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NUTANIX
XPAND™

Email Marketing

A user's guide to achieving a successful digital strategy through Nutanix email marketing.

Our Content

01

Why Email Marketing?

With the convenience provided by technology, everyone has access to their emails via phone, computer, or tablet.

Thus, email marketing is one of the most effective ways to achieve a successful digital marketing strategy. Not only is it personal and customizable email marketing is also action-oriented, easily measurable, and cost effective.

XPAND email marketing options

- Warm up existing customers
- Invite prospects and customers to events
- Promote test drives and free trials
- Nurture pre and post-events
- Announce product updates

02

Email Marketing Considerations

Who is your audience?

Define what kind of audience you're trying to reach - who are you speaking to and how many?

It's important to consider your subscriber count, as different email marketing platforms vary in features and pricing. For example, Zift provides a standard of 2,500 mailing credits to start with the option to increase. Also determine if you need to segment your audience - if so, what kind of content would each segment like to see, and how will you execute this efficiently? A successful email marketing strategy requires a solid understanding of your end goals as this will set the tone and structure of your campaign execution.

Learn more about the importance of email list segmentation [here](#).

How does email tie into your brand?

You want to impress and engage with your prospects and customers while staying true to your brand identity.

Do this by creating and adhering to your brand guidelines. Your email content, tone, and graphics should be consistent - this will ensure reliable relationships with your audience.

For more email marketing best practices, [check out this guide](#).

02 Email Marketing Considerations

What is your online health and reputation?

There are a couple of factors that can affect the effectiveness of your email marketing.

Many companies run the risk of suspension or blacklisting of their email domain. To mitigate that, understand what it takes to stay in compliance and maintain the quality of your email database.

For more information, [check out this article.](#)

Are you who you say you are?

Authenticating your from email address will maximize the deliverability of your emails and ensure your emails will not be marked as SPAM.

It is also recommended that you do not use role email addresses (events@, info@, marketing@, etc.), as they get bounced or detected as spam traps a lot more than name email addresses.

Read about the best practices for quality sender reputation [here.](#)

Are you aware of your mistakes?

Recognizing your email marketing mistakes is the first step to improving your overall strategy.

To see the four common email marketing mistakes that SMBs make, [click here.](#)

03

Content Creation Strategies

03 Content Creation Strategies

Best practices of email marketing

Keep emails simple and straightforward. List what readers expect to learn in easy-to-read bullets.

Email Example

PARTNERLOGO

Have you been asking yourself these hyperconvergence questions?

Dear [FirstName],

Have you been wondering what the hype is around hyperconverged infrastructure? Are you just looking to understand the technology better? What are the main reasons your peers are adopting it?

We've rounded up the top hyperconvergence questions (and their answers) in this handy eBook.

Download to learn:

- What HCI is and the components within
- How it equips you with a cloud foundation for your datacenter
- The ways HCI makes IT teams more productive and efficient
- Top reasons to move away from a traditional 3 (or more) tier environment
- ...and more!

Sincerely,
[Partner Contact Name]

[Download](#)

Maconnas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent lobortis malesuada cursus. Maecenas scelerisque congue eros eu posuere.

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[Partner Website]

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Demonstrate knowledge through analytics - you do not have to directly advertise your organization. Rather, position yourself through positive business trends, results, and benchmarking.

Email Example

PARTNERLOGO

Once. Twice. Three Times a Leader.

Dear [FirstName],

As more and more organizations adopt hyperconverged infrastructure as the core of their enterprise cloud strategy, we believe the Gartner Magic Quadrant has become the gold standard in assessing vendors in the space.

The new 2019 Gartner Magic Quadrant for Hyperconverged Infrastructure evaluates the current state of datacenter infrastructure, including an overview of how vendors in the space compare, and what's evolved in IT. Download your complimentary copy.

Sincerely,
[Partner Contact Name]

[Download](#)

Maconnas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent lobortis malesuada cursus. Maecenas scelerisque congue eros eu posuere.

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Use captivating headers to capture readers' attention. Touch on the value your business can bring to prospects and customers - how are you different from other organizations and how can your solutions meet your audience's needs?

Email Example

PARTNERLOGO

Define your virtualization solution needs.

