

02 NUTANIX  
XPAND

# Inbound Marketing

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**A user's guide to attracting and engaging  
people through Nutanix Inbound Marketing.**

**Our Content**



# 01

# Why Inbound Marketing?

**Inbound is a method of attracting, engaging, and delighting people to grow a business that provides value and builds trust.**

As technology shifts, inbound guides an approach to doing business in a human and helpful way. Inbound is a better way to market, a better way to sell, and a better way to serve your customers.

Inbound marketing is important because it uses a mix of website optimization, content creation, SEO, email marketing lead generation and social media marketing in a way that keeps prospects and customers happy. Through inbound marketing, Nutanix builds its brand and is able to attract top of funnel leads.



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# Inbound Marketing Considerations



# Produce relevant and compelling content

**In order to succeed in today's extremely competitive landscape, you need to be heard above your competitors.**

Content communicates your solutions, values, and why you are the best fit for prospects and customers. Without it, converting leads to customers will be difficult.

[Read more](#) on how you can create valuable and useful content here.

# Use your website

**Strategically populate your website with forms, so visitors can subscribe to your mailing list.**

Offer them valuable content, and give them opportunities to sign up to get more. Leverage forms and landing pages (more commonly called gating) for top level content. Also consider using promotions such as free product trials to generate additional leads.

# Understand where you are in the buyer's journey

**Regardless of what your channel partner's specific sales cycle looks like, be prepared to develop and utilize content marketing at each phase of the buyer's journey.**

By providing your partners with targeted content based on each stage, customers move along the funnel at a faster pace, improving conversion rates and revenue along the way.

For more on how you can curate content based on the different stages of the buyer's journey, [check out this page.](#)

With XPAND, powered by Zift, you can curate targeted content with ease and ensure that you have all the tools needed to engage with your audience.

[See Zift's four main successes here.](#)

# Best Practices of Web Plugins

## Include case studies

**Prospects and customers are interested in seeing results and how your business benefit others - this puts things into perspective.**

## Why your business?

**What kind of solutions can you bring to your prospects and customers?**

Be sure to communicate this through your plugin.

## Use hard data

**The best success is the kind of success that can be measured.**

Prospects and customers want to know that you are capable of bringing significant returns on their investments. If possible, include reputable sources such as Gartner - this will solidify your stance.



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# Types of Inbound Marketing in XPAND



## 03 Types of Inbound Marketing in XPAND

# Microsites

**Syndicate Nutanix content directly to your website and create an instant Nutanix presence.**

Or, attach XPAND microsites to social posts, emails, or other digital media with standalone links.

