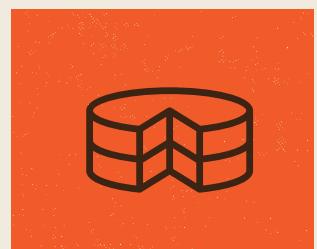
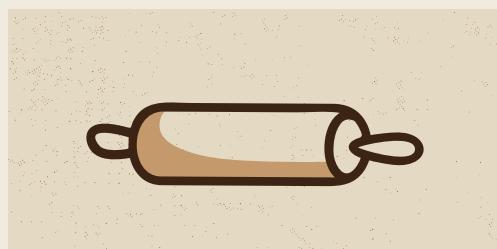
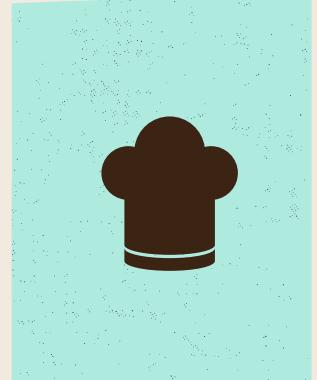
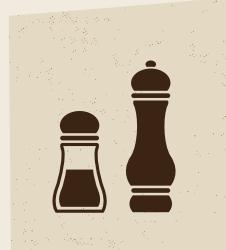
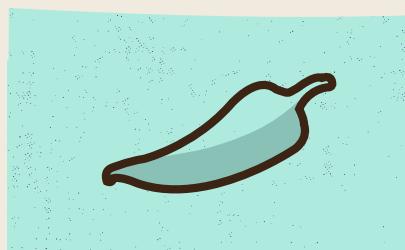


# SPICY MARKETING MENU

• An inspirational lookbook of campaigns running in Spiceworks •



SPICeworks  
Where IT goes to work.™

# YOUR RECIPE FOR SUCCESS

**Get inspired. Get noticed.  
Get your content consumed.**

Winning over tech buyers starts with the right ingredients. Fortunately, Spiceworks has some master chefs in the creative kitchen standing by to whip up a five-star marketing meal.

From making announcements and addressing pain points to being real, fun, and relevant with your buyers — we've got just the right dish to suit any palate.

Our Spicy Marketing Menu serves up real ads, emails, and digital content that tech marketers have run in Spiceworks. IT buyers devoured these campaigns, all of which helped drum up awareness, boost sales, expand reach, and more!



# MENU

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An inspirational lookbook of real campaigns running in Spiceworks.

## 1<sup>ST</sup> COURSE

*Spread the News*.....04  
*Today's special deals are...*

## 2<sup>ND</sup> COURSE

*Save the Day*.....07  
*Bitter pain points be gone.*

## 3<sup>RD</sup> COURSE

*Be Human*.....11  
*No artificial ingredients.*

## 4<sup>TH</sup> COURSE

*Have Fun*.....15  
*Icing on the marketing cake.*

## 5<sup>TH</sup> COURSE

*Be Relevant*.....19  
*Topical is tasty.*

## CAUTION

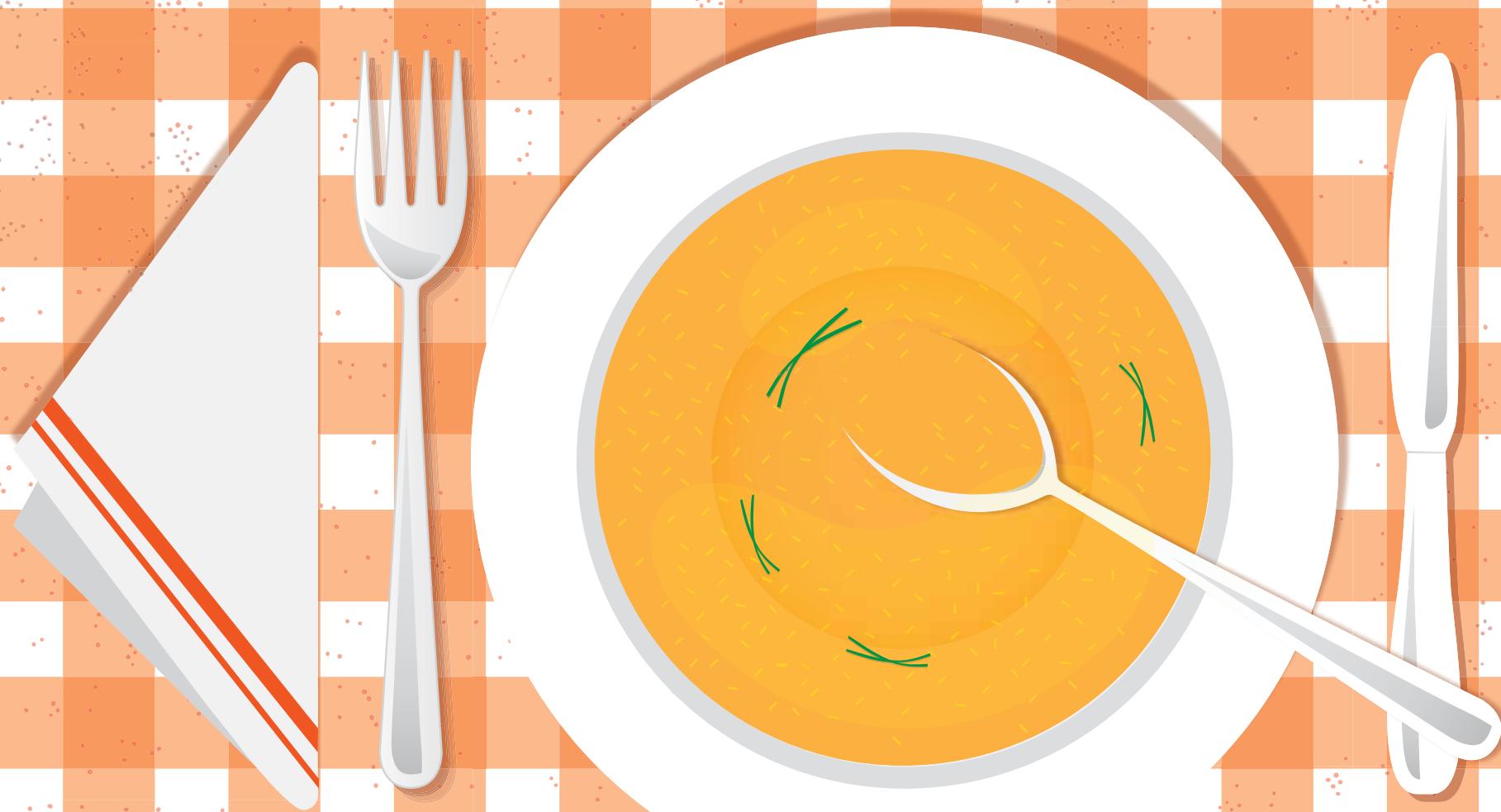
*Consuming uninspired content may increase your buyers' risk of marketing-induced boredom.*



