

# CloudBees Marketing Best Practices

Below are guidelines for creating marketing campaigns that are compliant with CloudBees' MDF requirements. Of course, every campaign is different depending on the type, vertical, or target, so please just use these as a reference point. You'll notice sections that say >>**CloudBees** - these are meant to give you some background on how each category fits with our program.

## Webinars

With webinars, we can work directly with you to help create or host a targeted campaign as a joint effort. This type of event is a fantastic source of ROI as the cost is low and it typically results in a decent amount of leads/ opportunities created.

>>**CloudBees**: Webinars are great for driving interest and a call to action for your existing customers and prospects. They're also great for promoting on-demand. While we can't host more than one partner webinar per month, it's great for partners to host their own webinars. We are happy to promote via social media and on our upcoming events site (we will do emails when time/ our promotion schedule permits!). Because webinars have virtually no cost, these do not require an MDF application, but the materials should be co-branded to extend the message.



via ON24.com

## Setup and Promotion

- Pick a date that either has worked well for you in the past or follow the chart to the right for industry best practices with webinar scheduling
- Send out at least three emails to prospects to keep your event front of mind for those who are interested
- Send the first email three weeks in advance, the second email two weeks in advance, and the final email either the day before or the day of the webinar
- Post the webinar details on social media platforms throughout the 3 week promotion period to ensure your followers/ customers are aware of the event - be sure to tag @CloudBees in all of your posts
- Paid media (i.e. AdWords, Display Network Ads, etc.) can be an effective means of promotion if you're utilizing the correct keywords - this is a more advanced promotion technique and likely not necessary

## Execution

- When creating the webinar, be sure to:
  - Stay away from cheesy clip art or stock photos

- Keep slides clean and uncluttered by limiting 3-5 bullet points per slide and by using larger, easy-to-read fonts
- Use a corporate template (if you have one) or feel free to work with CloudBees to create a co-branded template together
- Use quality recording equipment when presenting - having a scratchy microphone or pixelated webcam and leave a poor impression on the viewer
  - Make a test recording using the microphone and/or webcam to ensure that it all runs smoothly and looks/sounds professional
- Make sure the presenter is in a quiet room with no distractions or sources of white noise (i.e. fans, AC units, etc.)
- If you are presenting with a webcam, make sure your background is free from distractions and you're wearing solid colors - busy patterns can sometimes distract the viewers
- The presenter should focus on speaking slowly and clearly so that the audience can easily follow them throughout the different points of the presentation

## Post-Event

- When broadcasting the webinar, make sure to record it as well so you can host an on-demand version for prospects to access at a later time
  - According to ON24, 20% of people who register for webinars do it to get an on-demand version after the event
- Send a thank you email for attending (or a sorry we missed you email if they didn't) - include the on-demand webinar in the email so they have it any time they want to reference it
- If they asked any questions, be sure to follow up with the person who did and ensure their question was fully answered
- Make sure you're following up with each person who registered - remember, there was a reason that they signed up or attended!
- *It's great to utilize an on-demand webinar for a future email campaign, too!*

## Social Media

Like webinars, utilizing social media can be a great low-cost way to promote solutions and drive prospects to certain actions. If your brand needs to grow its following, paid advertisements can help drive people to your social account pages and also generate leads.

**>>CloudBees:** Make sure you are always tagging @CloudBees in your social media posts. If you need help putting together content for a campaign, reach out to us. We are happy to assist to make sure you are driving to the right activities with the right content. If you're interested in doing a co-branded campaign, make sure to submit an MDF application before starting.

## Content

- When creating content, you need to make sure that it's meaningful and concise

- Don't make posts too lengthy - tweets that are 103 characters long perform better than those that get closer to the character limit
- Include media for increased engagements and click-through rates
  - Tweets with images are 150% more likely to get retweets than text tweets (sproutsocial.com)
- LinkedIn, Twitter, and YouTube are the most effective B2B marketing platforms, but don't restrict yourself to those sites if you have a good following on others
- Always include @CloudBees in your posts

## Timing

- If you don't have analytics behind the best timing to reach your followers organically, there are many sources to find the best posting times for different platforms, here's one:
  - <https://www.slideshare.net/linkedineurope/the-best-times-to-post-on-facebook-twi-ter-linkedin-other-social-media-sites-hubspot-infographic>
- Don't overpost - one or two posts per day is the perfect amount to stay in front of your following without inundating them to the point where they unfollow you

