tremolo®
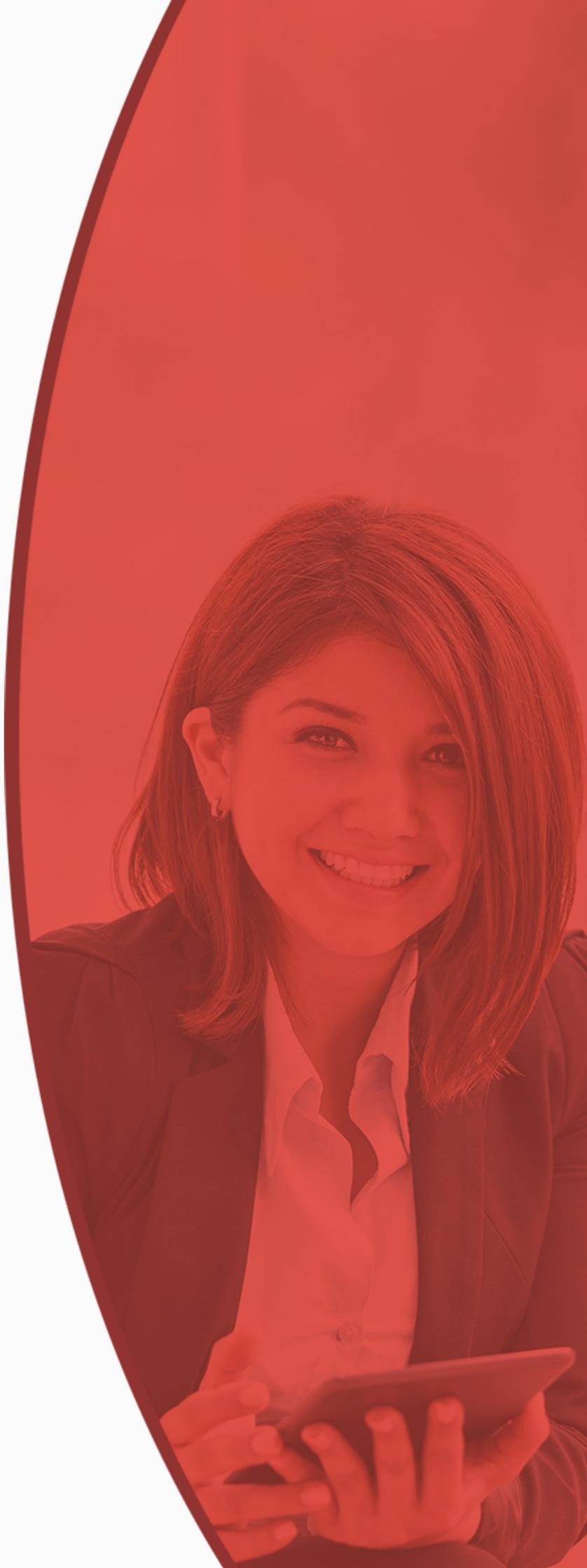
CASE STUDY:

Xerox Transforms
Channel Partners' Social Presence
with **socialondemand®** from
Tremolo® Software Limited

THE BACKGROUND AND CHALLENGES

Looking to improve its partner social media marketing Xerox approached Tremolo® in late 2013.

"We are big advocates of having a social presence, and always encourage our partners to get involved on social media networks. The existing process was a completely manual one, and a real problem sharing content to our partners at scale across the United States and Western Europe," said Andy Hill, Social Media Manager, Channel Partner Operations, Xerox.

In Western Europe and the USA, Xerox works with thousands of partners in 15 countries and 11 languages. From their own experience, Xerox knew that local language content was key to building a truly relevant and effective social presence for their partners.

"We needed a system that not only distributed content seamlessly, but also one which catered for content in different languages with the ability for local country review and approval, too," noted Hill.

APPROACH AND SOLUTION

Whilst Xerox reviewed and considered various solutions, it was Tremolos' attention to detail and proven success with other global partners which ultimately convinced Hill that they were the right choice.

"socialondemand®'s integration was impressive and its integration with Xing, a social media platform which is massive for our German partners, was critical. I looked around the market and found that nobody else had Xing on their radar," said Hill. "I needed a platform that gave me results immediately. After all, as a channel marketer buying into a new marketing platform my reputation is on the line."

Tremolos' socialondemand® platform was initially launched to Xerox's partners in the United Kingdom.

"Tremolo® managed the launch professionally, and were hands-on and responsive whenever we had a deadline or a problem to solve. Their proactivity didn't stop after the sale. I have weekly catch-ups with Tremolo which have become a useful forum to share experiences, learn about best practice and results," said Hill.

XEROX'S CONTENT STRATEGY DELIVERED GREAT RESULTS

Xerox launched socialondemand in November 2013 to 20 partners in the United Kingdom, under the program name **Xerox Social on Demand**, and has now grown to over 112 partners, some even out of the UK (Figures from 2016).

Currently, partners have added 409 social media accounts on the platform, which give Xerox 'indirect' access to the social networks of its partners, namely:

f   **29,374 Facebook Fanpage followers**

▼   **46,937 Twitter followers**

in   **29,951 LinkedIn contacts.**

From the start, Xerox wanted to share content that added value to their partners and ultimately to prospective buyers, so they mixed Xerox social media posts with industry news and thought-leadership content. More than 1,835 social media posts have been shared with partners. Typically, 20% of these posts were shared by partners.

🚀   **Over the last 12 months, these 1,835 POSTS have generated 125,898 CLICKS, as well as 3,645 LIKES AND RETWEETS.**

Additional results include:

⭐   **The "Why Strategic Planning is Crucial" post generated 768 CLICKS, with a 28% CLICK-THRU RATE.**

⭐   **The post "MFP Tips: The forgotten art of envelope printing" was POSTED BY 85% OF ALL PARTNERS.**

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"We don't compare social media against other traditional forms of marketing, but certainly, when you compare click-through rates achieved with this program versus other forms of social media marketing, Xerox Social on Demand outperforms them," explained Hill.

"The numbers are obviously important, but another measure of success was the take-up from the partners. There is real power in the system, particularly for our partners."

THE PARTNERS WEIGH IN

"I've had the benefit of using socialondemand in 2 different companies now. In both instances I found the tool to be a massive time saver for companies and marketers with limited resources. It enables me to engage in a full content strategy on social media, and augment my existing program. The automation within the tool is also really useful, and getting relevant, timely content from Xerox helps both us, and Xerox on building a meaningful social presence."

Toni Gibiino – Zerographic, Premier Xerox Partner

"My experience of the socialondemand platform has been a really positive one. The tool is intuitive to use and I like the extra features which have been put into the platform, this really adds value. I like the analytics engine within socialondemand, and find the dashboard feature really useful in getting important snapshot information, quickly."

Lauren Stott – nustream, Xerox Partner

For more information on how your enterprise can emulate the success of Xerox with purechannelapps, then contact us today by emailing **info@tremolosoftware.com** or call us on **+44 (0) 20 3540 6585**.