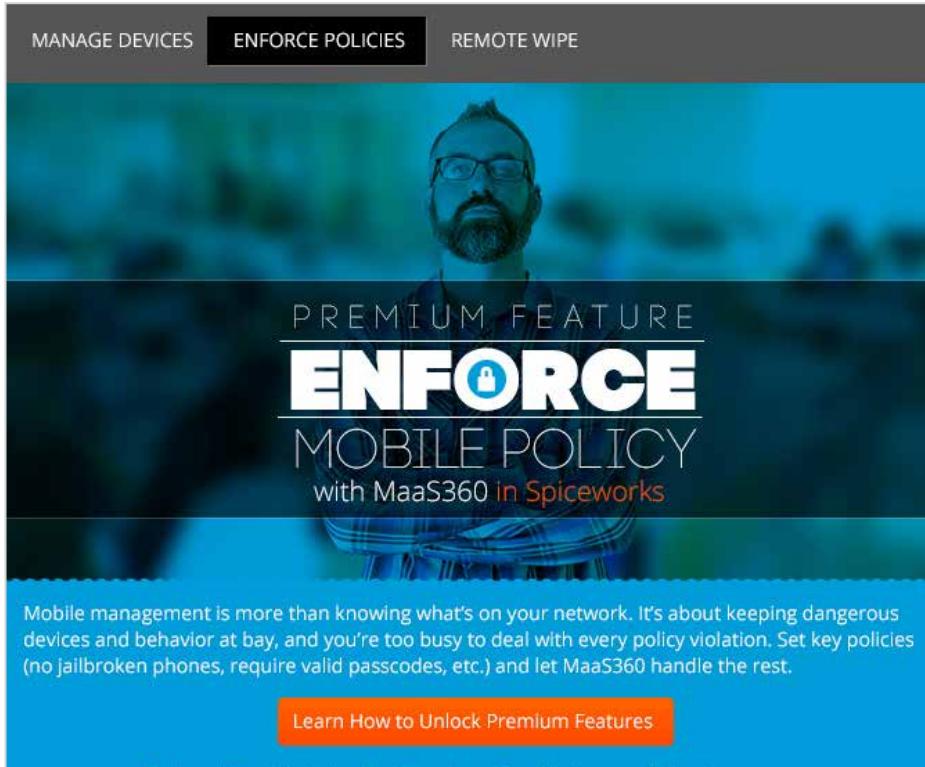
# 1ST COURSE

## SPREAD THE NEWS

You've just plated a dish. Now it's time to reveal your masterpiece to the masses. Presentation is never more key than when making your big announcement.



MAAS360 | Goals: Increase awareness | Boost sales/market share



MANAGE DEVICES   ENFORCE POLICIES   REMOTE WIPE

PREMIUM FEATURE  
**ENFORCE**  
MOBILE POLICY  
with MaaS360 in Spiceworks

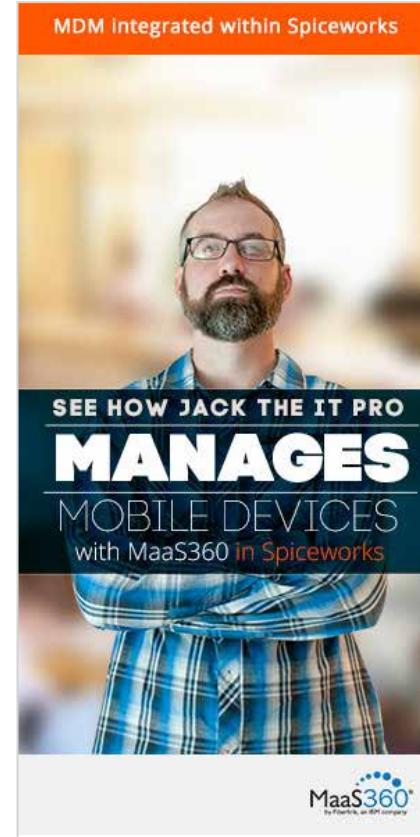
Mobile management is more than knowing what's on your network. It's about keeping dangerous devices and behavior at bay, and you're too busy to deal with every policy violation. Set key policies (no jailbroken phones, require valid passcodes, etc.) and let MaaS360 handle the rest.