# Create Your Own Landing Pages and Form Fields

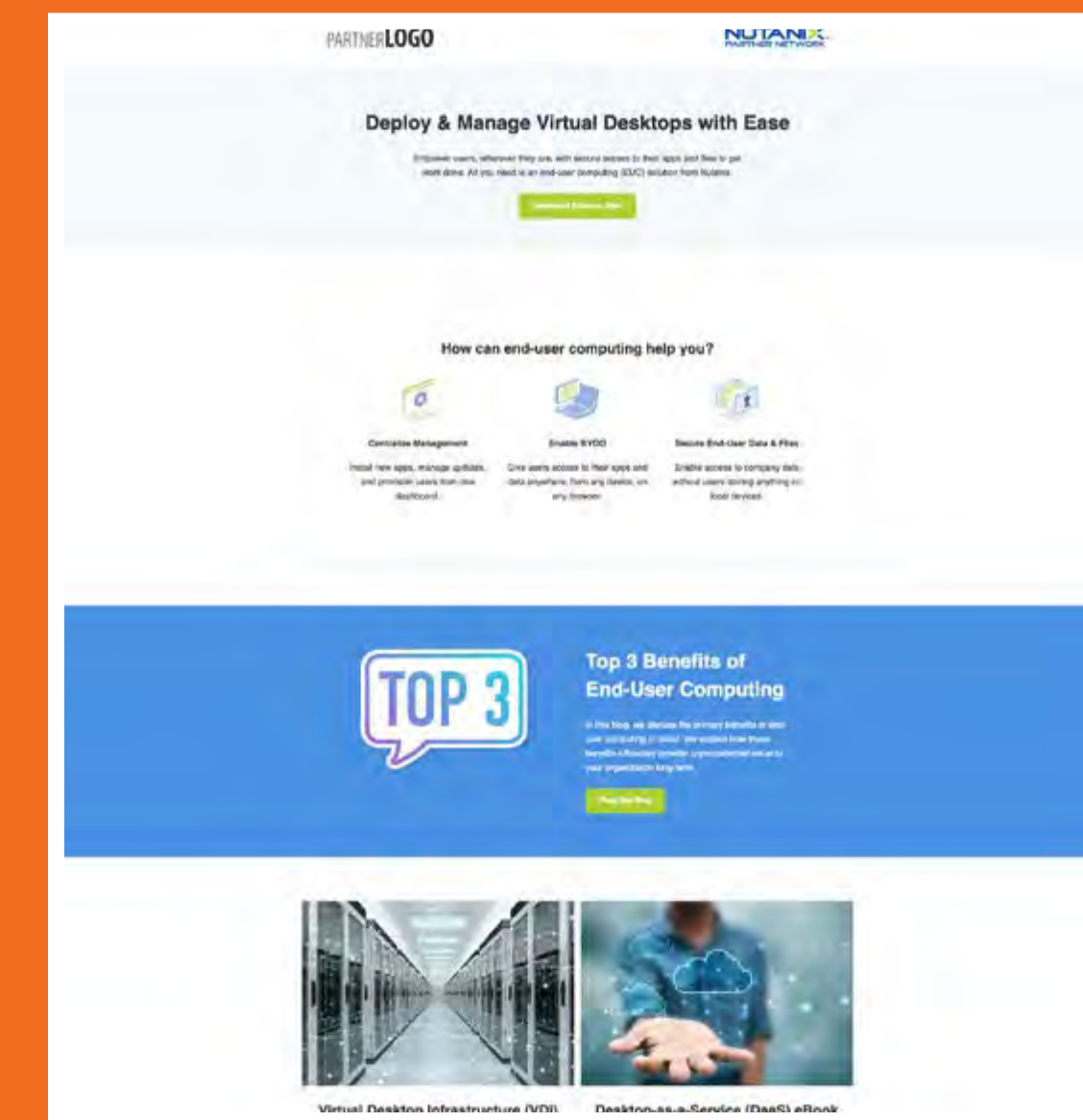
**Create a custom media asset to host a PDF, URL, or event registration form.**

# Display Banners

**Attract website visitors with easy to embed display banners.**

All banners link to an eBook or microsite.

