



Adobe

ADOBE GAINS ACCESS TO THE 400,000 SOCIAL MEDIA FOLLOWERS OF ITS CHANNEL PARTNERS USING SOCIALONDEMAND®

Background

Adobe Systems is a global leader in digital marketing and digital media solutions and has a very large network of channel partners in many countries around the globe.

Challenges

The way Adobe's audience makes its purchasing decisions has changed - they now spend much more of the 'buying decision cycle' online and on social networks before talking to any supplier. And operating an indirect channel, Adobe faces the continual challenge of trying to influence end-users through its partners.

As a market leader, Adobe was looking for ways to support its internationally acclaimed channel of partners with a more dynamic and proactive approach to end-user marketing communications to reflect its own digital business model.

Historically, Adobe had diligently provided its channel partners with traditional multi-touch campaigns such as co-branded emails, presentations and direct mails. Yet it became increasingly apparent that these communication methods needed to be modernised and adapted to leverage the huge opportunity presented by social media.

Despite the reach afforded by social media, Adobe understands that its partners often struggle with fuelling the 'social media engine' because they can find it difficult to add any content of relevance to their company's social media platforms.

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Angela Leach, Senior Marketing Manager EMEA, Adobe

The approach and solution

Being at the forefront of the digital market, Adobe was keen to partner with other dynamic companies that could reflect its own cutting-edge work ethic. Adobe forged a relationship with purechannelapps™ to provide the company with an innovative platform that would transform its approach to social media in channels.

Wanting to socially enable its partners to become trusted advisors to the end-user community, purechannelapps proposed that Adobe adopt socialondemand® – the dynamic social media syndication tool.

socialondemand is a web-based solution where partners can select and publish relevant end-user content to their own social media accounts. The high value content is available for partners in real time and can be published with full control and without having to manually sign into any of their social media accounts.

Adobe adopted a phased approach to the launch of socialondemand, which started with a UK focused trial in February 2012. Following the successful UK pilot, socialondemand was formally launched internationally by Adobe in March 2013.

The Results

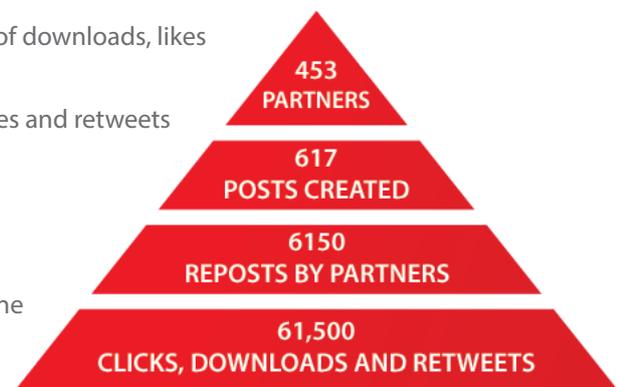
Partner uptake demonstrates the rapid appeal of the forward-thinking social media initiative by Adobe:

- 452 partners with 490 users are active on socialondemand within Adobe's European channel.
- These partners have linked 1730 social media accounts (such as Twitter, Facebook and LinkedIn) to socialondemand.
- These accounts gave Adobe instant access to over 400,000 followers, friends and contacts via their socially active channel partners.

The success of socialondemand is easily demonstrated by the volume of downloads, likes and retweets that Adobe's channel has experienced:

- From just 617 posts (reposted 6,150 times), 61,500 downloads, likes and retweets have occurred - an average of 100 clicks per post.
- In the initial UK trial, one partner posted content 178 times which generated 2,000 clicks and was re-tweeted 21 times.

Suddenly, the power of social media proliferation was evident - from one 'post' that took Adobe a minute to create, multiple partners across Europe were able to instantly spread the word.



"The same passion we bring to revolutionising how people engage with ideas and information is evident in our work fostering change in communities worldwide. socialondemand provides us with a leading-edge, dynamic platform by which we can continue to communicate through our channels to reach our customers," commented Angela Leach, Senior Marketing Manager EMEA.

Benefits

Supporting international partners

Through the fully customisable and multi-lingual socialondemand partner facing portal, social media content in 3 different languages is offered to Adobe partners across EMEA to post as their own.

Targeted social media content

Content can be targeted by Adobe to specific groups within its channel, and partners themselves can select various 'opt in' and 'opt out' preferences to tailor the relevance of content type even further.

Decreased time to market

Adobe recently unveiled Creative Cloud for teams, and as a critical launch for the vendor it wanted to ensure that key messaging was amplified by its channel to maximise target audience awareness. Through socialondemand, Adobe was able to instantly amplify its core messaging by providing its partner network with multiple social media posts that they could echo as their own.