplify with paid channels, work with a publisher or concierge agency.



3. Display ad

WHAT: Display key campaign messages to your website and/or paid channels. Easily add your logo to co-brand.

HOW: Browse specific campaigns in the digital marketing tool for corresponding digital display ads.



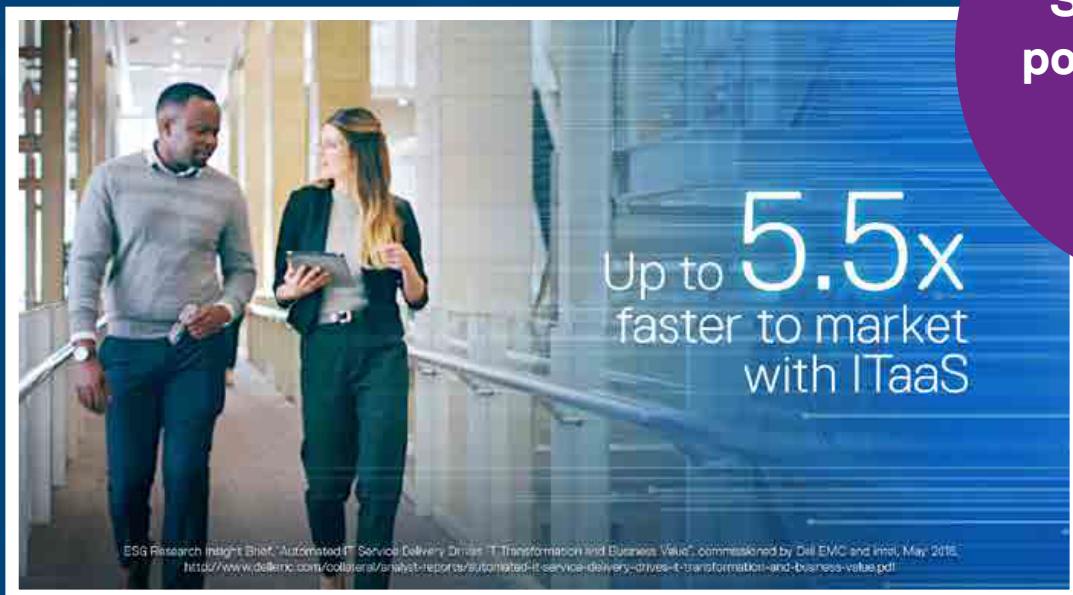
← Flex space for your logo



4. Organic and paid social

WHAT: Reach your prospects where they increasingly go to explore industry content—social media. Automate syndication of content in your organic posts and/or amplify reach with paid social campaigns.

HOW: Go to the digital marketing tool and view the Social Media tab to find content that can be automatically syndicated on your social accounts. You will also find options for paid social campaigns to target users beyond your followers.



Social: most popular among partners

Learn about organic and paid social media with [LinkedIn courses](#).



5. Email

WHAT: Use one-to-many emails to share knowledge, drive demand and capture leads.

HOW: In the digital marketing tool, go to Campaigns. Activate a specific email nurture campaign. You can activate directly or download source files to send through your platform of choice.

Flex space
for your logo



Having trouble viewing this?
[View Online](#)

Why hyperconverged?

PARTNER **LOGO** **DELL**Technologies

Lower operating costs by up to 52%¹
Your single, integrated cloud-ready platform has arrived.

Remove Complexity. Lower costs.

Dear [FirstName],

Today's IT demands systems that provide the same server, networking and storage capabilities as traditional architectures but in a single, integrated platform that extends to the cloud—removing complexity while lowering costs. That's where VMware Cloud Foundation on Dell EMC VxRail comes in.

Migrating is easy. VxRail and VMware Cloud Foundation together offer lifecycle management and a host of tools for pain-free deployment. Learn how you can make the move to Dell EMC VxRail.

[Download the IDC White Paper](#)