### Microsite Example



### Banner Example



### Landing Page Example





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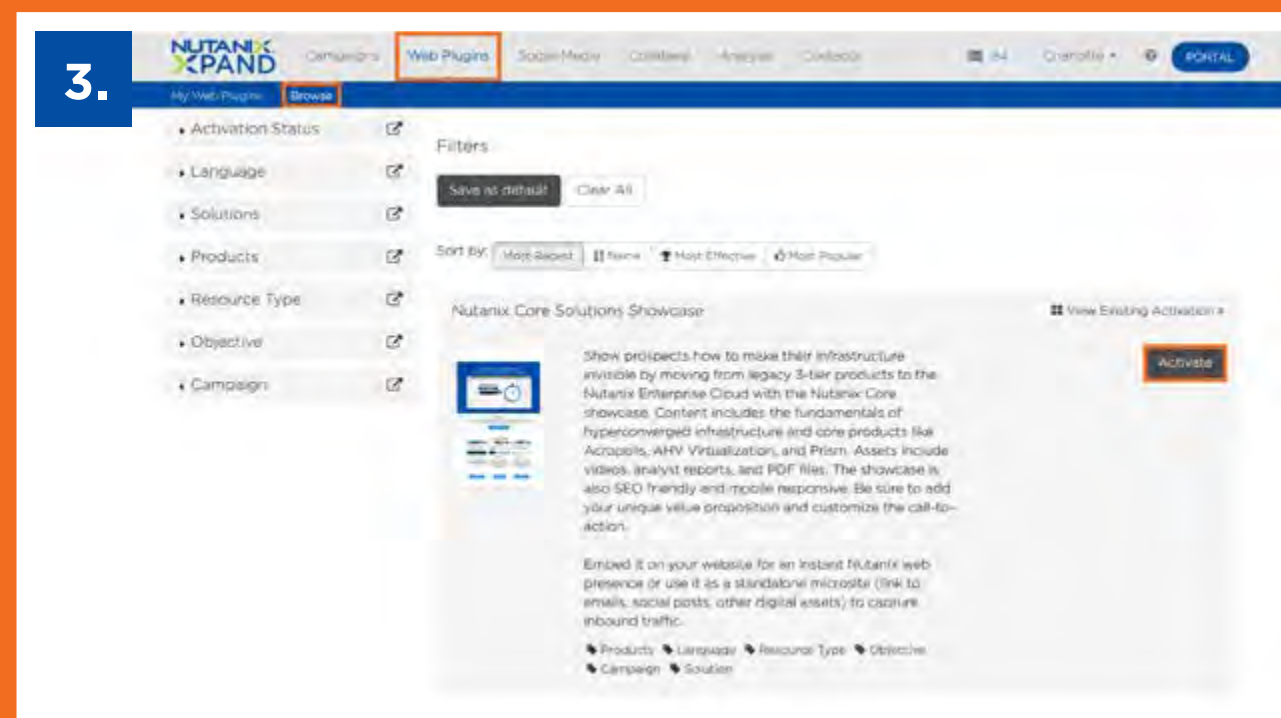
# Using XPAND Inbound Marketing



