

Parallels Summit 2011

Profit from the Cloud™



Marketing Master Class

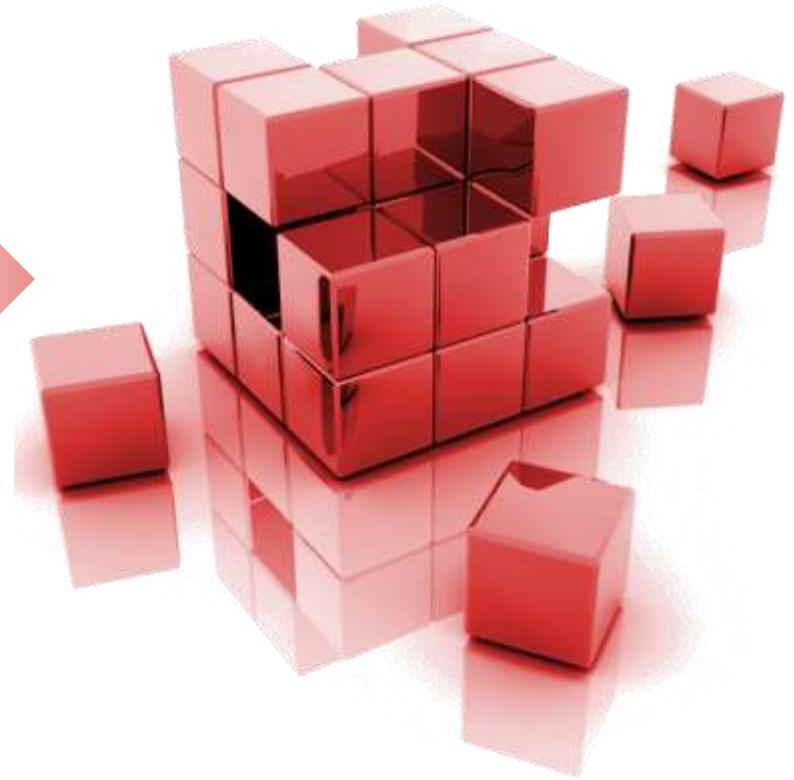
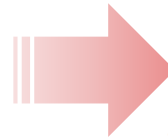
Eugenio Ferrante – Director of Customer Satisfaction & Knowledge

Kim Johnston – VP Marketing

Michael Zung – SVP MD, Digital Asia Pacific – Bite Communications



Building Reputation *Through* Demand



What We Are Going to Cover

- **Some practical applications from the Parallels SMB Cloud Insights™**
- **Marketing techniques to leverage these practical applications to:**
 1. Build customer knowledge and relationships
 2. Retain customers and extending lifetime value

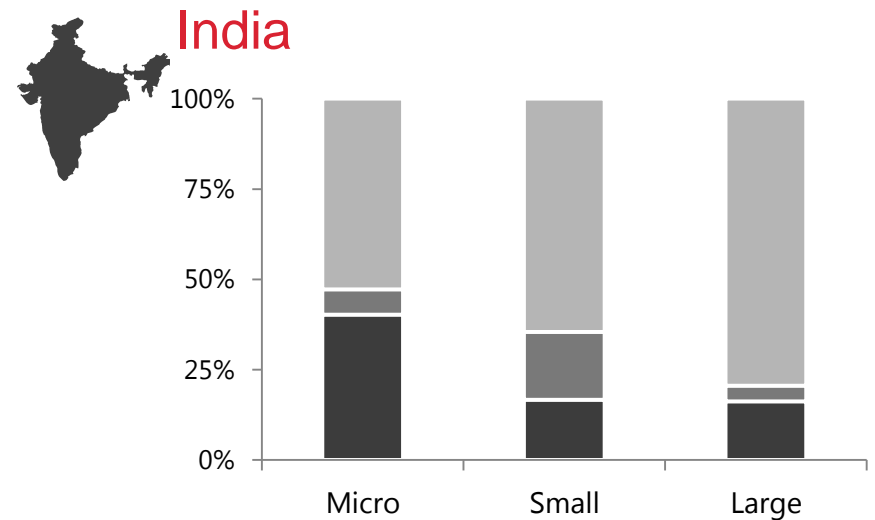
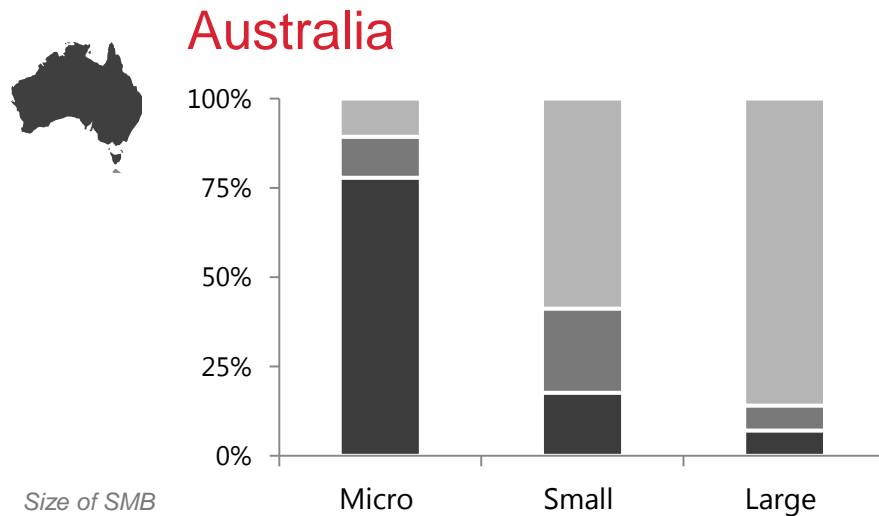
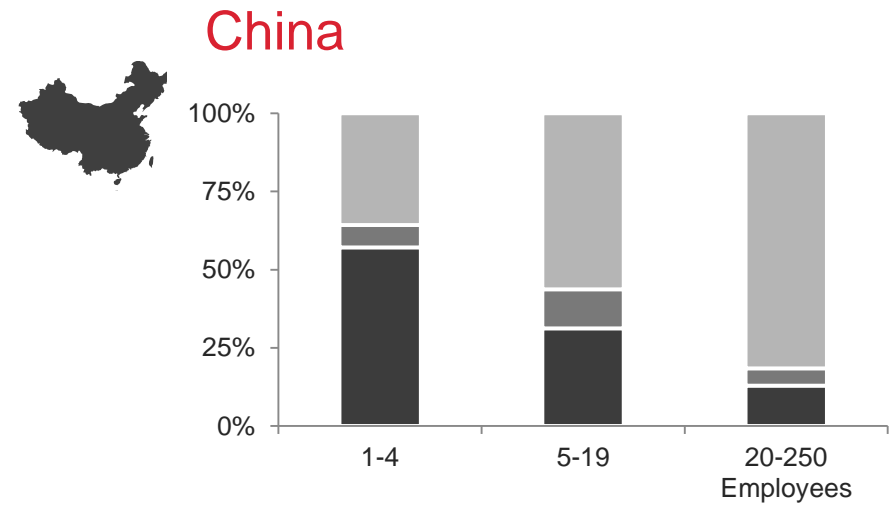
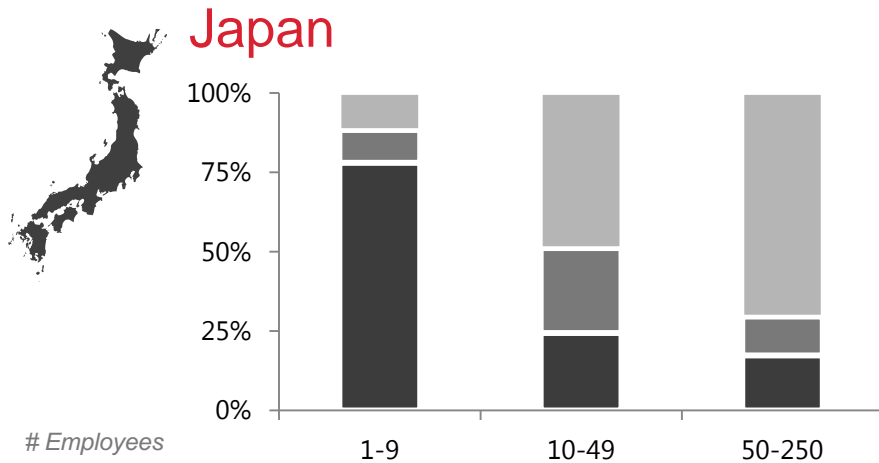