Dear [FirstName],

Are you using a virtualization solution that aligns with your current goals—one that offers you manageability, ease of protection, high availability and fault tolerance, and performance? Are you paying hefty licensing fees for it?

Make sure you're asking the right questions as you explore an option (or a new option) for your virtualization needs. This guide will get you thinking about what you should be evaluating as you refresh and evolve your datacenter and virtualization strategies.

Sincerely,
[Partner Contact Name]

[Download now](#)

Maconnas sed ante pellentesque, posuere leo id, eleifend dolor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Praesent lobortis malesuada cursus. Maecenas scelerisque congue eros eu posuere.

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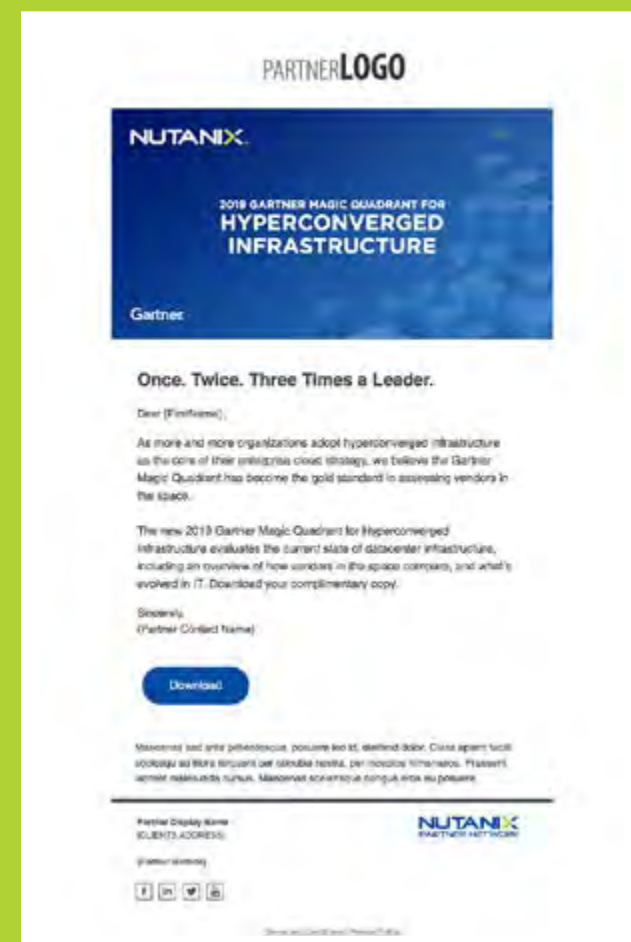
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03 Content Creation Strategies

Best practices of email marketing

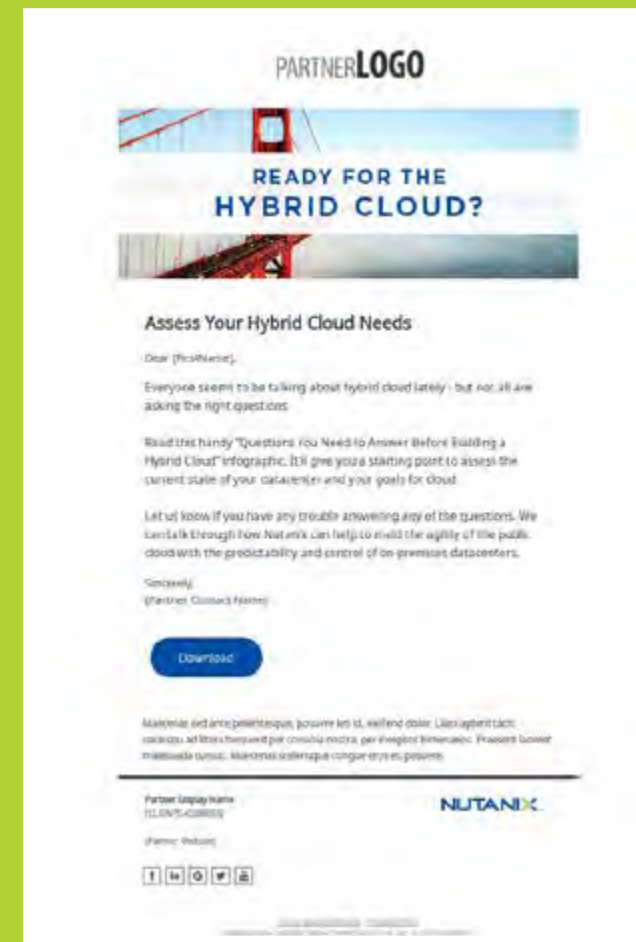
Leverage a strong associated brand name to entice readers, such as a research firm (Gartner), manufacturer (Nutanix, HPE), or individual (Dheeraj Pandey). Mention that the solution will be a “firm foundation for enterprise applications.”