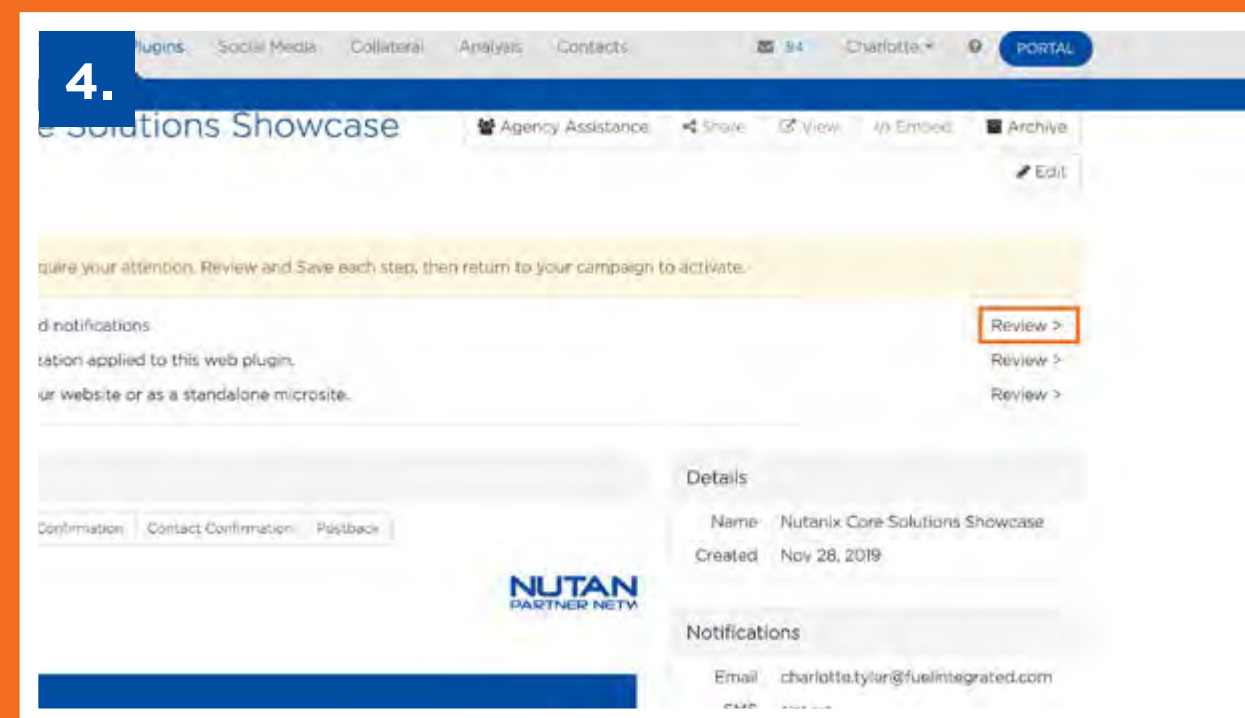
## 04 Using XPAND Inbound Marketing

# See how you can activate your own Web Plugins on XPAND

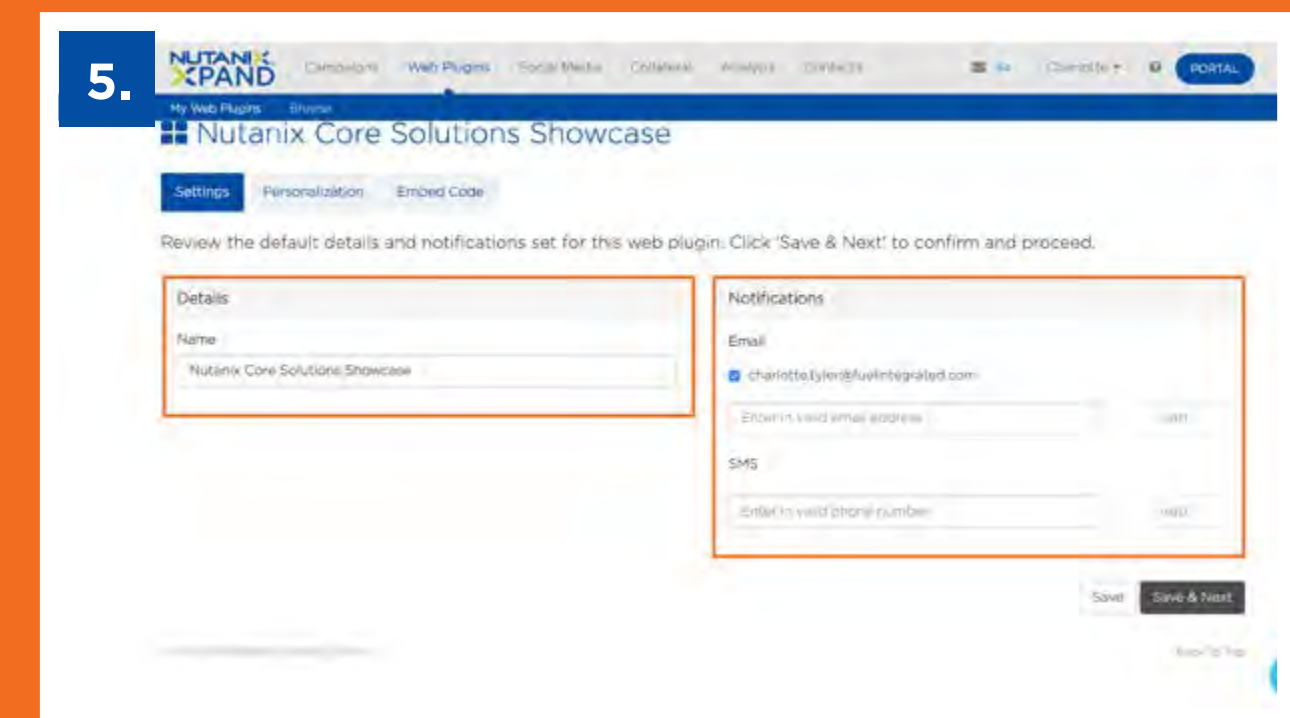
1. Click 'Web Plugins'.
2. Navigate to 'Browse'.
3. Search for the Web Plugin that best fits your marketing strategy. Click 'Activate'.



