



Embrace the digital marketing evolution

Advance your end-to-end marketing effectiveness with HPE Marketing Pro.

As more data and tools become available to tailor relationships between brands and buyers, new digital strategies such as personalization, automation, omnichannel, and data driven marketing enable us to provide more robust customer experiences. As an example, in a recent Forbes article, it stated 72% of buyers expect B2B companies to personalize their communications.¹ The performance impact many B2B companies are seeing by adopting these practices are astounding:



Customer retention rates are 90% higher for omnichannel vs. single channel.²



Personalized emails deliver 6x higher transaction rates.³



Purchase frequency is 250% higher for omnichannel vs. single channel.²

Applying these new digital strategies—and continuing to integrate digital marketing tactics into your marketing mix—will allow you to be an active and influential part of your customer's buying journey. HPE Marketing Pro makes it easier for you to access what you need to integrate digital strategies into your end-to-end marketing, advancing your marketing effectiveness, and driving growth with HPE.

“HPE Marketing Pro is a testament of our steadfast commitment to our Partners. Focused on addressing their marketing needs, HPE Marketing Pro enables Partners to quickly and easily reference a variety of digital marketing services, learning experiences, guides, and content to help them strengthen customer connections, drive demand, and grow their business.”

—David Head, Global Vice President, Geo & Partner Marketing, HPE

Put the power of HPE Marketing Pro to work

HPE Marketing Pro is a comprehensive suite of digital marketing resources, tools, training, content, and support so you can accelerate your commitment to world-class marketing. It is designed to help you create more meaningful customer connections, drive demand, and generate revenue. In addition to providing inspiration, resources, and support, HPE makes it easy for you to quickly access and customize the specific digital assets you need for your own digital campaigns.



I want to receive an **assessment** of my company's digital marketing practices.



I want to **enhance** my digital marketing capabilities.



I want to **amplify** my company's social presence.



I want to **engage** my audiences with compelling content.



I want to **deliver** effective integrated campaigns.

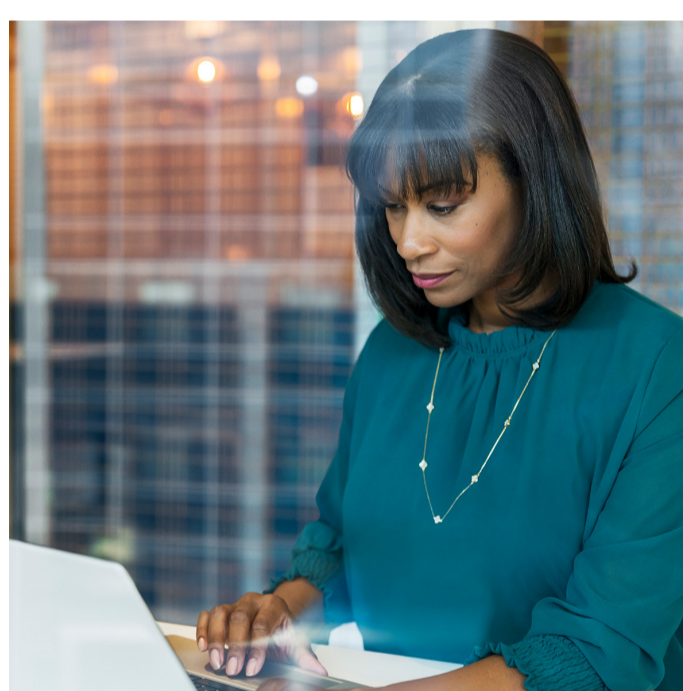
FIGURE 1. HPE Marketing Pro is built to address five key needs for our Partners.

Assess your digital marketing practices.

Take a short online survey and receive an HPE Marketing Pro Assessment that evaluates your company's digital maturity across five areas: Digital Identity, Organizational Commitment, Analytical Framework, Customer Relationship Management, and Campaign Planning & Execution.

- Receive recommendations and details of the HPE tools and resources that can help you accelerate your end-to-end digital marketing efforts
- Receive suggestions for specific HPE Marketing Pro Learning Center training courses that may be of interest

[Learn more](#)



Enhance your digital marketing skillset.

The HPE Marketing Pro Academy includes a dedicated online learning center with educational videos and other resources that enable you to advance your digital marketing capabilities regardless of your level of experience. You can also earn an accreditation badge to highlight your proficiency.