## Paid Ads

- You can get by with organic posts on your page, but to truly get the most reach in your content you'll have to promote your posts via ads
- Make sure to target key demographics based off of the campaign - do you want to target more technical users or more high level users? The hashtags used and affinity groups (group of people based on interests) chosen can affect how many engagements or clickthroughs generated
- You can choose to exclude people who are already following you (on certain platforms) so you're not paying for impressions to people who already know your brand
- Set a daily budget for your campaign and evaluate it often based off of the in-platform analytics to make changes to it in order to get the most out of the advertising

## Example

In October 2017, the CloudBees social media team launched #TheButlerServes campaign, which drove prospects to sign up for a free trial of CloudBees Jenkins Enterprise (CJE). The messaging was consistent across all platforms and had the same call to action - a link to a signup page with more information on CJE. Creative wording was used around the butler theme in order to drive engagement and clicks throughout the campaign.

**Landing Page:**

**CloudBees Jenkins Enterprise - Free Trial**

Your Foundation for DevOps Success. Get Started Now!

**Get Started with CloudBees Jenkins Enterprise**

Experience rock-solid Jenkins for the enterprise. There's no obligation. No credit card required.

First Name \*  Last Name \*

Company \*

Company email \*

Phone \*

Country \*

By submitting this form you agree to our [terms of service](#) and [privacy policy](#).

**Twitter:**

**CloudBees** @CloudBees · Nov 2

Entrust your enterprise #DevOps initiative to the #JenkinsCI for limitless scale & expansion. #TheButlerServes [ow.ly/djSW30gg9Ey](https://ow.ly/djSW30gg9Ey)



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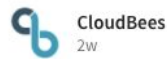
**CloudBees** @CloudBees · Oct 9

Get white glove treatment for your #DevOps initiatives w/CloudBees Jenkins Enterprise - Try it free #TheButlerServes [ow.ly/9cCO30fLcpx](https://ow.ly/9cCO30fLcpx)



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## LinkedIn:

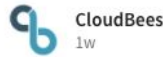


Ready for clean code, spotless enough even for the butler? Try CloudBees Jenkins Enterprise. Make your developers AND executives happy.  
<http://ow.ly/nKOe30gekCA> #TheButlerServes



2 Likes

Like Comment Share



The butler will always hear the bell. Ring and he will assist you with finding the perfect solution for your organization. <http://ow.ly/6ST030gj1QJ>  
#TheButlerServes



5 Likes

Like Comment Share

## The Takeaway

Create memorable and successful social media campaigns by following a creative theme that has a strong and desirable call to action. Set goals (i.e. sign ups, brand awareness, lead generation, etc.) early on and craft your content with the sole intention to meet those goals.

## Sample General Posts

Keeping in touch with your social media followers is important, especially on Twitter. You want to stay relevant and keep the conversation going whether you have a full campaign launched or not. Make sure you follow @CloudBees to retweet/copy any content we are using.

- Still not sure what this whole #DevOps thing is about? Check out #JenkinsWorld in Sept for informative sessions on all things DevOps! [Your Company Name] will be there to answer any questions! @CloudBees #jenkinsCI
- #jenkinsCI users: Have you checked out @CloudBees Jenkins Advisor - the #FREE diagnostics tool for Jenkins? Check it out here:  
<https://www.cloudbees.com/jenkins/cloudbees-jenkins-advisor>
- Using #jenkinsCI but want to try out the enterprise version? Check out a @CloudBees trial for FREE! <https://www.cloudbees.com/get-started/cloudbees-jenkins-enterprise>
- Listened to #DevOps Radio lately via @CloudBees? Check out the latest session!  
<https://www.cloudbees.com/resources/devops-radio>

## Email Campaigns

Today, email campaigns require careful planning because of their popularity with businesses. Everyone sends email to potential customers - you probably have deleted or ignored 100 emails just this week from businesses trying to get you to buy something. Creating a fully comprehensive campaign that makes converts prospects to leads requires a lot of practice.