4. You'll arrive at the 'Activity Dashboard'. Click 'Review' to begin.



5. In the 'Setting' tab, name the tactic and update your notification preferences.

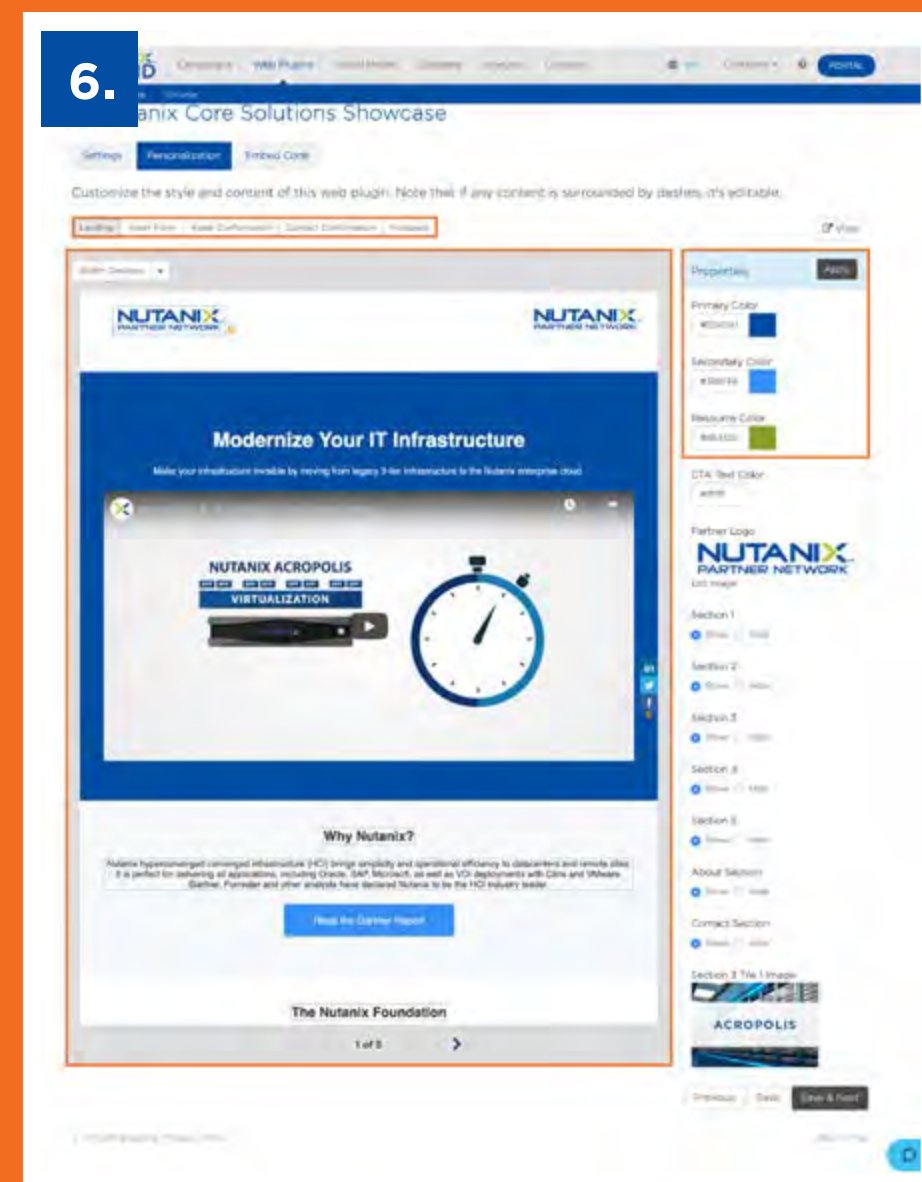




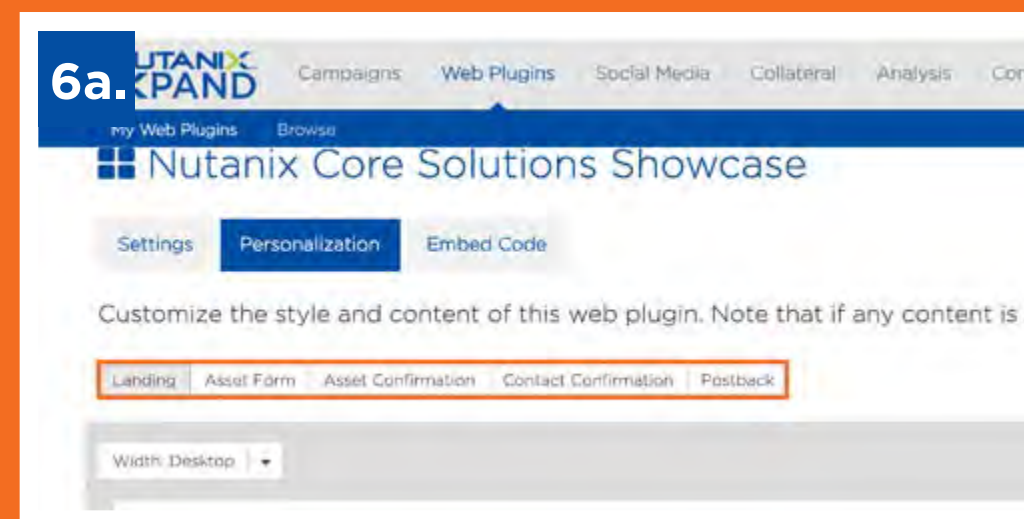