Building Knowledge

Know Your Customers



The SMB Audience in Asia-Pacific

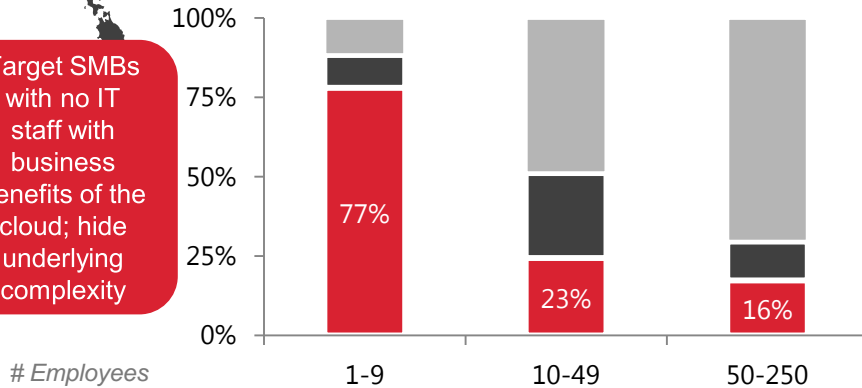


The SMB Audience in Asia-Pacific

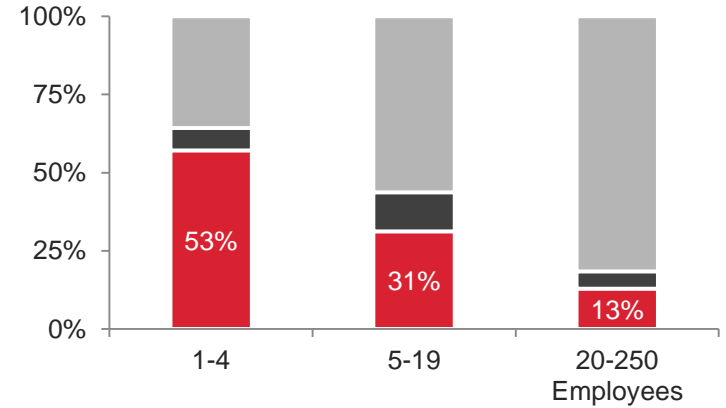
Japan



Target SMBs with no IT staff with business benefits of the cloud; hide underlying complexity



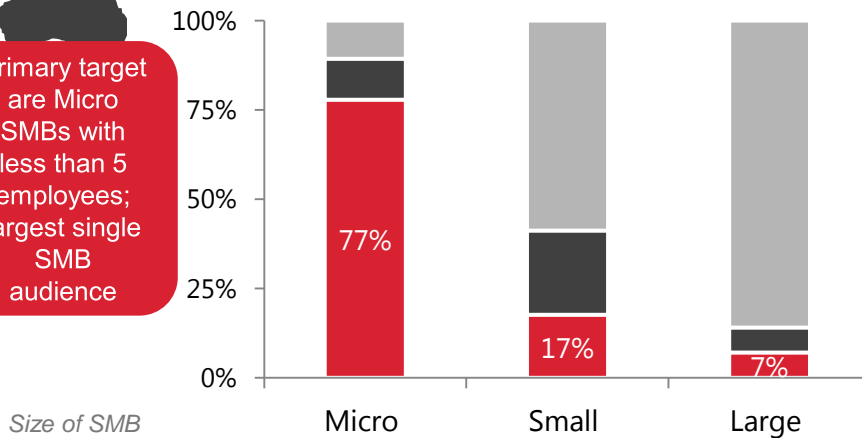
China



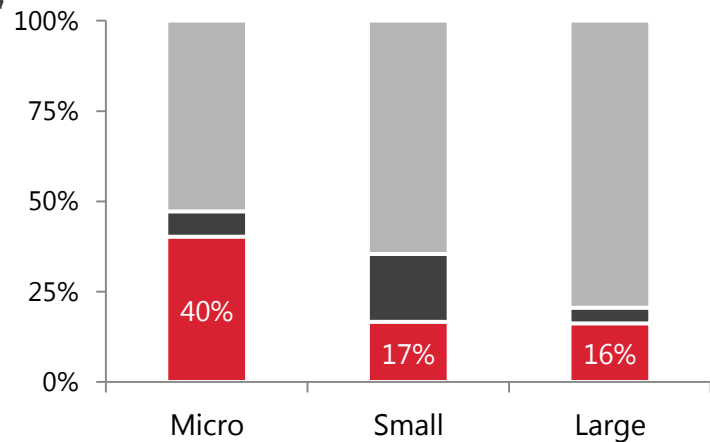
Australia



Primary target are Micro SMBs with less than 5 employees; largest single SMB audience