Up to **40%** lower TCO vs. external storage.²

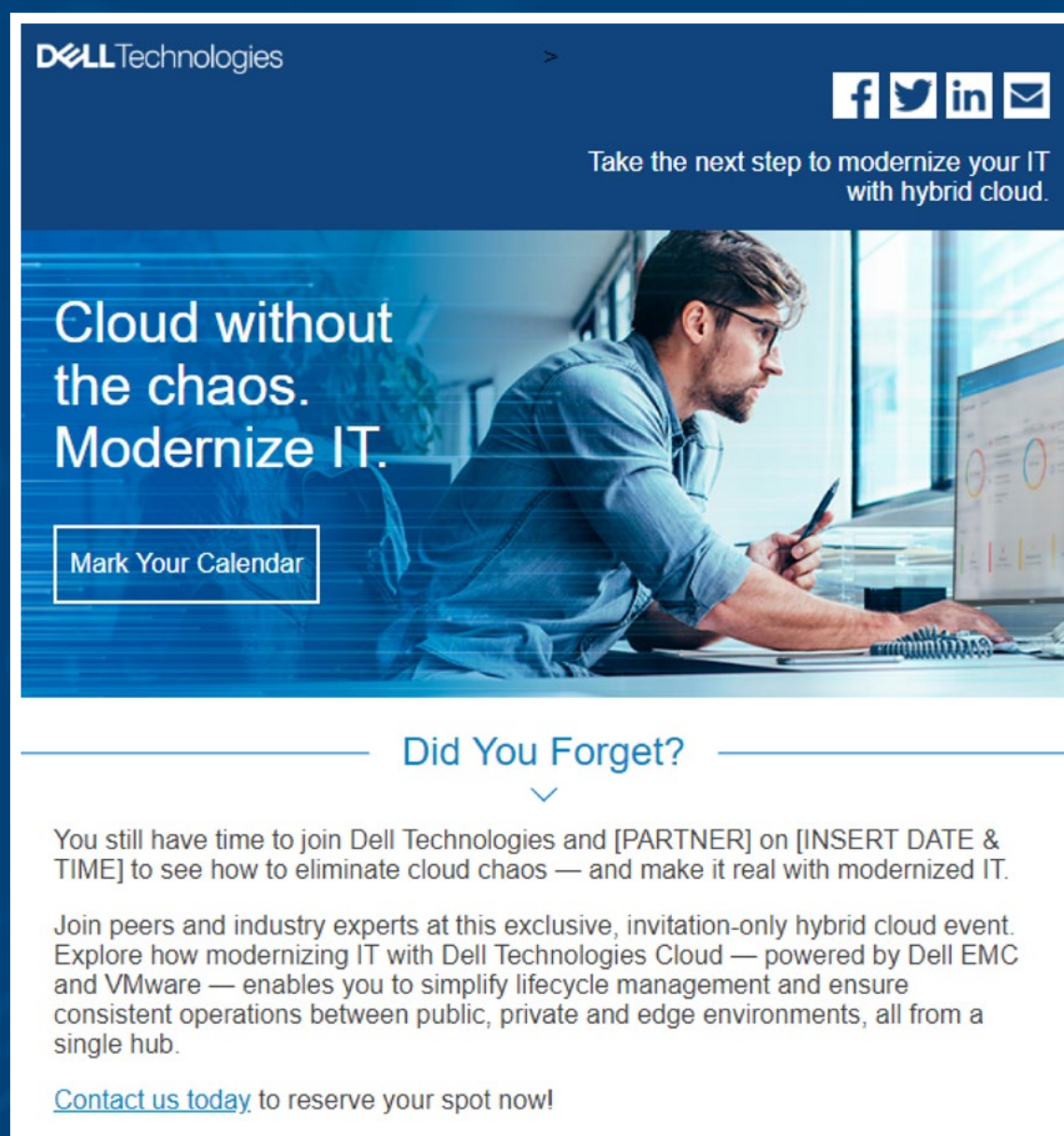
Up to **58%** lower management OpEx³



6. Webinar

WHAT: Swap out events for webinars to reach your customers.

HOW: Browse campaigns in the digital marketing tool. Select a campaign and choose a related webinar. Learn more about hosting a webinar with [LinkedIn courses](#).




The screenshot shows a Dell Technologies webinar registration page. At the top left is the Dell Technologies logo. To the right are social media icons for Facebook, Twitter, LinkedIn, and Email. Below these is the text: "Take the next step to modernize your IT with hybrid cloud." The main visual is a man in a blue shirt sitting at a desk, looking at a computer monitor displaying charts. Overlaid on the left side of the image is the text: "Cloud without the chaos. Modernize IT." Below this text is a button that says "Mark Your Calendar". Below the image is a section titled "Did You Forget?" with a downward arrow. The text below reads: "You still have time to join Dell Technologies and [PARTNER] on [INSERT DATE & TIME] to see how to eliminate cloud chaos — and make it real with modernized IT. Join peers and industry experts at this exclusive, invitation-only hybrid cloud event. Explore how modernizing IT with Dell Technologies Cloud — powered by Dell EMC and VMware — enables you to simplify lifecycle management and ensure consistent operations between public, private and edge environments, all from a single hub." At the bottom of this section is a link: "Contact us today to reserve your spot now!".



7. Customer references

WHAT: Let current customers tell the story for you.

HOW: Browse the digital marketing tool to find the most appropriate customer reference for you.



NON-PROFIT

Enabling a mobile workforce to better serve the community

[Watch Video ▶](#)



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Digital Resources

Looking for a focus? Check out the [digital marketing tool homepage](#) to browse all digital campaigns available in many languages.

FEATURED CAMPAIGNS



[Smarter, Faster Experiences – Client Solutions](#)



[Dell Technologies Cloud](#)



[Mid-Market Solutions](#)

[Explore LinkedIn digital marketing courses.](#)

[Connect with Dell Technologies concierge agencies.](#)





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