**>>CloudBees:** Many different types of campaigns are available in the CloudBees Partner Portal for you to use - co-branded data sheets, campaigns-in-a-box, and more! There is no cost associated, so an MDF application is not required for these activities. *Don't forget to utilize your recorded webcasts for an email campaign in the months following to reinvigorate those leads!*

## Content

- Similar to webinars and social, you need to make sure that your content is crafted for the people you're trying to target - does it need to be high-level? Technical?
- Utilize HTML capabilities of whatever your email platform is to create smooth, responsive emails that look good on both desktop, mobile, and tablet devices - make sure the layout is simple to follow
- Include a compelling call to action (CTA) - make the reader have a reason to click on a link or fill out a form
- Stay away from walls of text - make sure to use decent line spacing and pictures to make the email easier to digest for readers
- Create a subject line that makes your audience want to open and read the email
  - Stay away from lines that use all caps, lots of punctuation (!!!!!), sound desperate (i.e. Open me!), or sound like spam emails
  - Perform A/B testing with different subject lines to see what works best for your audience
- Make it scannable - readers should be able to scan through sections and get the gist if the content. If they're interested, they'll read more thoroughly, if they're not interested, you're not wasting their time by reading through a whole email of content

## Delivery

- If you're getting a high bounce rate, make sure to scrub your list for proper email formats and also that the emails in your list are still active
  - <https://neverbounce.com/> is a great resource to check the validity of your emails - there are other email checkers to make sure that your email lists have high delivery rates
- Perform A/B testing to send during different times of the day. This will help you see which delivery times produce higher open/ click rates for certain lists
- If you have the ability to create drip/nurture campaigns, they can be very useful for scoring leads and guiding them down a path that makes them more likely to convert
  - Create contingencies for prospects who open, click, or ignore emails - if they ignore emails, maybe there is different wording you can use in the subject line to make them open it. If they open but don't click, create a better call to action on the next email to bring them in. If they're clicking, what's the next step to get a meeting with them?

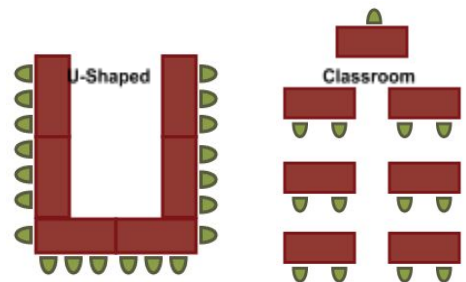
## Onsite Events

Events that bring potential or existing customers together are a powerful means of networking and developing relationships. This offers a unique outlet for prospects to ask questions directly and for sales teams to respond in a personal way that digital campaigns cannot offer. However, getting people to abandon routine and go to an event presents a new challenge that you have to overcome with a strong reason to go to the event.

**>>CloudBees:** Work with your channel marketing team to determine the best timing and location for a great event. We may already be planning something, so you can co-sponsor. These events require funding, so an MDF application is required for pre-approval before moving forward.

## Venue

- The two primary locations for onsite events are restaurants and hotels. This all depends on your industry vertical and event goals, but the venue's atmosphere can create different experiences for the attendees
- Choose a venue that compliments your event goals. If you want a more conversational tone for the event where everyone is able to participate, going somewhere with a U shaped or conference room table setup is more desirable. If you want to do all the talking, classroom seating may be more appropriate



## Content

- Similar to digital campaigns, you need to produce content that is attractive enough to drive registration to the event
- Typically, you'll determine what prospects are interested in learning about through conversations with them - find out what they want to know more about and start searching for content in line with what they're looking for (you can use our Campaigns in a Box on our partner portal to get started: <http://partners.cloudbees.com/English/Partner/marketing/collateral.aspx>)
- Make it interactive and engaging - members of an audience are much more receptive to content tailored to them or when they are included in on the discussion

## Follow Ups

- Make sure to have a plan for following up with attendees (and non-attendees) after the event
- Document any conversations with attendees and follow up specifically on what was discussed with them

## Co-Branded Marketing Materials

If you're planning to attend an event or to visit customers, it's great to have co-branded marketing materials. Make sure you are using the other brand's brand guidelines before finalizing anything, and make sure you receive their approval before moving forward.

>>**CloudBees:** Make sure you download the CloudBees branding guidelines from the marketing section of the partner portal

(<http://partners.cloudbees.com/English/Partner/marketing/collateral.aspx> - near the top of the page). If you don't have a company you typically use for giveaways, booths, etc, we can put you in touch with one of our contacts. All co-branded materials must be submitted for approval but are MDFable at at least 50% reimbursement (an application is required).

- Get something practical to give out - pens and notebooks are fine to create, but thinking outside the box and being creative will be much more eye catching to the recipient in the end
- There is a difference between giveaways you'd get for a tradeshow and giveaways for current customers - getting \$10 water bottles for everyone who stops by a tradeshow booth may not be the best use of giveaways
- Feel free to reach out to your partner marketing contact for suggestions or to run ideas by for feedback