Learn How to Unlock Premium Features

SEE HOW JACK THE IT PRO  
**ENFORCES**  
MOBILE DEVICE  
POLICY  
with MaaS360  
in Spiceworks

SEE HOW JACK THE IT PRO  
**MANAGES**  
MOBILE DEVICES  
with MaaS360 in Spiceworks

MaaS360  
by Spiceworks, an IBM company



MDM Integrated within Spiceworks

SEE HOW JACK THE IT PRO  
**MANAGES**  
MOBILE DEVICES  
with MaaS360 in Spiceworks

MaaS360  
by Spiceworks, an IBM company



### Marketing Ingredients:

Landing Page

Ads

*Presentation is everything.*  
Share your news with a story  
to pull IT buyers into the world  
of your campaign.



## SEAGATE | Goal: Drive social engagement

### Marketing Ingredients:

Vendor Page

Ads

*Announcing your arrival?  
From joining the Spiceworks  
Community to having a  
booth at a big tech event,  
a touch of spice can  
elevate your message.*

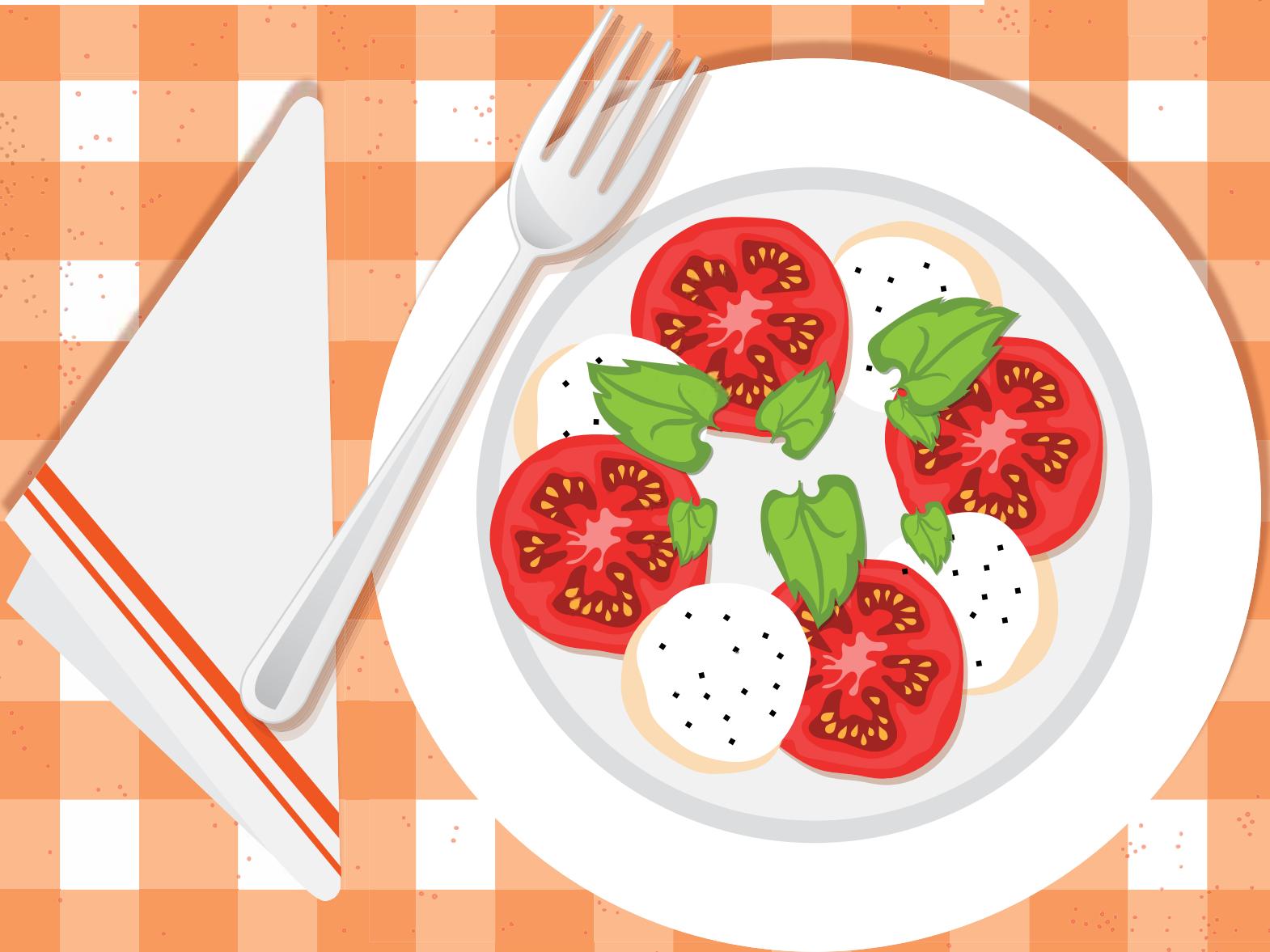
The screenshot shows the Spiceworks website with the Seagate spicyNAS page. The top navigation bar includes 'Categories', 'Resources', 'My Feed', 'SocialHub', 'My Alerts', and 'New Discussion'. The main content area features a large image of a Seagate NAS unit surrounded by red chili peppers. The text 'spicyNAS (spahys-see-nas) Drives, hardware, and software, all combined to create a comprehensive storage solution.' is displayed. Below this, there are sections for 'Actualy', 'Reviews', 'Seagate Blog', 'Data Protection', and 'More'. A 'Follow' button is present. The sidebar on the right is titled 'Seagate Technology in Spiceworks' and includes a 'Follow' button, a 'About Seagate Technology' section with three user icons, and a 'Download Guide' button. At the bottom, there are sections for 'Seagate NAS products:' featuring two images of Seagate NAS units: 'Seagate 4-Bay 4-Bay (2.5TB)' and 'Seagate 4-Bay 4-Bay 4-Bay (2.5TB)'.



# 2<sup>nd</sup> COURSE

## SAVE THE DAY

Let your message be the comfort food your audience needs to rest easy. Grab their attention by pegging their pain points — and show how you can help them overcome their fears.