India



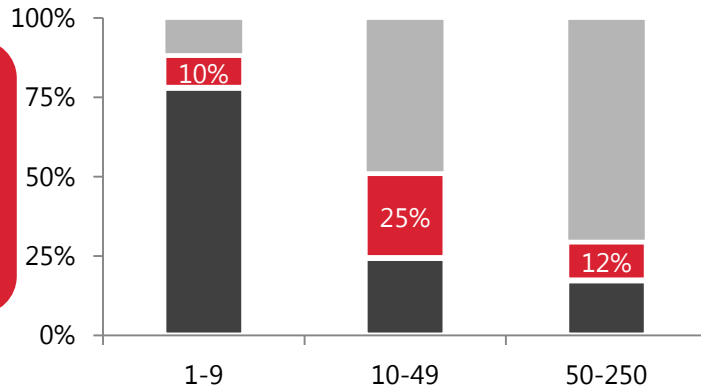
■ No dedicated IT staff
 ■ IT consultants
 ■ Dedicated IT staff



The SMB Audience in Asia-Pacific



Japan

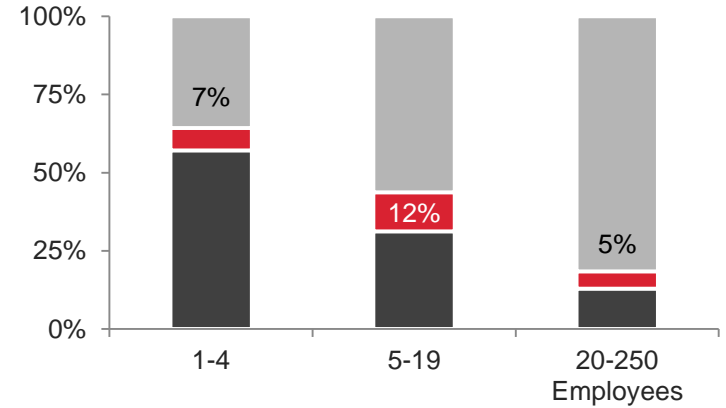


Create a channel partner network to reach SMBs through their IT consultants

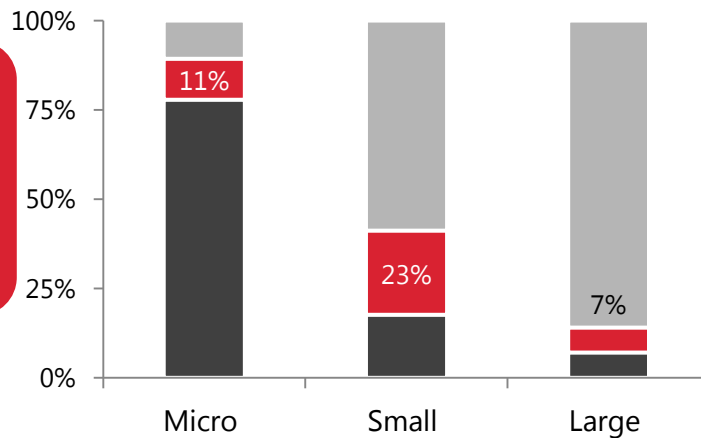
Employees



China



Australia

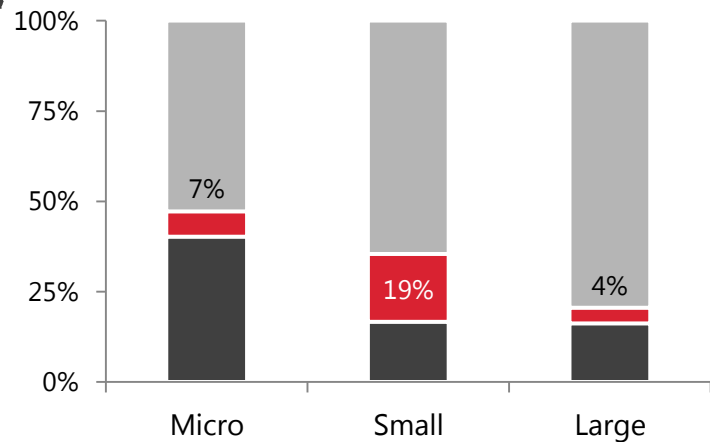


Small SMBs are the most likely to have IT consultants – but still only 1 in 4 SMBs use

Size of SMB



India



■ No dedicated IT staff ■ IT consultants ■ Dedicated IT staff



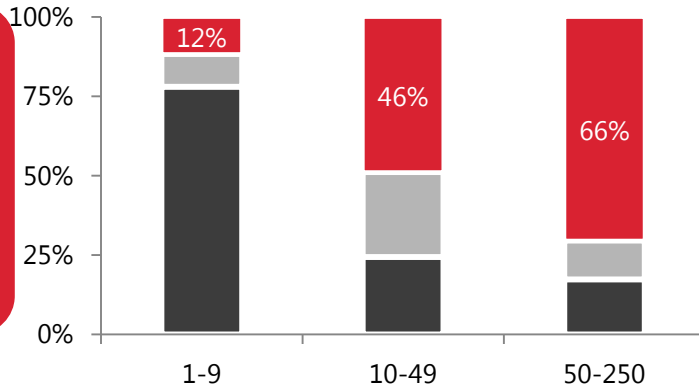
The SMB Audience in Asia-Pacific

Japan

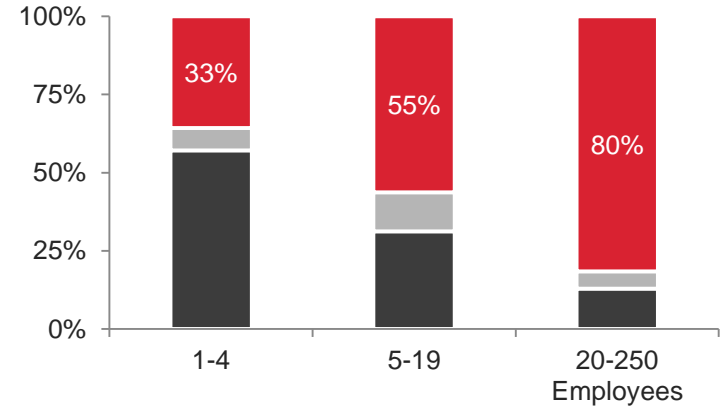


Target dedicated IT staff with marketing based on technical specs & differentiators