Email Example



Communicate how the digital assets provided can help your audience learn and gain a better understanding of current business trends. Make sure to speak in a secure and reliable tone - customers want to know that you are their go-to for questions.

Email Example



04

Using XPAND Email Marketing

04 Using XPAND Email Marketing

See how you can activate your own emails on XPAND

Now that you have a better understanding of email marketing, see how you can activate your own campaigns on XPAND:

1. Navigate to 'Campaigns'.
2. Select 'Browse Campaigns'.
3. Search for a campaign that fits your marketing strategy. Click 'Activate'.
4. Click 'Details' to open the campaign.
- 4a. Alternatively, you can activate an individual email by searching 'Browse Emails'.
5. Select the email workflow.
6. Click 'Continue'.



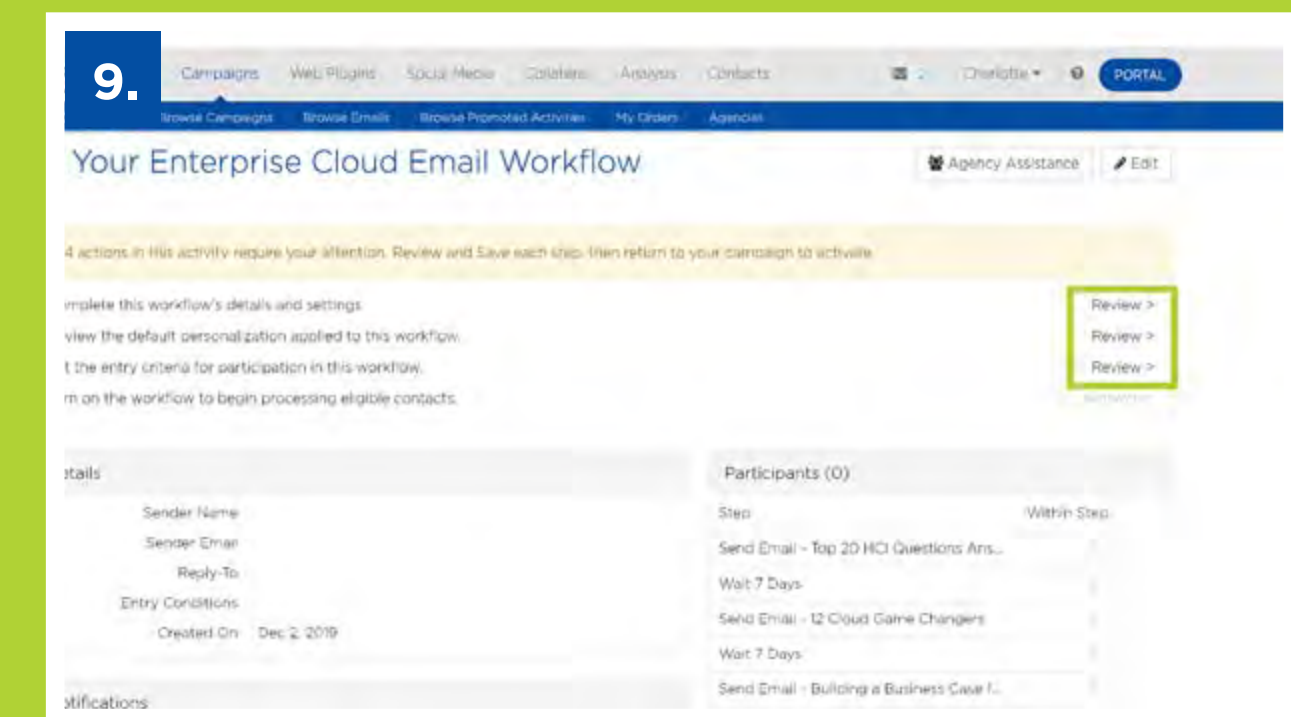
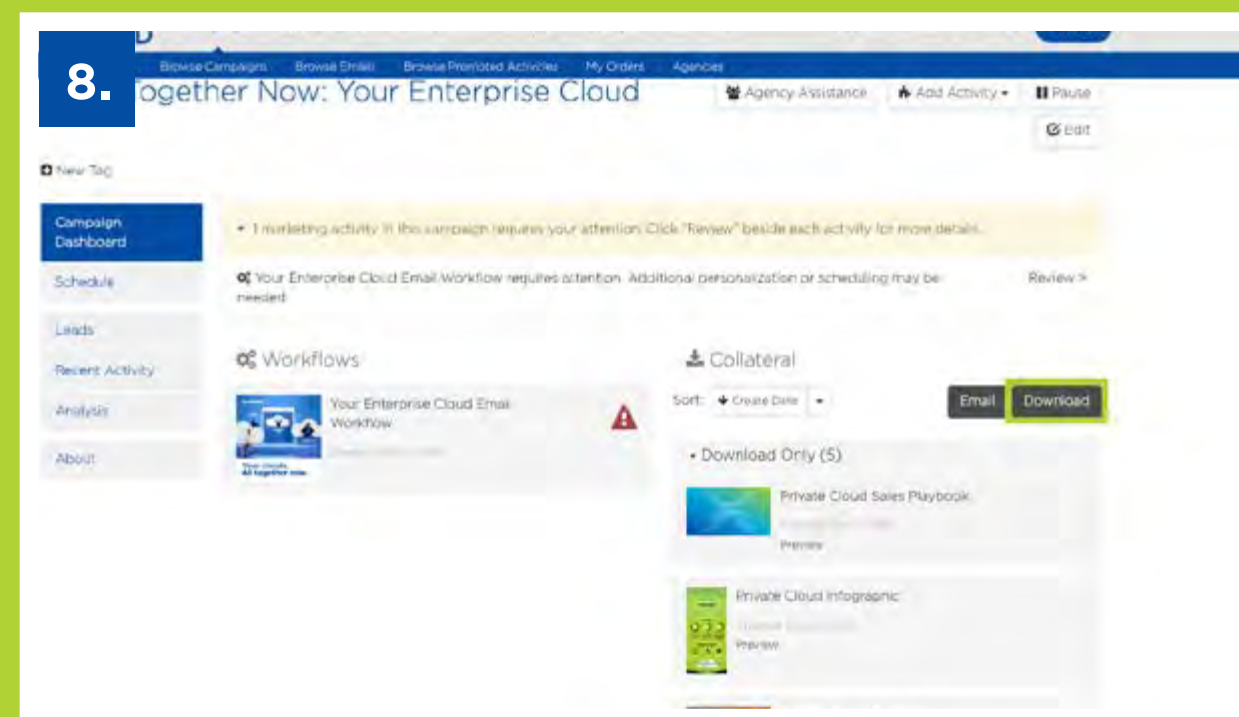
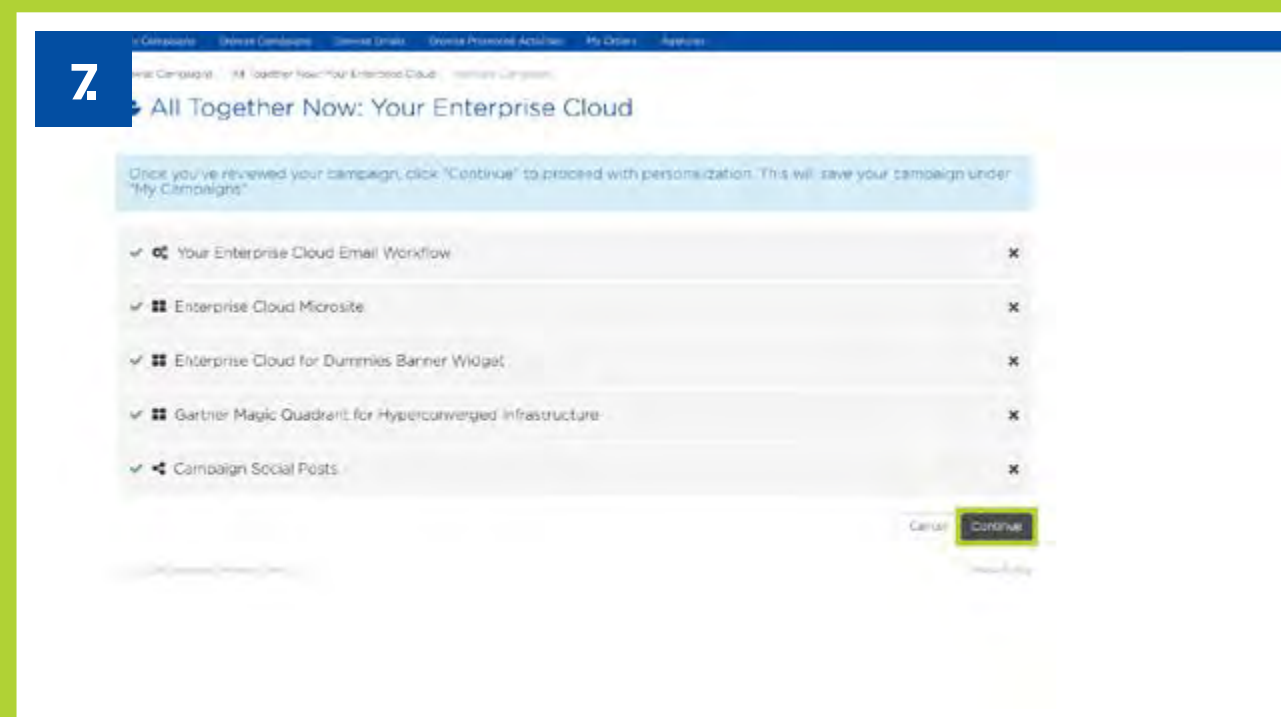
04 Using XPAND Email Marketing