LENOVO | Goals: Increase awareness | Generate demand | Drive social engagement



### Marketing Ingredient:

Video ([Watch](#))

Every IT pro worries about server room mishaps. A perfectly prepped video can show how to avoid them. This video was also chopped up into bite-sized snippets for ads that drove to a contest.





### Marketing Ingredients:

eBook

Email

*From end user troubles to zombie attacks, IT buyers love sinking their teeth into a horror story – especially one like this that's relatable to anyone, even those not in IT.*



**Mitel**

Customer Experience

## HORROR STORIES AND HOW TO AVOID THEM

[Get the eBook >](#)

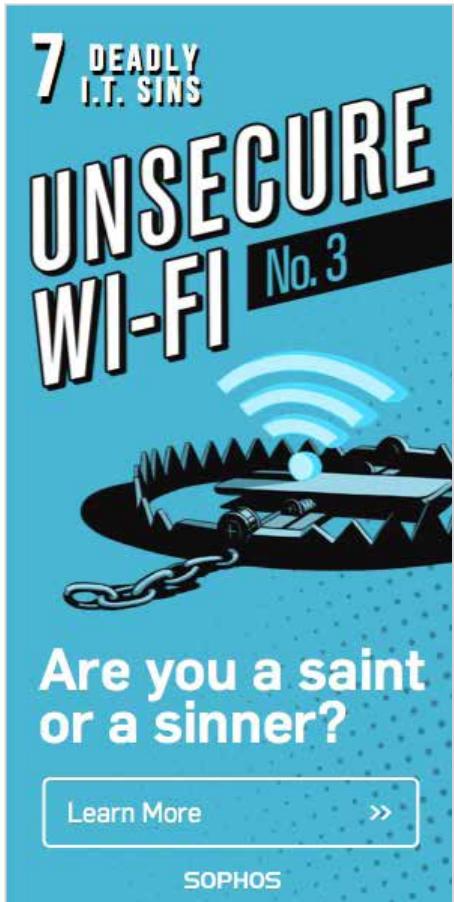


Witnessed a customer experience nightmare?  
See how ten experts handled theirs.

We asked ten experts to share their customer experience horror stories – and learned some valuable lessons. An unhappy customer can put your business in hot water, and it's more important than ever to protect their entire experience. In this e-book, you'll read tales of customer experiences gone wrong and receive tips to keep your business afloat when similar situations arise.

[Get the free e-book »](#)

SOPHOS | Goals: Increase awareness | Expand reach



### Marketing Ingredient:

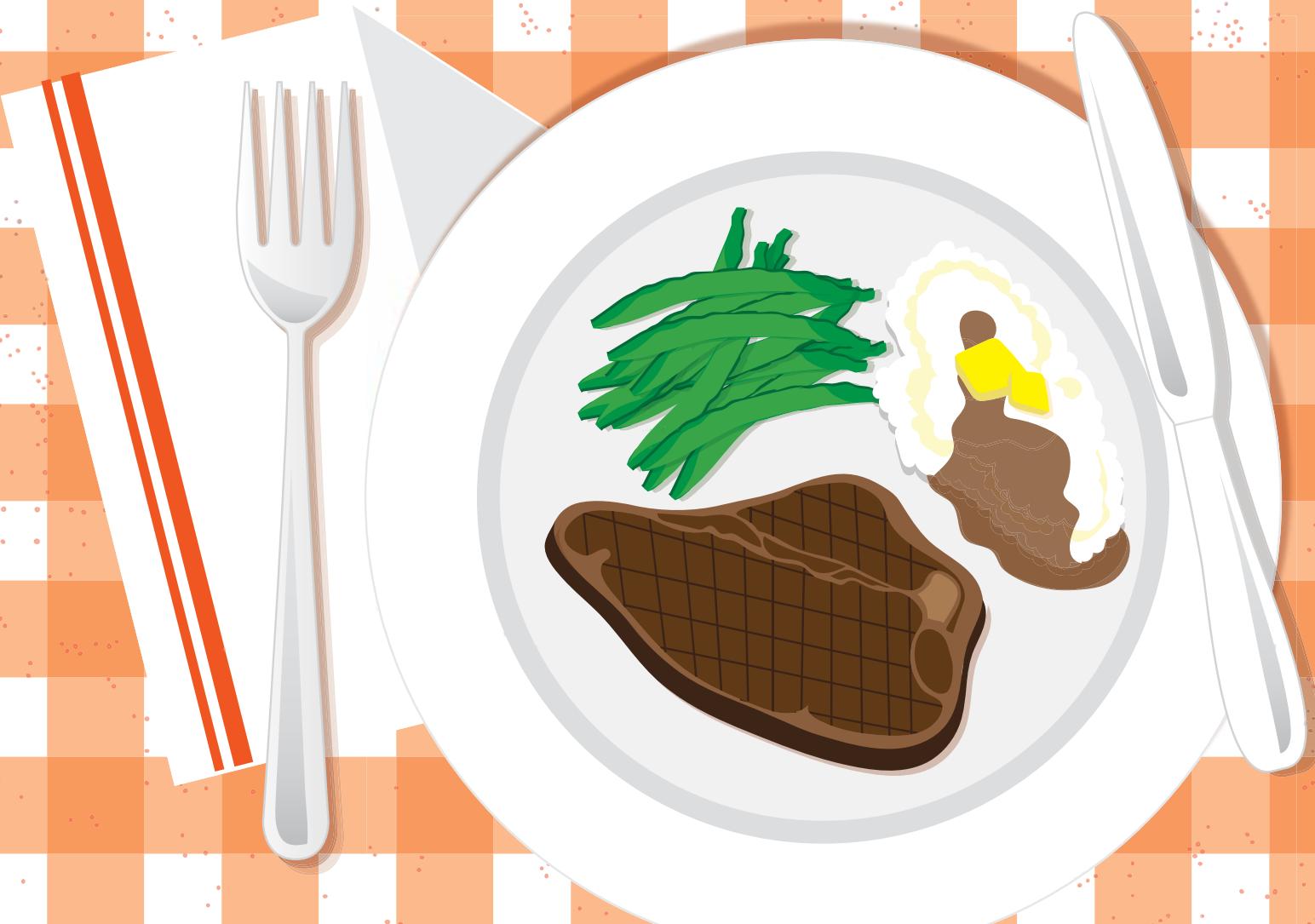
Ads

Arrange a multi-course feast of a campaign by pairing a series of ads with videos or other custom content — like this promotion, which included landing pages for each of the seven "sins" matched with a solution.