Employees



China

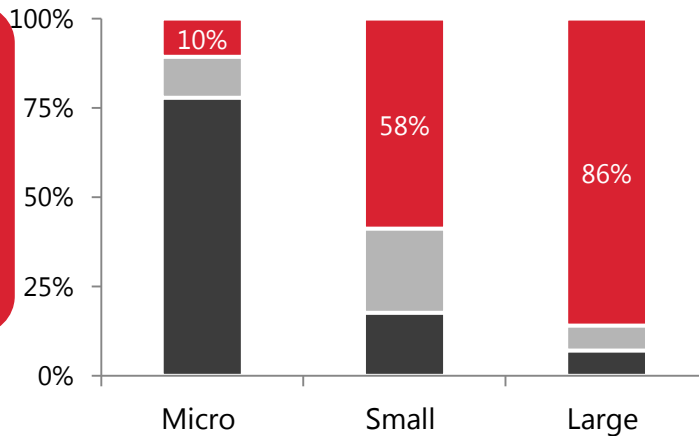


Australia



Primary target are large SMBs with 50+ employees in developed countries

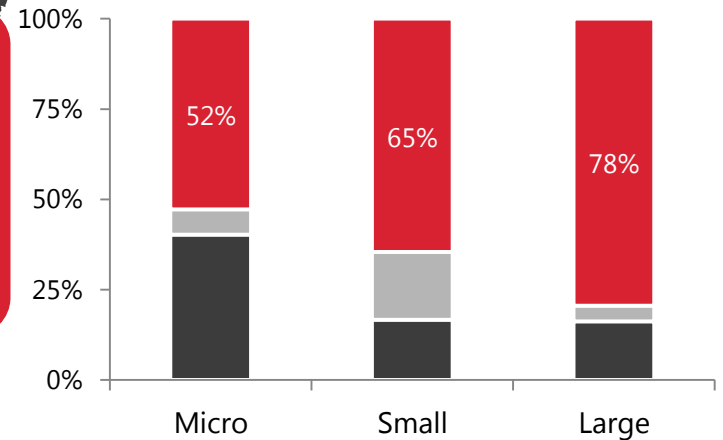
Size of SMB



India



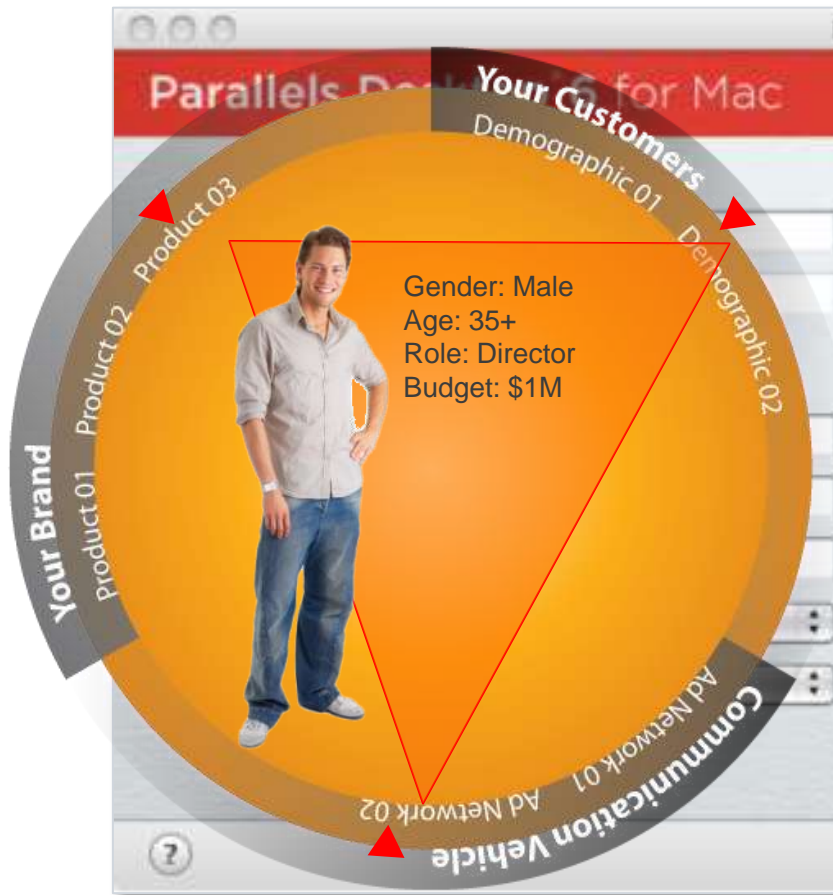
Skilled labor less expensive means a wider spread of company sizes can afford dedicated IT staff



■ No dedicated IT staff ■ IT consultants ■ Dedicated IT staff



Know Your Customer



Profile (capture it):

- Name
- Title
- Type and size of company (if business)
- **Role in buying decision**

Buying behavior (optimize around it)

- What are their triggers?
- Where do they look for information?
- In what form?
- What do they consider when making the decision?
- Do they try before they buy?

Doesn't cost money to ask

- Questions at checkout
- Survey's post purchase
- Call them!



Understanding the Customer at iinet



any-wide customer data acquisition project mapped out the customer buying process – “You do not go to the supermarket and say I am going to buy milk and eggs from the door” Created bundles and recommendations based on customer profiles

- Integrated customer data collection as part of the experience (customer and prospects)
- Now working on serving the right ads to the right customer – based on product cross-sell

customer segmentation based on crossing customer data against 3rd party database

- Improved decision making ability
- Provided ability to measure market share by segments – “% of the small business in Perth”

- Retargeting campaigns, once decided on the areas of investments
 - Launched a banner ad campaign
 - Selected a list of 50 websites that are consistent with the iinet brand



Questions?