- Access educational resources within the HPE Marketing Pro Learning Center to reach new levels of success
- Receive insights from HPE and industry thought leaders
- Gain expertise in Content Marketing, Search, Marketing Analytics, Digital Marketing, and Social
- Earn the HPE Marketing Pro Accreditation

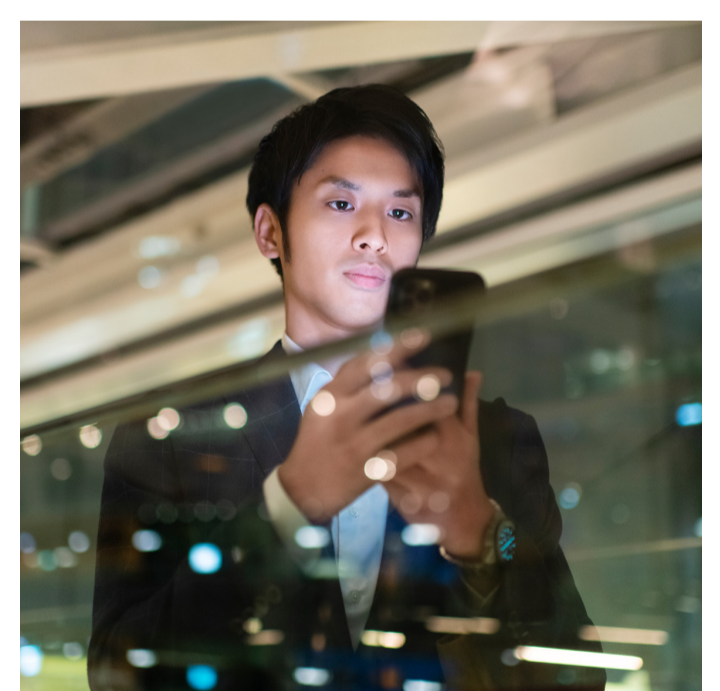
[Learn more](#)

Amplify your company's social media presence with ready-to-post content.

The HPE Social Media Center makes it easy to amplify your company's social presence with ready-to-post, customizable social content you can integrate into your marketing campaigns, easily accessed from the HPE Partner Ready Portal.

- Click-to-share HPE content: infographics, white papers and videos
- Customize posts with your own voice
- Use measurement and analytics to assess the impact of your efforts

[Learn more](#)



Engage your audiences by leveraging HPE content and services.

HPE makes it easy to engage your audiences with compelling digital content across the buyer's journey. Consume, share or syndicate HPE sales, marketing and solution-related content to your website leveraging HPE tools.

Access these tools and content from [HPE Marketing Pro](#) on the HPE Partner Ready Portal. You can also access strategic sales resources, positioning, and news from [Seismic](#).

- HPE Content Syndication—Services that enable an automatic feed of HPE product and marketing content directly to your website or online store
- HPE Marketing Pro Content Hub—Curated HPE Marketing Pro educational, program, and co-marketing assets in a single, easy-to-navigate location, making it seamless for you to find the marketing resources you need
- HPE PSNow—A comprehensive repository for sales and marketing products, services, and solutions related content
- HPE Partner Marketing Concierge—Personal assistance to locate the tools and content you need and provide guidance about HPE tools

To access these tools, visit [HPE Marketing Pro](#).

Deliver successful, integrated digital marketing campaigns.

HPE helps you engage, align, activate, and optimize integrated marketing campaigns easily and efficiently with complete, ready-to-use, customizable co-marketing campaigns, digital marketing campaign blueprints, and the support of HPE Marketing Services Agencies.

- Intuitive, easy-to-use interactive Channel Campaign Activation Kits provide guidance about which tactics and deliverables to use to activate each campaign
- Access the expertise of an HPE Marketing Service Agency to activate your campaigns
- Adopt B2B omnichannel marketing to orchestrate a personalized and seamless experience for your customers

[Learn more](#) about digital marketing campaign blueprints
Access the HPE Campaign Activation Kits at [marketingpro.hpe.com](#) and select Global Channel Campaigns

[Learn more](#) about HPE Marketing Services Agencies



For more information:

Learn more about [HPE Marketing Pro](#) or access HPE Marketing Pro resources via [marketingpro.hpe.com](#).

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¹ Source: "Five B2B Marketing Trends To Watch in 2020," <https://www.forbes.com/sites/forbescommunicationscouncil/2019/12/02/five-b2b-marketing-trends-to-watch-in-2020/#16a6cb97336f>, 2019

² Source: "Omnichannel marketing in the new digital age," <https://www.smartbrief.com/original/2020/06/omnichannel-marketing-new-digital-age>, 2020

³ Source: Convertcart "20 email personalization templates (examples from great brands)" <https://www.convertcart.com/blog/email-personalization-templates>, 2021