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6. Next, customize the Web Plugin under the 'Personalization' tab.

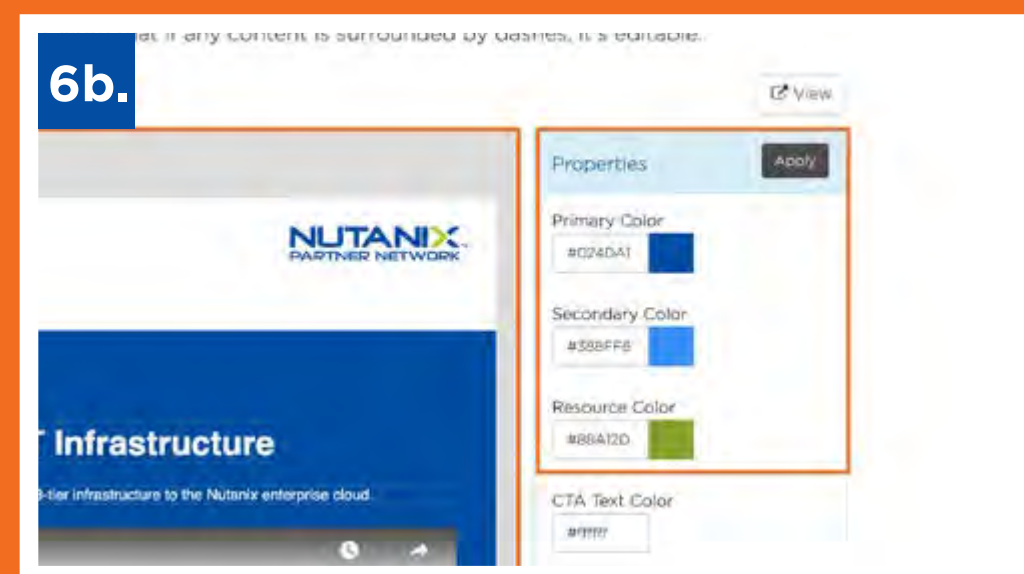


6a. Be sure to review and customize each tab.