See how you can activate your own emails on XPAND

7. You'll arrive at the Campaign Dashboard. Click 'Review' to start personalizing.

8. Click 'Review' in the Activity Dashboard to customize each element of the email workflow.

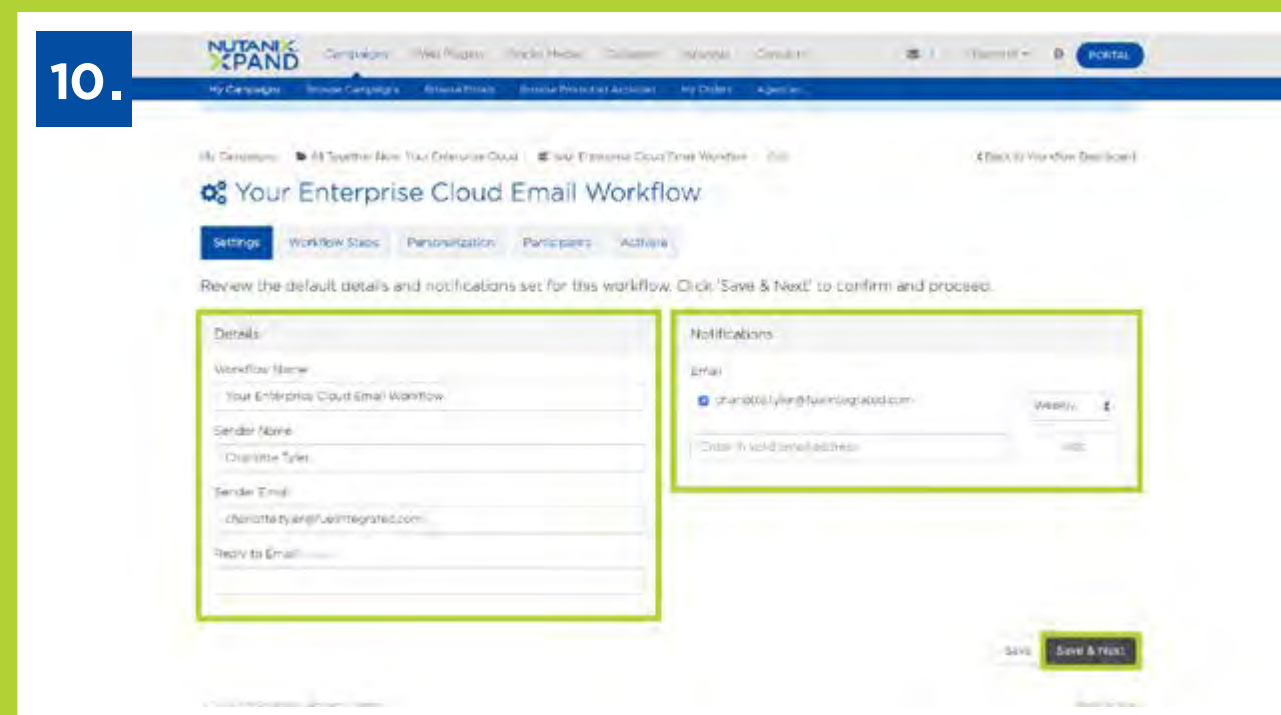
9. Define the workflow settings, including who the email is sent from. This name will appear in the 'From' field in the contact's inbox. You may use a sales representative's, marketer's or company name.



