



## The Story: Influencer Marketing

Dell wanted to transform its community of developers and IT pros into a more strategic business asset. The goal was to increase lead generation and sales for large enterprise market by providing multiple ways to access, consume and co-create solutions-oriented content.

- Become a one-stop community destination for solutions-oriented content fostered through deep brand and customer engagement
- Provide a variety of engagement options including weekly live chats, offline events, message boards, videos, white papers, knowledge and best practices exchange and peer-to-peer support that help users expand and optimize server configuration and performance



## ComBlu Deliverables

- Developed extensive content supply chain model
- Created content amplification approach
- Developed and executed robust engagement roadmap
- Solicited extensive and continuous feedback from high-performing members to institute ongoing enhancements
- Provided community-specific deals and sales programs
- Presented partner content that illustrated a “better together” strategy for IT infrastructure
- Recruited customer advocates who served as word-of-mouth and customer reference channel
- Co-created content and distributed as part of the lead gen nurturing process



## Impact

- Increased community membership base by 300%
- Boosted member engagement in providing high utility content and peer support
- Reduced sales cycle through use of community generated sales enablement assets that aligned with key prospect pain points and use cases