Building Relationships

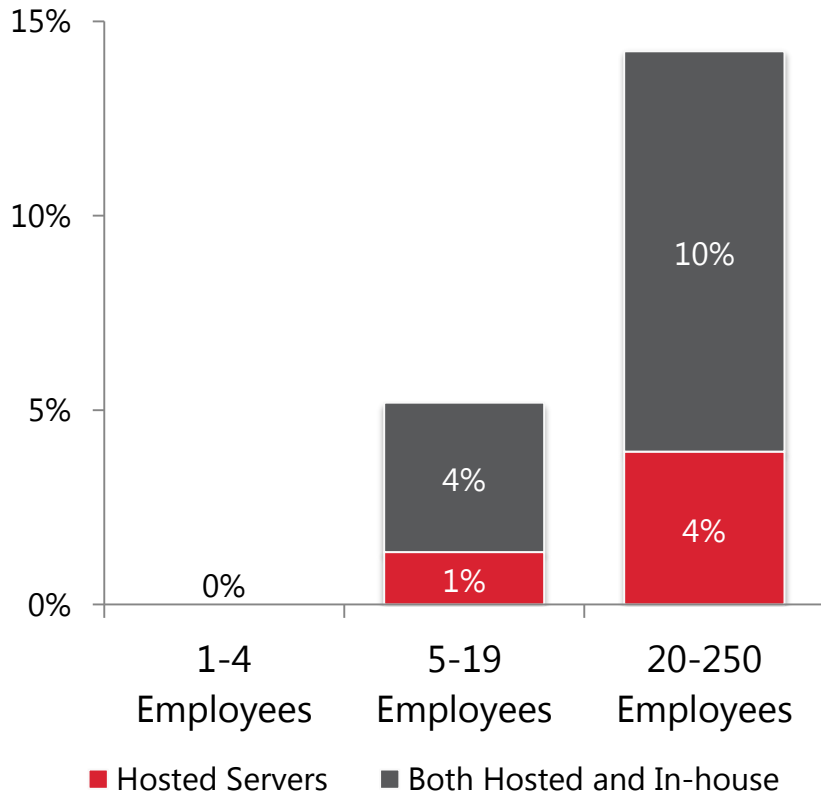
Educate Your Prospects



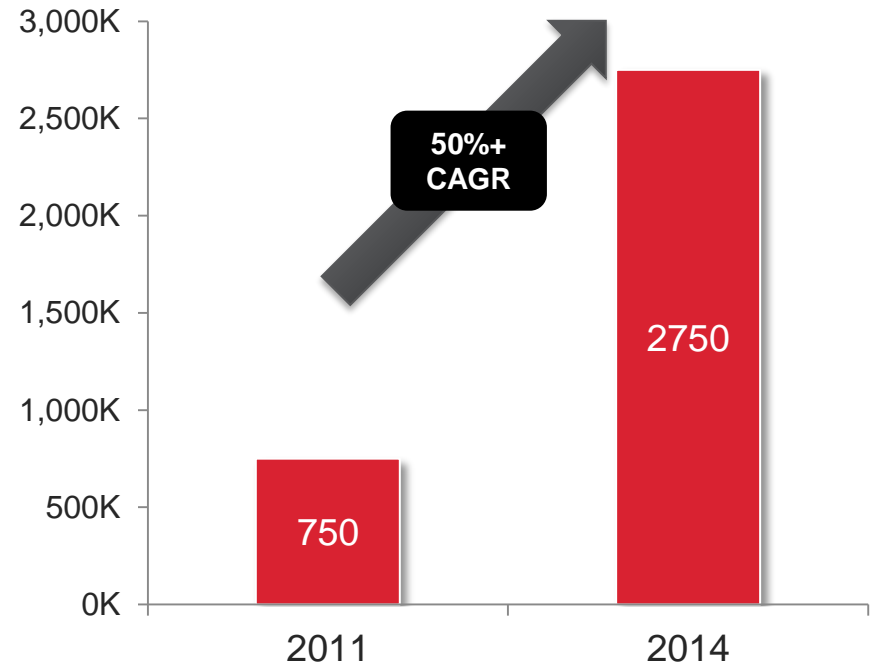
China Has a Massive Hosted Infrastructure Opportunity (50%+ Server Count Growth)



Server Penetration (China, 2011)



Hosted Servers (China)

