



ABOUT GREENLIGHT GROUP

Greenlight Group is a software consulting and systems integration services firm specializing in Enterprise Monitoring with 4 Pillars of expertise: IT Service Management, Operations Management, Automation/Cloud, and Business Analytics.

MEASURABLE RESULTS

- ▶ Established strong social media presence
- ▶ Saves more than 20 hours per month with direct access to quality content
- ▶ Educational content validates professionalism and knowledge
- ▶ Demonstrated commitment to HP community

THE CHALLENGE

As Marketing Manager for Greenlight Group (GLG), it's safe to say that Stacy Madden wears a lot of hats for the multi-vendor software consulting firm, which counts HP, Cherwell, Puppet, VMWare, RedHat, Vertica, and SAP among its many partners.

"GLG is absolutely committed to educating customers and making sure they understand the value of our partners' solutions and how to use them, but we have a small team," said Madden. "One of our primary goals is to avoid being one of those companies that simply installs software and leaves. We aim to add value to our relationships."

Approximately 70 percent of the solutions and services GLG provides are HP-based and the firm is an HP Gold Software Partner. "In the past, our only marketing options through HP were to send a postcard or e-mail campaign, but those just aren't quite as effective anymore," said Madden. Content development was often sporadic and GLG's social media presence was almost non-existent.

"In light of all of the other things I'm doing, social media felt overwhelming to the point of paralyzing," said Madden. "It takes so much time to find or create meaningful content, manage posts and keep up with multiple social sites. Plus, as someone who didn't grow up with social media, it took me a little while to actually be convinced that it was even worth our time and energy. Managing social media could easily be a part-time job, if not a full-time job in and of itself. We weren't ready to invest that kind of time there."

THE SOLUTION

HP provided GLG with access to Zift Solutions and the firm has been utilizing the Zift Platform for approximately seven (7) years. GLG is actively using Zift's Content Syndication with Email Marketing and Social Media Syndication to establish a strong social media presence and engage more customers more often.

"It is so much easier to promote HP using the Zift Platform," said Madden. "Everything we need to create and launch email campaigns, promote educational content on our website and manage social media is at our fingertips," said Madden.

"If you have a small team, just one aspect of multi-tactic marketing can quickly consume all of your time. We now have the ability to leverage HP content and assets, create unique campaigns and maintain our social media presence without all the effort and energy typically required to do everything effectively."

"We have increased our followers, our brand is getting more attention, and [our social media activity] validates our professionalism and knowledge, as well as our commitment to the HP community."

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THE RESULTS

Zift has been a powerful catalyst to improve GLG's social media presence and is helping the firm achieve its mission to serve as a true educator to customers.

"Prior to Zift, social media felt overwhelming and off-putting," said Madden. "Once we understood its vital importance and implemented Zift's Social Media Syndication, everyone became involved. We're very active on Twitter and LinkedIn now and it's so easy that even our engineers are posting on a regular basis. I spend maybe ten minutes on social per day and could see a difference right away."

GLG uses social media as a powerful platform to keep customers informed and engaged. "I can easily use the syndication tool with approved HP content, as well as create my own posts, and then, boom, we're sharing content on both LinkedIn and Twitter in seconds," said Madden. In addition to HP's syndicated content, GLG engineers make five- to ten-minute tech videos focused on specific products and capabilities to demonstrate exactly what their products and services can do and Madden posts them to select social platforms.

"We recently posted about Service Management and Automation and someone in Germany saw it. Soon after, they saw a post from one of our engineers and became a follower. Then they saw a syndicated post and called us. It was great to get an actual business inquiry that we could specifically tie to our social media," she said.

Customers and HP have also taken note of GLG's increased social media presence. "In the last several months, we have really been getting comments from clients and our HP reps about seeing us on Twitter and LinkedIn more often," said Madden. "Because we're pushing HP content with educational value that applies to the products we specialize in, we have increased our followers, our brand is getting more attention, and I think it validates our professionalism and knowledge, as well as our commitment to the HP community."