6b. Change color schemes and other preferences in the 'Properties' toolbar. XPAND will remember these preferences, streamlining future customizations.

6c. Any text surrounded in a dotted line can be customized.





## 04 Using XPAND Inbound Marketing

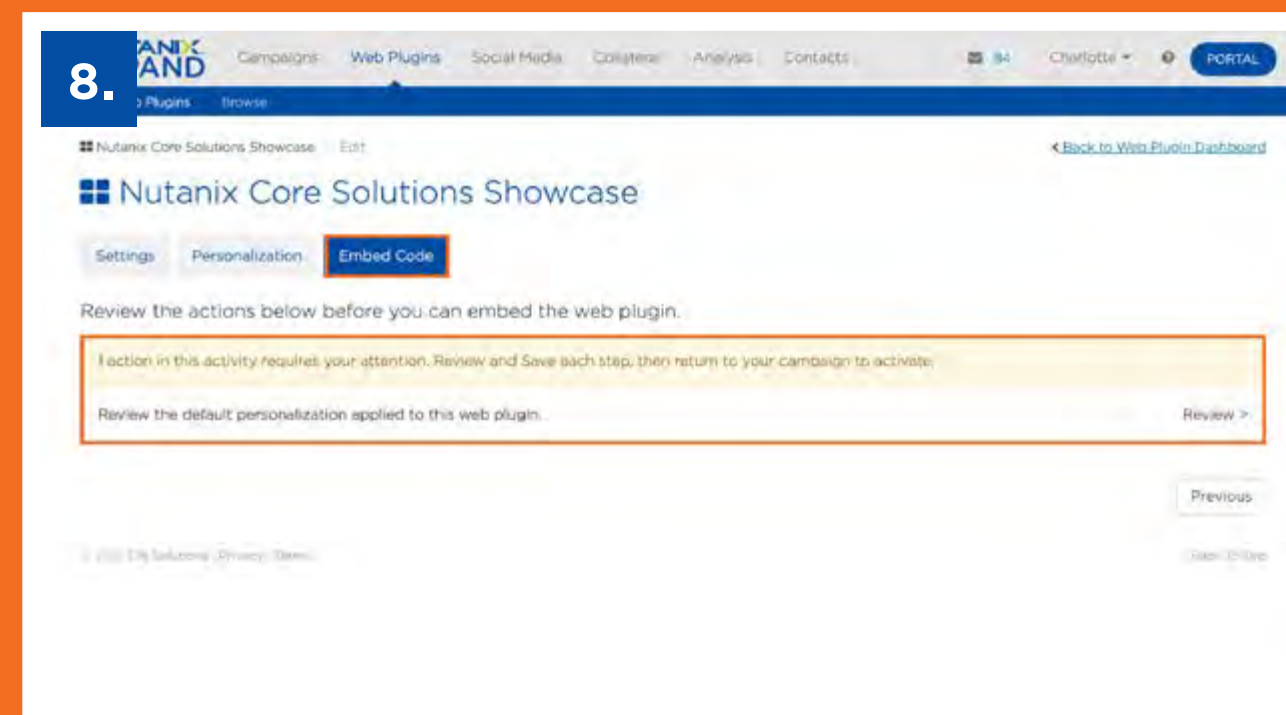
# See how you can activate your own Web Plugins on XPAND

7. Click 'Save & Next'.

8. Use the 'Embed Code' tab to install the Web Plugin on your website or digital media. XPAND provides a variety of embed options. Once embedded, the Web Plugin is considered live.

9. Click 'Close' to return to the dashboard.

9a. Note: The Web Plugin must be reviewed entirely before embedding.



To review reporting metrics on your Web Plugin, do the following:

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





# Next Steps

**Start utilizing Inbound 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.