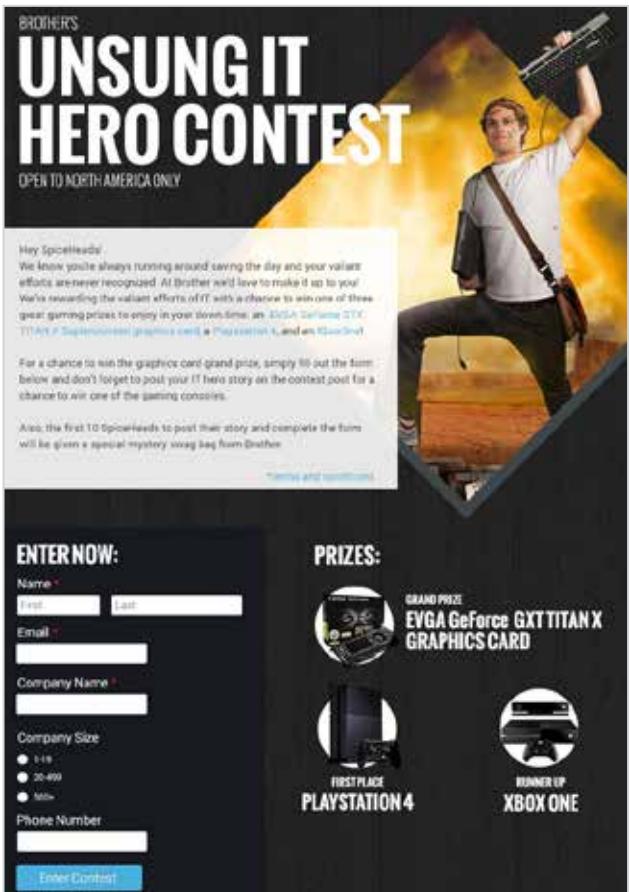
# 3<sup>RD</sup> COURSE

## BE HUMAN

Mechanical marketing leads to a synthetic meal. Be original. Speak conversationally. Connect with your audience. And let your real flavor shine.



**BROTHER** | Goals: Generate demand | Drive social engagement



**BROTHER'S**  
**UNSUNG IT HERO CONTEST**  
OPEN TO NORTH AMERICA ONLY

Hey Spiceheads! We know you're always running around saving the day and your valiant efforts are never recognized. At Brother we'd love to make it up to you! We're rewarding the valiant efforts of IT with a chance to win one of three great gaming prizes to enjoy in your down-time: an EVGA GeForce GTX TITAN X Superclocked graphics card, a Sony PlayStation 4, and an Xbox One.

For a chance to win the graphics card grand prize, simply fill out the form below and don't forget to post your IT hero story on the contest post for a chance to win one of the gaming consoles.

Also, the first 10 Spiceheads to post their story and complete the form will be given a special mystery swag bag from Brother.

[View and conditions](#)

**ENTER NOW:**

Name \*  
First  Last   
Email   
Company Name   
Company Size  
 1-10  
 20-499  
 500+  
Phone Number   
[Enter Contest](#)

**PRIZES:**

GRAND PRIZE  
EVGA GeForce GTX TITAN X GRAPHICS CARD

FIRST PLACE  
PLAYSTATION 4

RUNNER UP  
XBOX ONE



**SPICeworks** Partner Promotions  
SPECIAL OFFERS EXCLUSIVELY FOR YOU

Here's your Spiceworks partner offer – the best way to make sure you're in the loop on all the latest our partners have to share! And we're just the messenger here, it's our partner's offer and message – not our own.

**BROTHER'S**  
**UNSUNG IT HERO CONTEST**

Enter for a chance to win one of three great gaming prizes

[ENTER NOW](#)

We know you're often running around saving the day and your valiant efforts are sometimes overlooked. At Brother™, we'd love to reward your hard work and innovative thinking! We're recognizing heroic IT efforts with a chance to win one of three great gaming prizes to enjoy in your down-time: an EVGA GeForce GTX TITAN X Superclocked graphics card, a Sony PlayStation 4, and a Microsoft Xbox One with Kinect!



brother.

**GO FROM  
IT HERO TO  
GAMER HERO**

WIN AN  
XBOX ONE

  
**Marketing Ingredients:**  
Landing Page  
Email  
Ads

*Cook up a campaign that champions your buyers, like this contest around recognizing the unsung heroes of the IT department.*