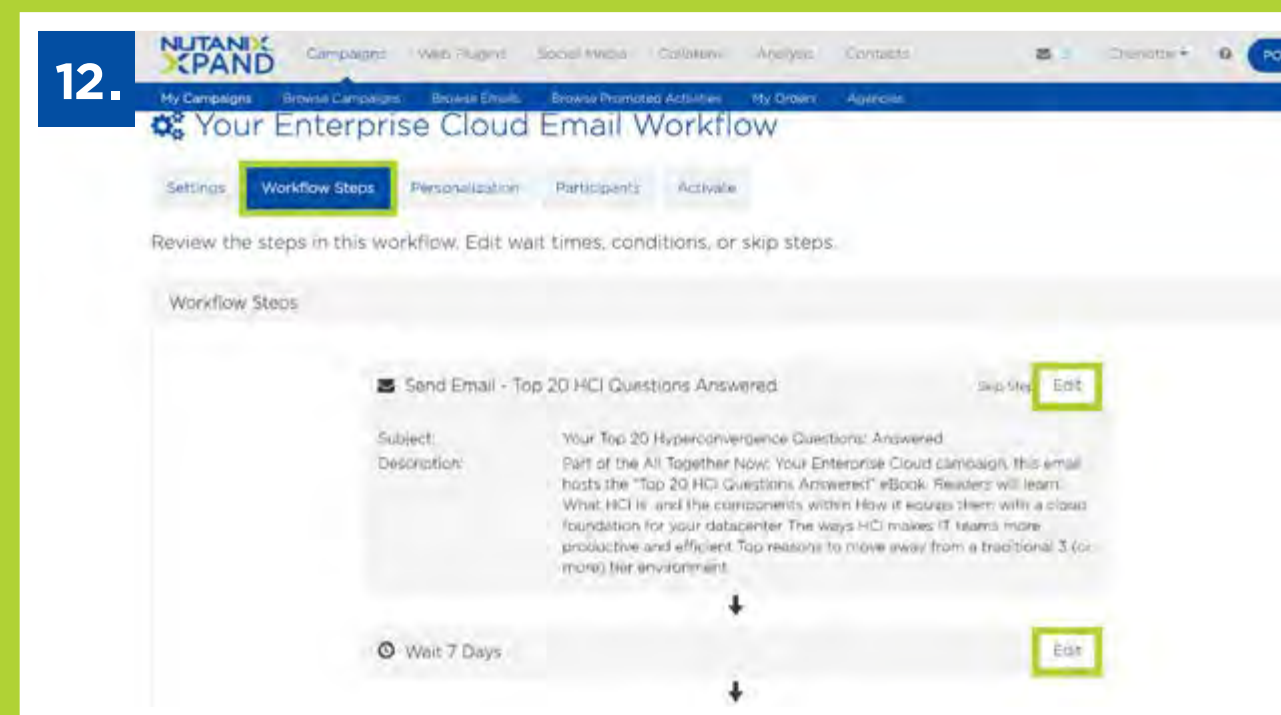
04 Using XPAND Email Marketing

See how you can activate your own emails on XPAND

10. Assign who should receive lead notifications. To add a new recipient, type the email address and click 'Add'.
11. Click 'Save & Next'.



12. Establish the timing for each email under 'Workflow Steps' using the 'Edit' buttons. Note: Workflows are designed to be always-on, so set your execution date by time intervals or day of the week, not a specific calendar date.