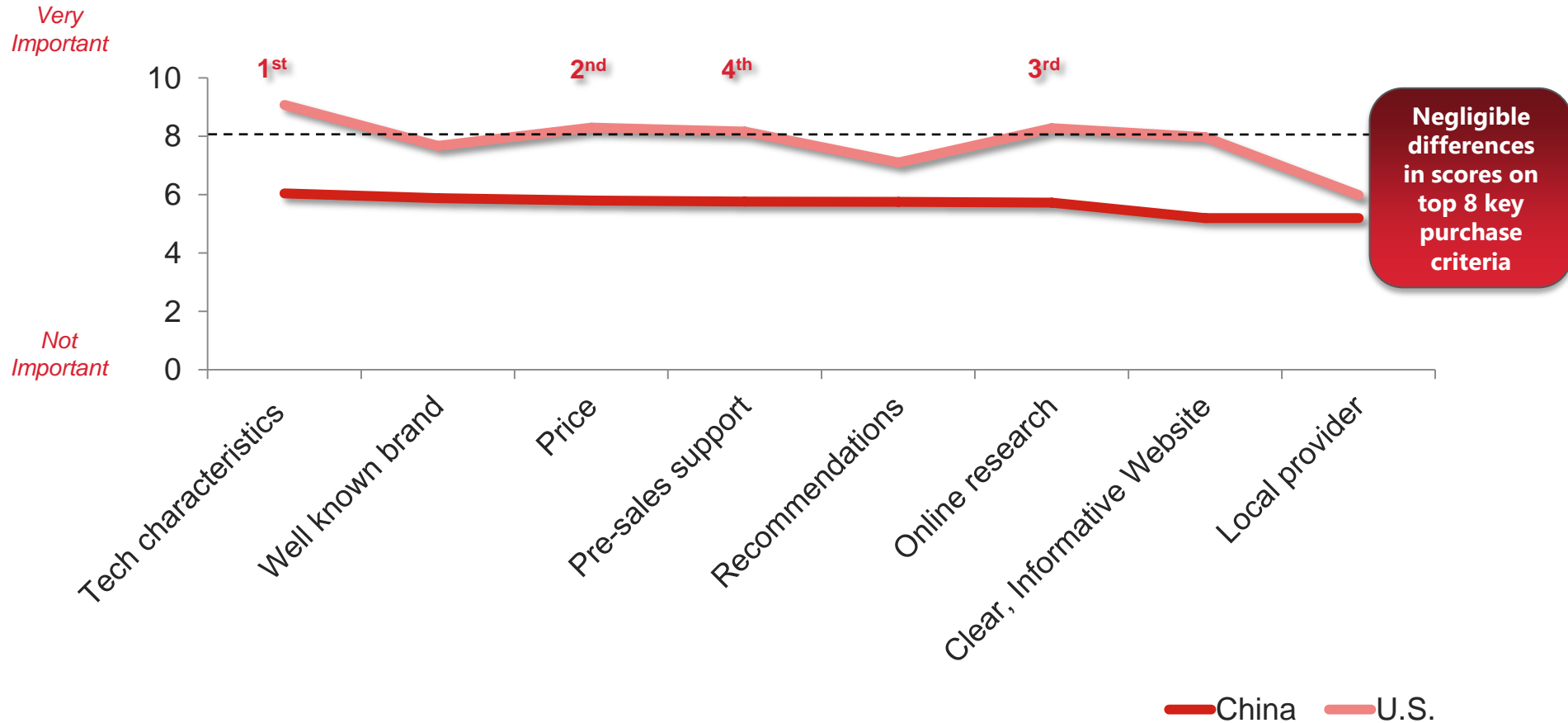


Source: Parallels SMB Cloud Insights (China, 2011)



Purchase Criteria: Educate SMBs About What Is Important When Purchasing Hosted Infrastructure

Hosted Infrastructure Key Purchase Criteria



Source: Parallels SMB Cloud Insights (China 2011, U.S. 2010)



Serve and Frame the Right Content

This screenshot shows the Parallels Plesk Panel 10 product page. The main heading is "Parallels Plesk Panel 10" with the subtext "An easy, profitable, and complete server automation solution that will help your business grow." Below this, there are three key benefits: "Easy" (Quick Web site creation and management), "Profitable" (Parallels Plesk Panel Amplifies sales of Small apps), and "Complete" (Multi language support, Free bundles available). A video player is visible on the left. A red-bordered inset at the bottom shows a testimonial from a Web Designer: "I chose Parallels Plesk Panel 10... It's the best fit for Web designers, I can easily create applications to Web site and I saw this with our service partners."

This screenshot shows the Parallels Desktop 7 for Mac product page. The main heading is "Parallels Desktop 7 for Mac" with the subtext "run windows on your mac". Below this, there are three key benefits: "Simplicity, performance, and no retooling" and "make Parallels the #1 choice of Mac users." A video player is visible on the left. A red-bordered inset at the bottom shows a testimonial from a user: "I need Windows on my Mac for classes... Parallels Desktop 7 for Mac is the best choice of solution for Apple (and Mac) users."



Build an Animation or a Video With Key Features...



...or Get a Customer Video Testimonial



The Readyspace Experience



The Readyspace Experience

Company Overview

- Singaporean Service Provider
Established in 2003
- Providing wide range of Cloud Services to Enterprise Managed Hosting Services
- Approx. 100,000 users today across all segments (individuals, Small, Medium, Large Enterprise)



Educating Customers and Prospects with Videos in Singapore

- Started experimenting with videos about 1 yr ago. Now at 400 playbacks per week and growing 2-3pp faster (approx. 10% in the last year)
 - Faster sales process
 - Better expectation setting during pre-sales
- Experimented both with short and long videos.
 - Short: good for product introduction and new customer acquisition
 - Long: good for technical education or solutions
- Content is crucial. Leverage partners for relevant expertise (for example expert community if you have one or partners – like online marketing companies).
- The tool used to create the video matters; ease of use and of sharing critical. The streaming tool/service needs to be engaging.



Questions?



Building Relationships

Tailor Your Offering to Overcome an Obstacle

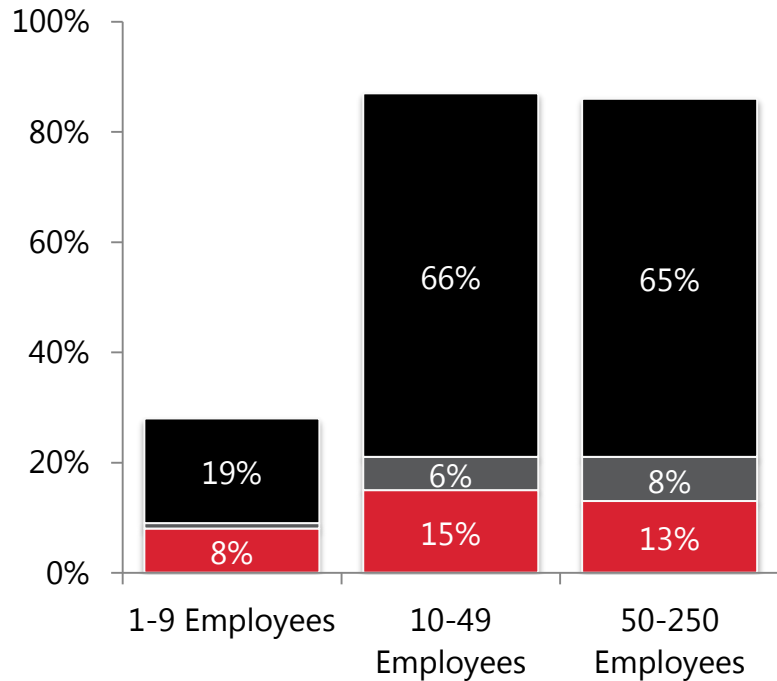


Australia And Japan Have a Large Installed Base of In-House Servers That Can Be Replaced