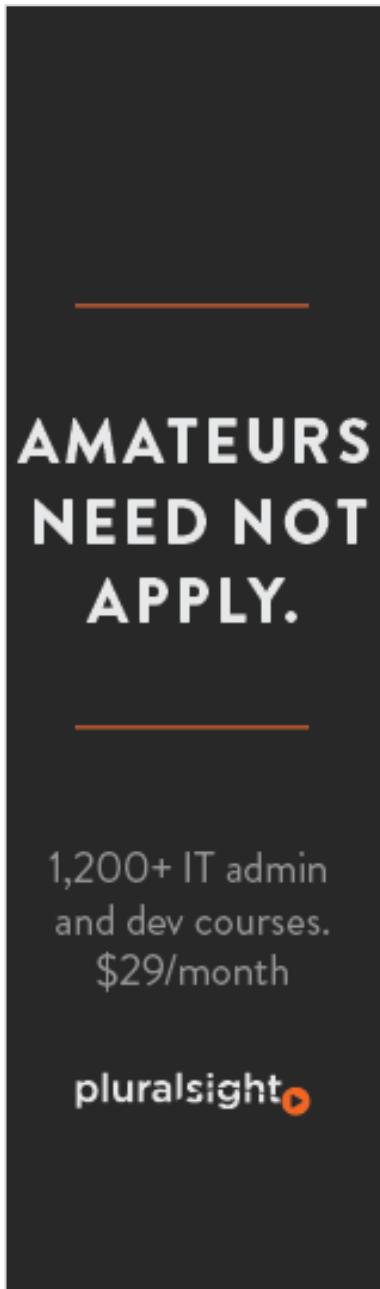


### Marketing Ingredient:

Video ([Watch](#))

Use emotional storytelling to put the focus on the people behind the solution. A real-life IT pro at a remote school and an impactful shot of students piecing together the client's logo served as the heart of this video.





**Marketing Ingredient:**  
Ads

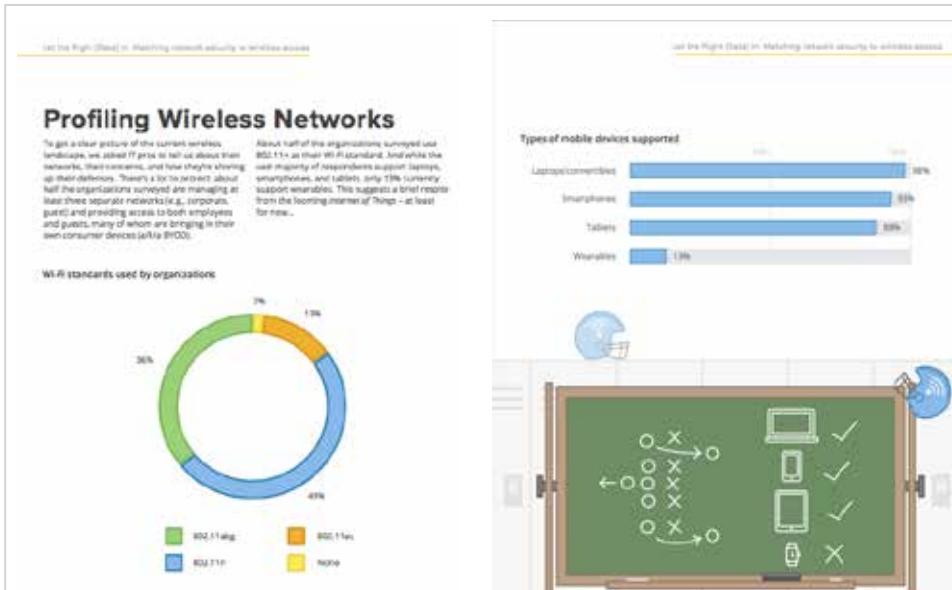
Remind your buyers they're in an elite club of tech connoisseurs with a bit of velvet rope marketing. An exclusive experience can mean people lining up to see what you're offering.

# 4<sup>TH</sup> COURSE

## HAVE FUN

Spray cheese and caviar? Why not! Ditch the clichés and corporate speak and create a new experience... that doesn't leave a bitter taste in your buyer's mouth.





### Marketing Ingredient: eBook

*Send that bland campaign back to the kitchen! When it comes to longer or data-heavy content an easy-on-the-eyes eBook with a playful presentation can make your message more appealing.*





## Marketing Ingredient:

### Webinar

*Don't panic! Even dense technical topics can be kicked up a notch with a playful approach throughout, like this hyperconvergence webinar inspired by "The Hitchhiker's Guide to the Galaxy."*



**Webinar: Tomorrow, August 6th @ 1pm CT**

**Get your guide on hyperconvergence.**

Brought to you by Scale Computing

[Register Now ▶](#)



Why go beyond old-school virtualization and into hyperconvergence? Scalability, disaster recovery, built-in high availability, and affordability. Yep, see it for yourself as we guide you through a live demo!

Catch ["The Hitchhiker's Guide to Virtualization and Hyperconvergence"](#) – Scale Computing's free webinar being held August 6th @ 1pm CT.

P.S. Can't make it? [Sign up](#) and we'll send you the recording.

[Register for FREE](#)

Moderated By Emily Downs  
Webinar Wonder Woman

Want more IT know-how? Get it at SpiceWorld! [Learn more](#).

  
**\$399 through August 21**

**MICRON** | Goals: Increase awareness | Boost sales/market share | Expand reach

**HOW TO SELECT AN  
ENTERPRISE  
SSD**

Consistent performance. Lifecycle. Support levels. These are just a few factors to consider when choosing the right enterprise-grade SSDs for your organization. This infographic provides guidance through a series of questions designed to help you choose the best SSD to support your most demanding apps.

