

Communications Plan for Backup Exec Partner Toolkit Google Hangout On Air 6/14

Objectives:

- Drive attendance to live Google Hangout On Air and recorded session.
- Educate partners on toolkit.
- Convert attendees to download toolkit from PartnerNet (<https://partnernet.symantec.com/Partnercontent/Product/BEDAT.jsp>)

Audience:

- Primary: Symantec partners selling BE
- Secondary: Customers using/considering BE

Hangout title:

Pre-Deploy. Post-Delight. New Backup Exec Partner Toolkit

Description:

Validate existing environments before you install with the Backup Exec Partner Toolkit and discover more satisfying, more confidence-boosting deployments. Join Symantec Backup Exec Product Managers for a Google Hangout On Air—Pre-Deploy. Post-Delight. New Backup Exec Partner Toolkit—on June 14 at 10 a.m. ET. See how the generated reports in this free toolkit reduce the time to deployment and deliver post-deployment delight. <http://buex.ec/t00lkit>

Pre-Event

Social Media Coverage (separate calendar to be developed)

Global Partner Channels—primary

- Facebook: <http://facebook.com/symantecpartners>
- Twitter: <http://twitter.com/symcpartners>
- LinkedIn Page: <http://www.linkedin.com/company/symantec-partners>
- LinkedIn Group: <http://www.linkedin.com/groups?gid=4713867>
- Actual posts to be developed by Weber Shandwick and distributed to applicable social media channel managers as well as in the partner social media suggested posts the Friday prior to the post's scheduled run time
- Suggest coverage on Facebook and Twitter on 5/31, 6/4, 6/6, 6/10, 6/12 and 6/14
- Suggest coverage on LinkedIn page on 5/31, 6/6 and 6/12
- Matt, Skip or Raj to post LinkedIn Group discussion asking for questions prior to event

Backup Exec Product Channels—RTs and shares

- Facebook: <https://www.facebook.com/pages/Symantec-Backup-Exec/57919226552>
- Twitter: <https://twitter.com/#!/backupexec>; <https://twitter.com/packmatt73>; and <https://twitter.com/#!/BackupExecPM>

Corporate Channels—RTs and shares

- Facebook: <https://www.facebook.com/Symantec>
- Twitter: <https://twitter.com/symantec>
- LinkedIn Page: <http://www.linkedin.com/company/symantec>
- GooglePlus: <https://plus.google.com/u/0/109508720846013394238>

GCC News

- 6/6 (Kelly)
- 6/13 (Kelly)
- Also included on Chatter 5/31 (Kelly)

NAM PartnerNews

- 6/13 (Amanda Anderson, submitted 5/30)

NAM Partner Scoop

- 6/13 (Amanda Anderson, submitted 5/31)

Americas Channel Marketing Update

- 6/7 (Amanda Anderson, submitted 5/31)

SOS and SSN

- 6/3 (Kelly submitted 5/31)
- 6/10 (SOS) (Kelly submitted 5/31)

PartnerNet

- News and Events listing (Kelly submitted 5/31)
- Partner Enablement Event Calendar (Kelly finding out how to make addition as of 5/31)

Post-Event (promotion of recorded session)

Social Media Coverage

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- LinkedIn Group: <http://www.linkedin.com/groups?gid=4713867>

- Actual posts to be developed by Weber Shandwick and distributed to applicable social media channel managers as well as in the partner social media suggested posts the Friday prior to the post's scheduled run time
- Suggest coverage on Facebook and Twitter on 6/17, 6/20 and 6/26
- Suggest coverage on LinkedIn page on 6/17 and 6/26
- Matt, Skip or Raj to post LinkedIn Group discussion asking if people attended, if they have any unanswered questions and if they've used the toolkit and what they thought.

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GCC News

- 6/20

NAM PartnerNews

- 7/13ish

NAM Partner Scoop

- 6/13ish

Americas Channel Marketing Update

- 6/21

SOS and SSN

- 6/24

PartnerNet

- News listing with link to recording

PartnerNews

- Article distributed with July batch