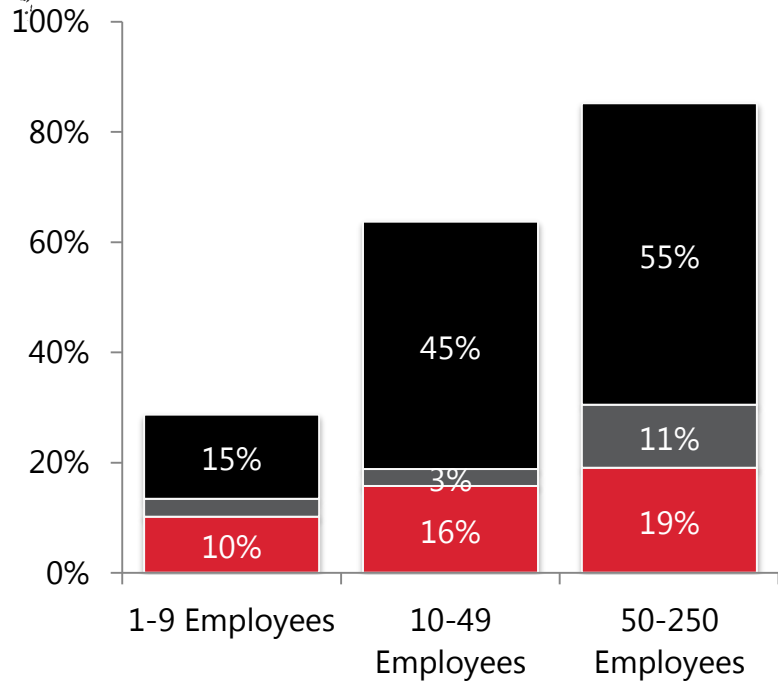
Server Penetration (Australia)

In-House Servers = 29%



Server Penetration (Japan)

In-House Servers = 17%



- Hosted Servers
- Both Hosted and In-house
- In-house Servers

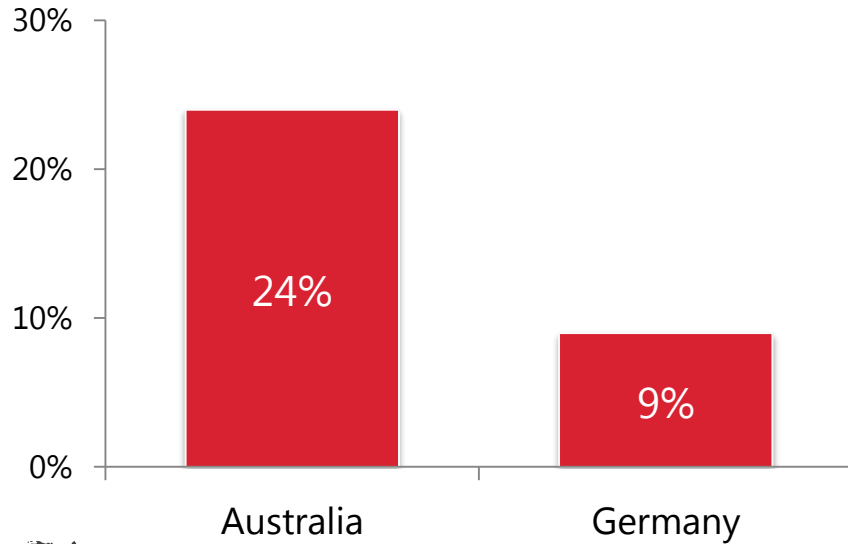
Source: Parallels SMB Cloud Insights (Australia 2011, Japan 2011)



Australian SPs Need Promote Their Local Presence; Japanese SPs To Launch VPS Offering

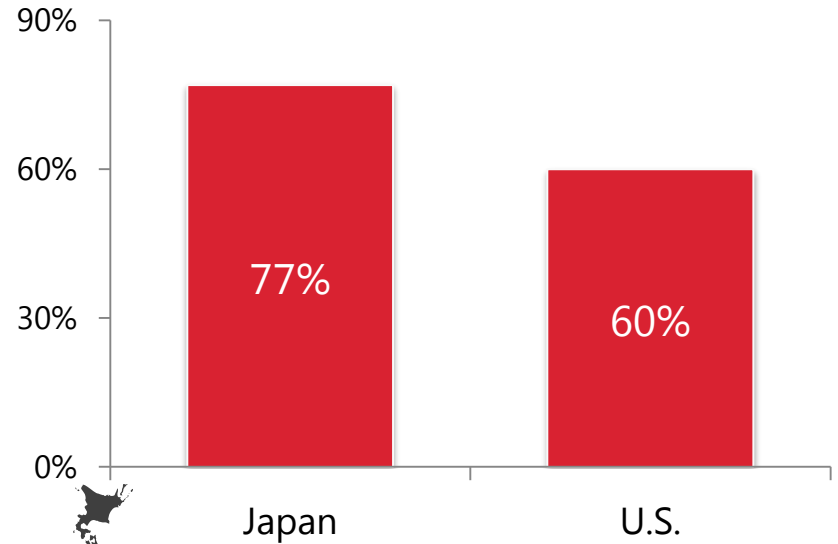
Why did you decide to keep these servers in-house instead of moving them to a hosting service provider?

"Bandwidth/connectivity issues"



Opportunity for local providers

"Price"



Opportunity for VPS offering

Source: Parallels SMB Cloud Insights (Australia 2011, Germany 2011, Japan 2011, U.S. 2010)



Using Content to Tailor Your Offering

Create an Unbranded Site



- Clear audience target
- Interesting content
- Keep the conversation alive
- Add value

Create New Enterprise Offering



- Business page survey triggered from visit
- Data gathered passed to Sales
- Call down campaign



The Net Logistics Experience

Company Overview

- Australian Service Provider focused on hosted infrastructure
- 5,000+ customers

NET LOGISTICS
hosting confidence

CALL US 1300 NET LOG

ABOUT US | SHARED HOSTING | RESSELLER HOSTING | VIRTUAL PRIVATE SERVERS | DEDICATED SERVERS

Empowering Your On-Line Presence

Each and every one of Net Logistics' virtual, reseller and VPS servers consists of a

- Dual Intel Xeon® Quad Core platform with
- Serial-Attached-SCSI hard drives

Shared Hosting | Reseller Hosting | Virtual Private Servers | Dedicated Servers

If we had to name only one great aspect about our shared hosting...

We wouldn't do it. But, we can name three great things: flexibility, ease-of-use and affordability. It's true despite being the standard-bearer packages in the Australian web hosting marketplace, our [Reseller](#) and [Dedicated](#) shared hosting platforms still provide our clients with their seemingly magical ability to make even complex web hosting endeavors a breeze to accomplish, thanks to integrated control panel technologies such as cPanel® (Linux) and Plesk® (Windows).