**Do you run SATA hard drives?**

If so, be sure to choose enterprise-class SSDs that:

- Have a SATA interface for high-performance access to storage
- Offer 1,000x higher performance than HDDs

**Do your apps often write data to be stored?**

If you use applications such as OLTP, virtual desktop apps or big data analytics, you should look for enterprise-class SSDs that:

- Support high write transaction rates (WTR)
- Are designed for optimized write endurance
- Provide fast storage response

**Is budget a key consideration?**

To get the most price/performance out of your SSDs:

- Invest in more flash capacity
- Choose those with higher endurance, or destroy writes (TBW)

**How critical is SSD reliability?**

**Easily navigate your migration to Windows Server 2012**

Make the switch a quick one with Crucial DRAM

**crucial**

**SPEED UP YOUR DATA CENTER WITH  
ENTERPRISE SSDs**

Introducing the M500DC SSD

**It's impressive, not rocket science**



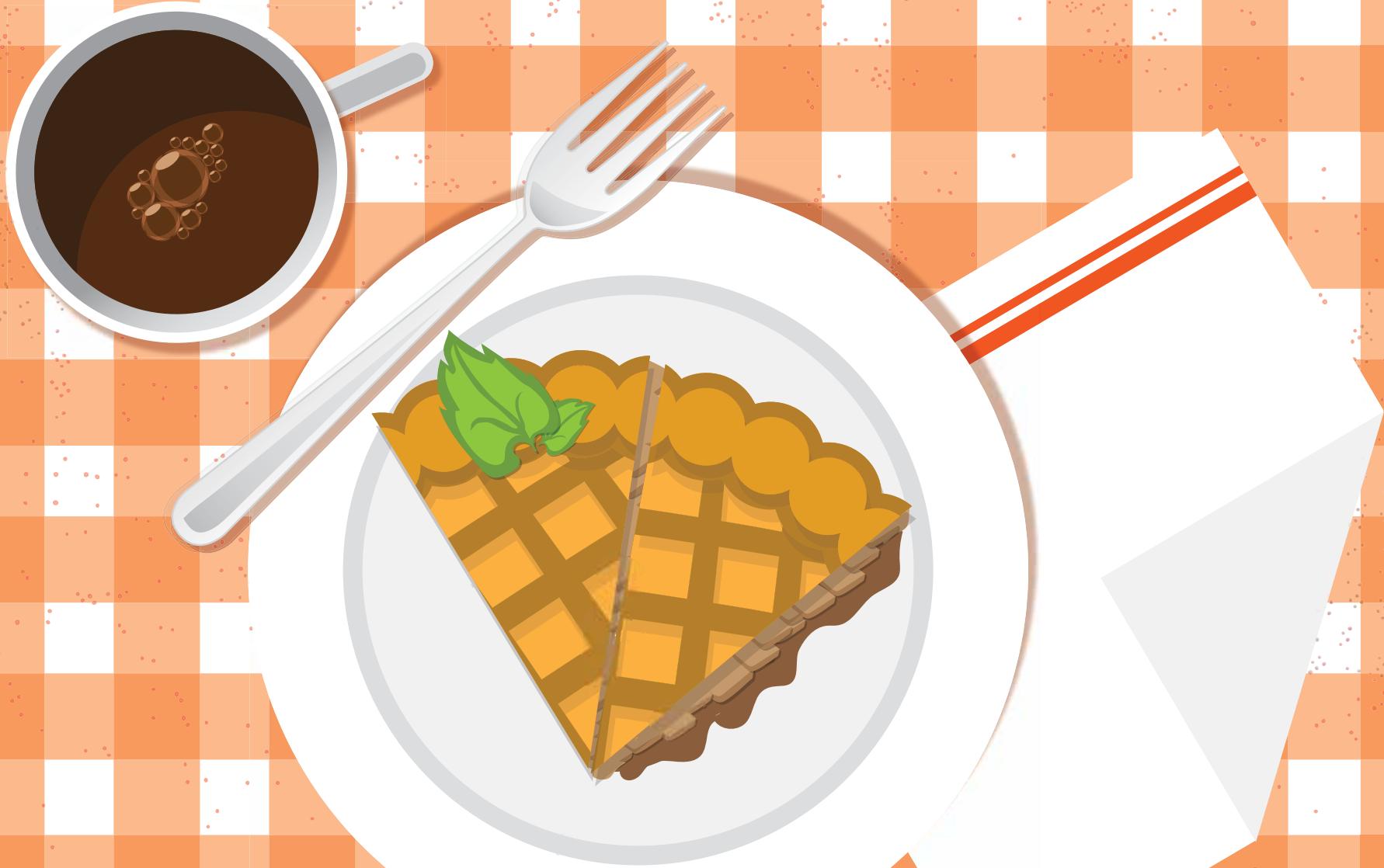
**Marketing Ingredients:**  
Infographic  
Ads

*It doesn't take a scientist to see how a clever campaign with a playful character like this can have IT buyers coming back for seconds. The client even went on to have dolls made of their new mascot.*

# 5<sup>TH</sup> COURSE

## BE RELEVANT

In the kitchen or in your campaign, timing is everything. Whether it's the season to be jolly or a popular TV show's season premiere, serve up your creation at just the right time.