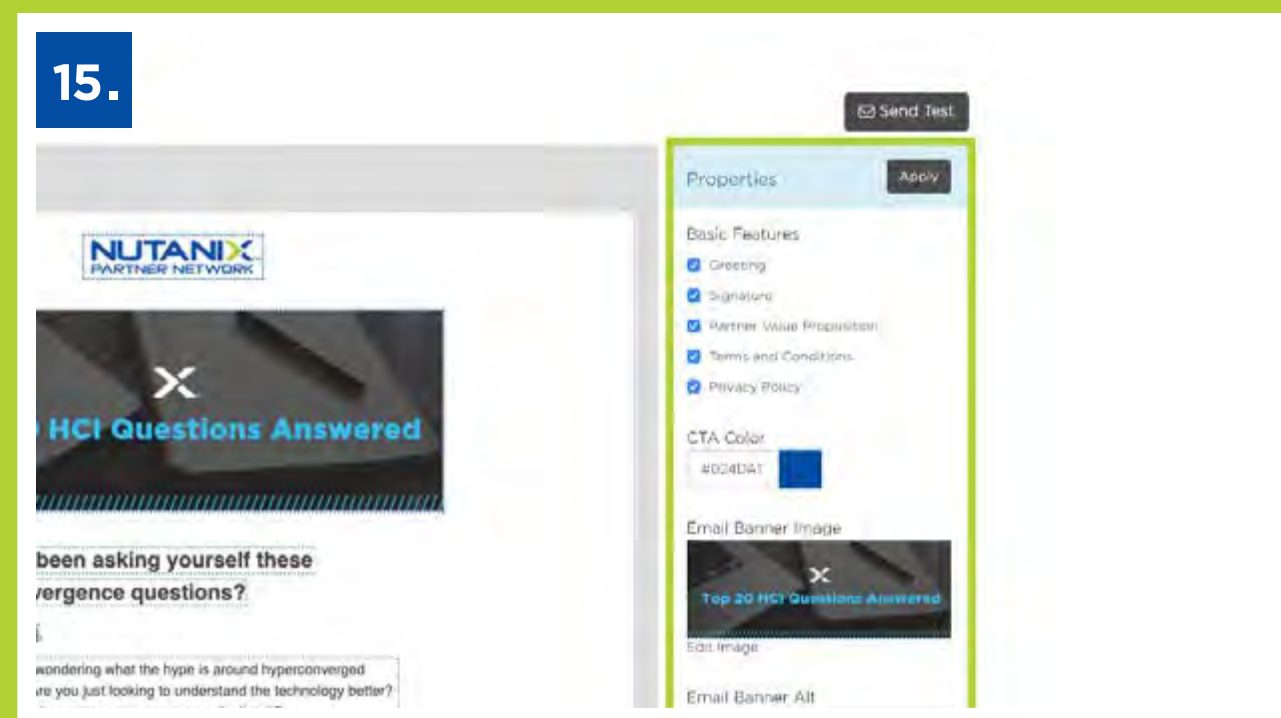
13. Click 'Save & Next'.
14. Make any content customizations in 'Personalization'. Anything outlined in a dotted line can be customized.