UNITRENDS | Goal: Increase awareness



#### Marketing Ingredient:

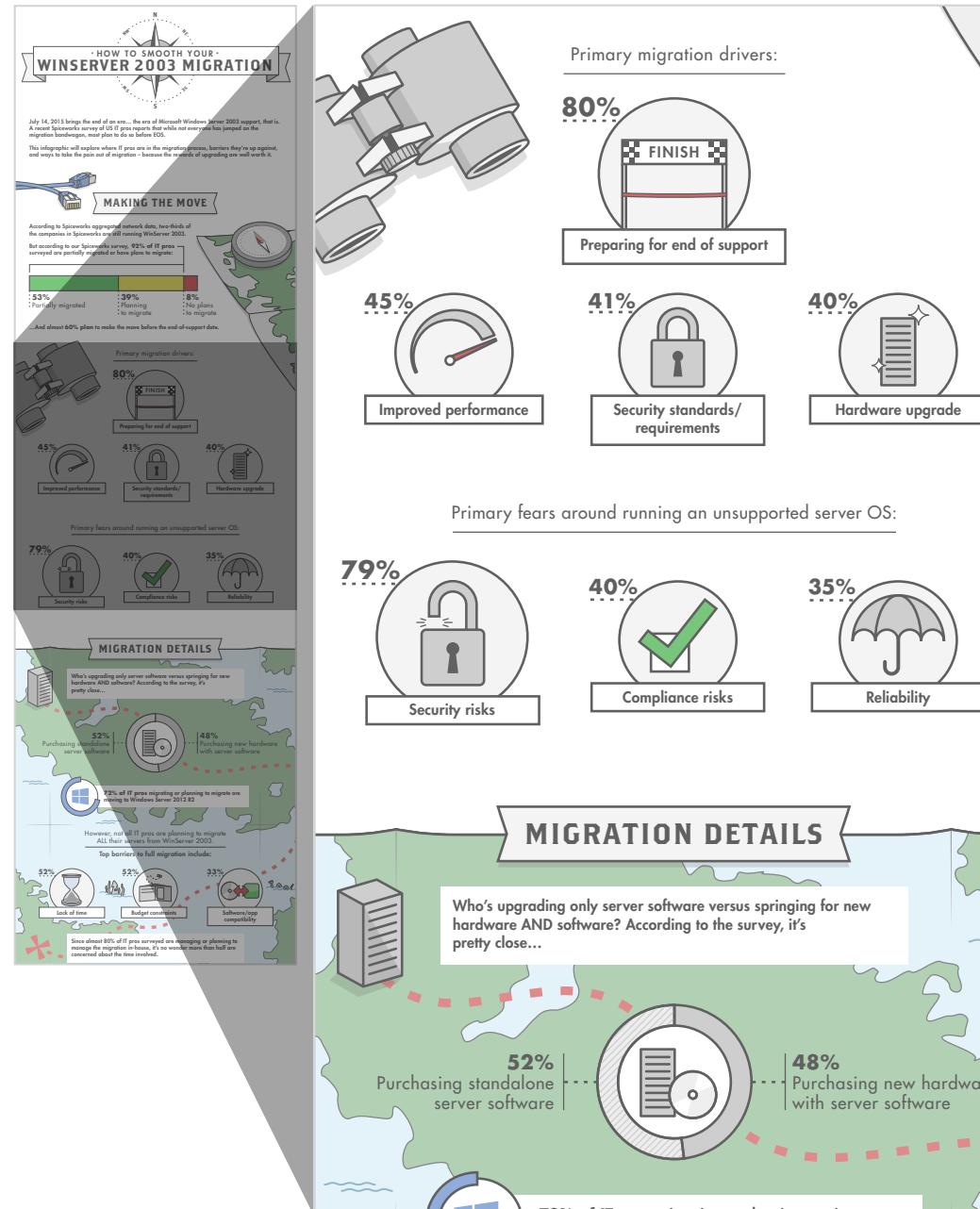
Ads

*Get favorable reviews from IT pros with a playful or made-up special occasion or holiday, like this sweet seasonal mash-up with a subtle backup-related pun around covering everything.*



## Marketing Ingredient: Infographic

Whether it's timed with an OS end of life or a new solution about to be served, make your campaign more appetizing by rolling it out at just the right time.



VARONIS | Goal: Generate demand



SPICEWORKS

Partner Promotions  
SPECIAL OFFERS EXCLUSIVELY FOR YOU

Here's your Spiceworks partner offer – the best way to make sure you're in the loop on all the latest our partners have to share! And we're just the messenger here, it's our partner's offer and message – not our own.

**Cards Against IT**

Get your free set 

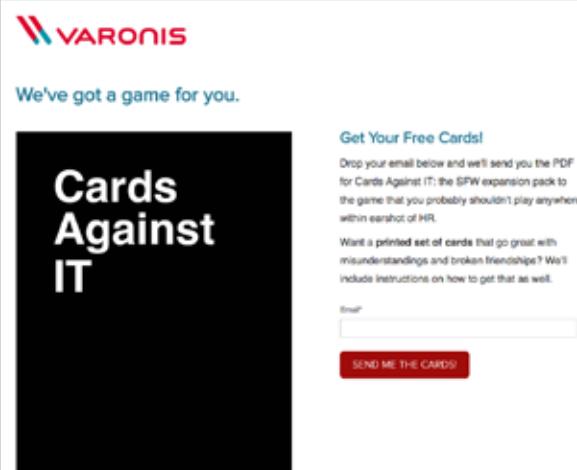
  
Forgetting in the datacenter is a firing offense  
a rainbow pack of 3.5" floppy disks

Let's be clear: this is for IT people.

Unless you're familiar with the dark blackness that grips your soul when you discover that two NICs have the same MAC address on your network – you probably aren't going to appreciate this at all.

Cards Against IT is your own Cards Against Humanity expansion pack (to be used with or without the original). Don't play it around HR, but do play with other IT Pros if you want hours of inside jokes and fun. Download immediately or request your own printed set!

**SEND ME THE CARDS**



VARONIS

We've got a game for you.

**Cards Against IT**

Get Your Free Cards!

Drop your email below and we'll send you the PDF for Cards Against IT: the SPW expansion pack to the game that you probably shouldn't play anywhere within earshot of HR.

Want a printed set of cards that go great with misunderstandings and broken friendships? We'll include instructions on how to get that as well.

Email:

**SEND ME THE CARDS**

  
**Marketing Ingredients:**  
**Landing Page**  
**Email**

*Treat your IT buyers by drawing inspiration from pop culture they love, like this card-based concoction playing off the hit game Cards Against Humanity.*



## Who is Spiceworks?

Launched in 2006, we're shaking up the tech space and transforming how hardware, software, and IT services are marketed and sold to millions of IT professionals around the world.

Thousands of tech brands (including Microsoft, Dell, and HP) use Spiceworks to reach these IT pros. And vendors love the unique ways we help them connect with this elusive market.

*"The future of media."* —Forbes

**SPICeworks**  
Where IT goes to work.™