04 Using XPAND Email Marketing

See how you can activate your own emails on XPAND

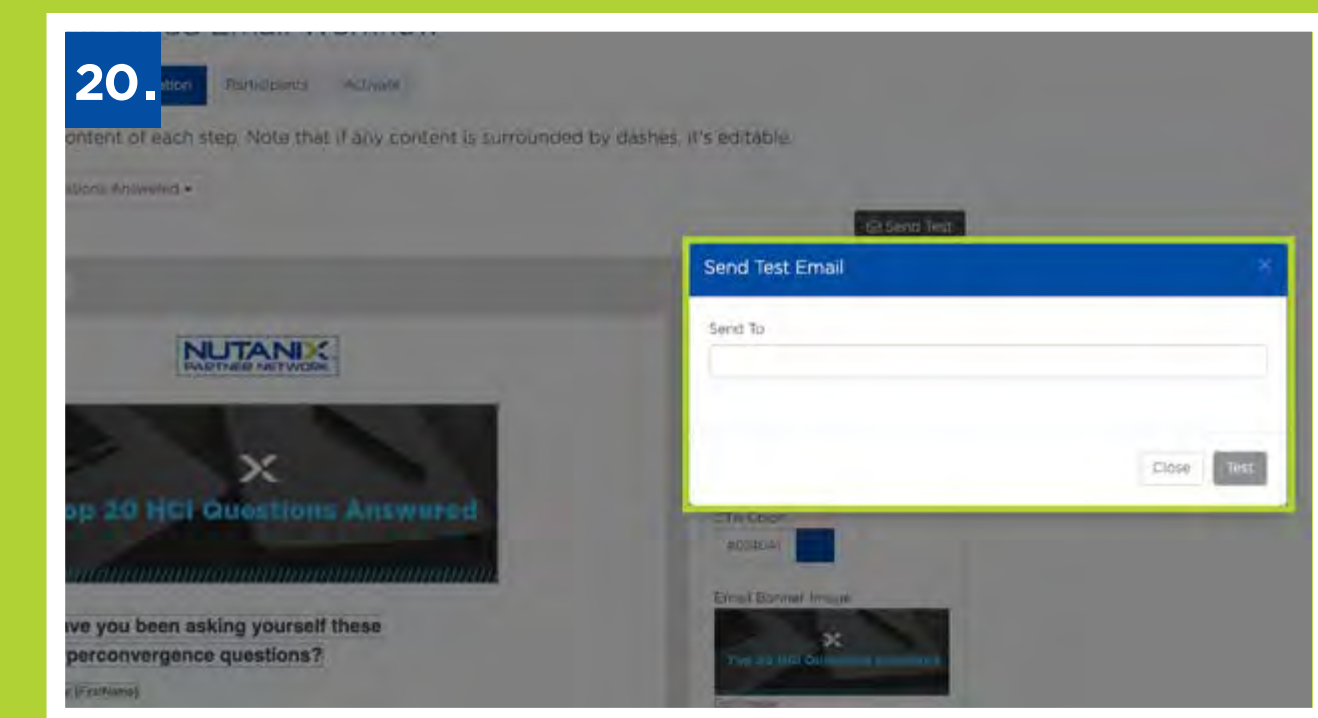
15. Change color schemes & images, add contact information, link social media accounts, leverage your own downloadable asset, and upload your logo in the 'Properties' toolbar. Note: XPAND will save design preferences, streamlining future customizations.



16. Click 'Save & Next'.
17. Assign a contact list in the 'Participants' tab. XPAND lets you segment lists in a variety of ways: use the drop downs to sort by geography, solution preference, demographics, and even past activity. See the 'Membership Rules' section for more detail. Note: The more you execute in XPAND, the richer this data becomes.
18. Click 'Save & Next'.
19. Review your workflow one last time. Use the dropdowns in the top left corner to view each email. If you need to make changes, click 'Previous' and return to the wizard.

20. If you are satisfied with your email workflow, click 'Start Workflow'. Your workflow is now live!

Tip: Before going live, test the workflow using the 'Test Workflow' button.



04 Using XPAND Email Marketing

See how you can activate your own emails on XPAND

To review reporting metrics on a specific email workflow, do the following:

1. Go to 'Campaigns', then 'My Campaigns'.
2. Locate the workflow you wish to review and click into it.
3. In the dashboard, review leads, recent activity, and overall analysis.

The screenshot displays the Nutanix XPAND interface. The top navigation bar includes 'Campaigns', 'Web Plugins', 'Social Media', 'Collateral', 'Analysis', and 'Contacts'. The main content area shows a campaign titled 'All Together Now: Your Enterprise Cloud' with a 'DRAFT' status. A left sidebar menu is visible, with 'Analysis' highlighted. The dashboard features a line chart for 'Email Opens' (0) and a table of metrics:

Metric	Value
Email Opens	0
Email Clicks	0
Web Views	0
Web Clicks	0
Form Submissions	0
Leads	0

Below the metrics, there is a 'Recent Activity' section with 'Leads' selected, and a 'Top Active Leads by Email Opens' table showing 'No Results'.



Next Steps

**Start utilizing email marketing
with Nutanix.**

When you're ready to access the power of XPAND, Nutanix is here to serve as your trusted partner. Contact us to learn more and find out how we can help you and your business today.