Simply put, these are the "little platforms that can" — packing a whole lot of web hosting punch — despite their distribute price tag, all the while being backed by full 24/7/365 support. Australia-located servers featuring Dual Xeon Quad Core processors, and Serial-Attached-SCSI drives equipped with hardware RAID, AND for those whose main interest is web development, [Net's VPS](#) offers practices for even more local residents!

Choose your domain: .com.au

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Overcoming the Bandwidth Obstacle in Australia

- Situation:
 - Cost of bandwidth in Australia 2X U.S., impossible to compete with U.S. offerings on price alone
 - However, connectivity from U.S. service providers usually not up to local standards
- Net Logistics created a premium offering:
 - Local, “generous” bandwidth
 - Premium infrastructure
 - Highly responsive customer support (ongoing)
- Offering launched in 2005; exponential growth from small startup business with 0 paying customers to current 5,000 happy customers



The Tsukaeru Experience

Company Overview

- Japanese Service Provider focused on hosted infrastructure
- Approx. \$6M in revenues, from 20,000 subscribers; growing at 30% year over year



Overcoming the Price Obstacle in Japan: Marketing VPS

- Started selling VPS in 2004; entered at ¥2,980/month (vs. ¥9,800/month dedicated)
- Faced VPS resistance to adoption
 1. Educating SMBs
 2. Shifting the conversation from technology to business solutions
 3. Focusing on value proposition
- Starter offering solutions for FX traders
 1. Expert community influence
 2. Partner enriched offering – with brand recognition
- Now looking at other solutions for SMBs



Questions?



Building Relationships

Create Magic Moments



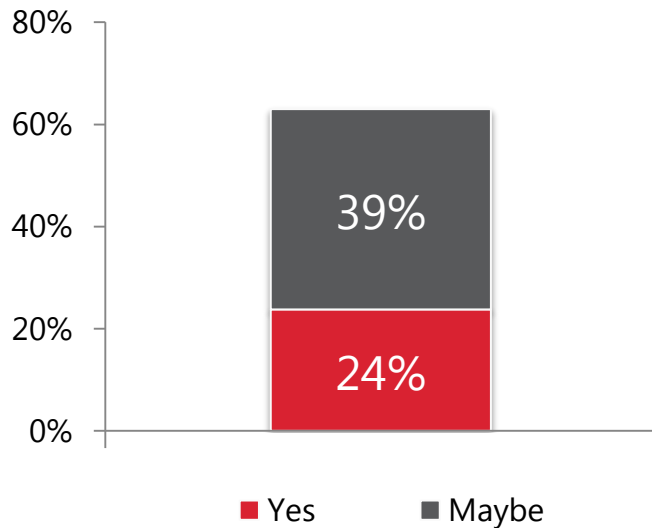
Building Relationships

Manage Your Online Image

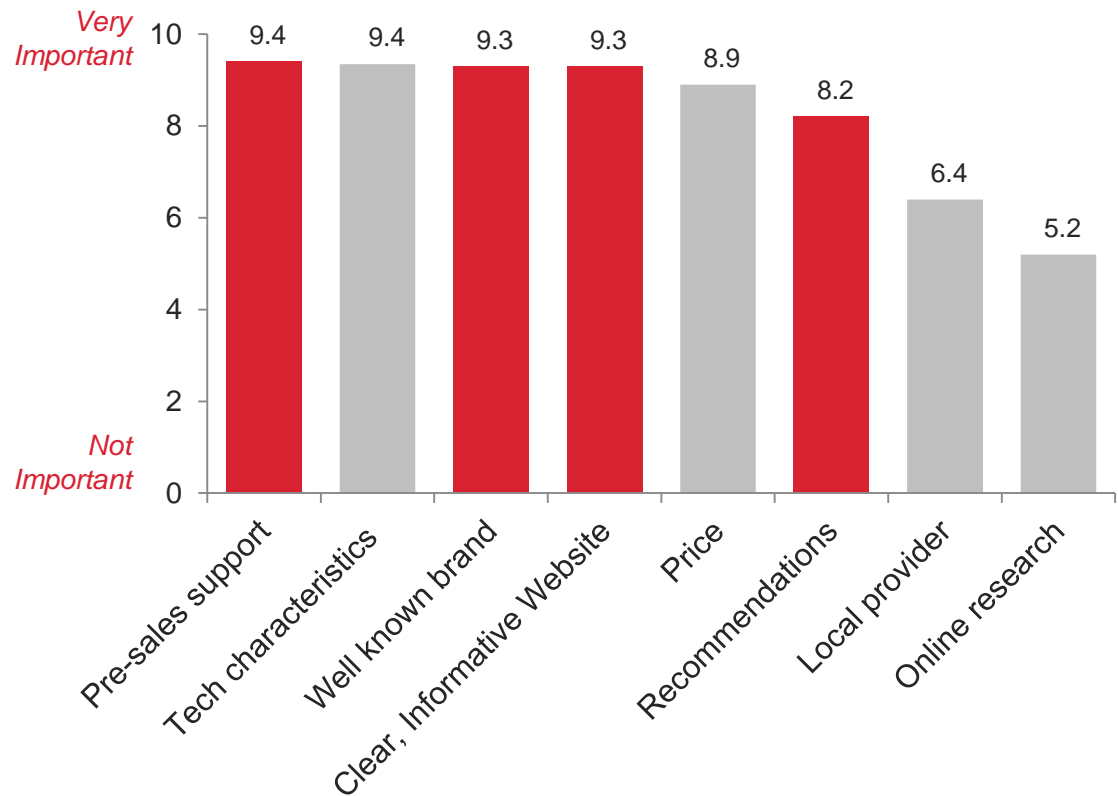


SPs Need To Focus on their Online Perception to Win Some of the 24% SMBs Likely to Purchase Web Presence in China in the Next 3 Years

SMB Plans to Purchase Web Presence (China, 2011)



Web Hosting Key Purchase Criteria (China, 2011)



Note: Likelihood to purchase among SMBs without a third party hosted website
 Source: Parallels SMB Cloud Insights (China, 2011)



Social Media Myth #1

No one actually pays attention to what is being said in social networks. **Wrong.**

People actually pay attention to what is being said in social networks.

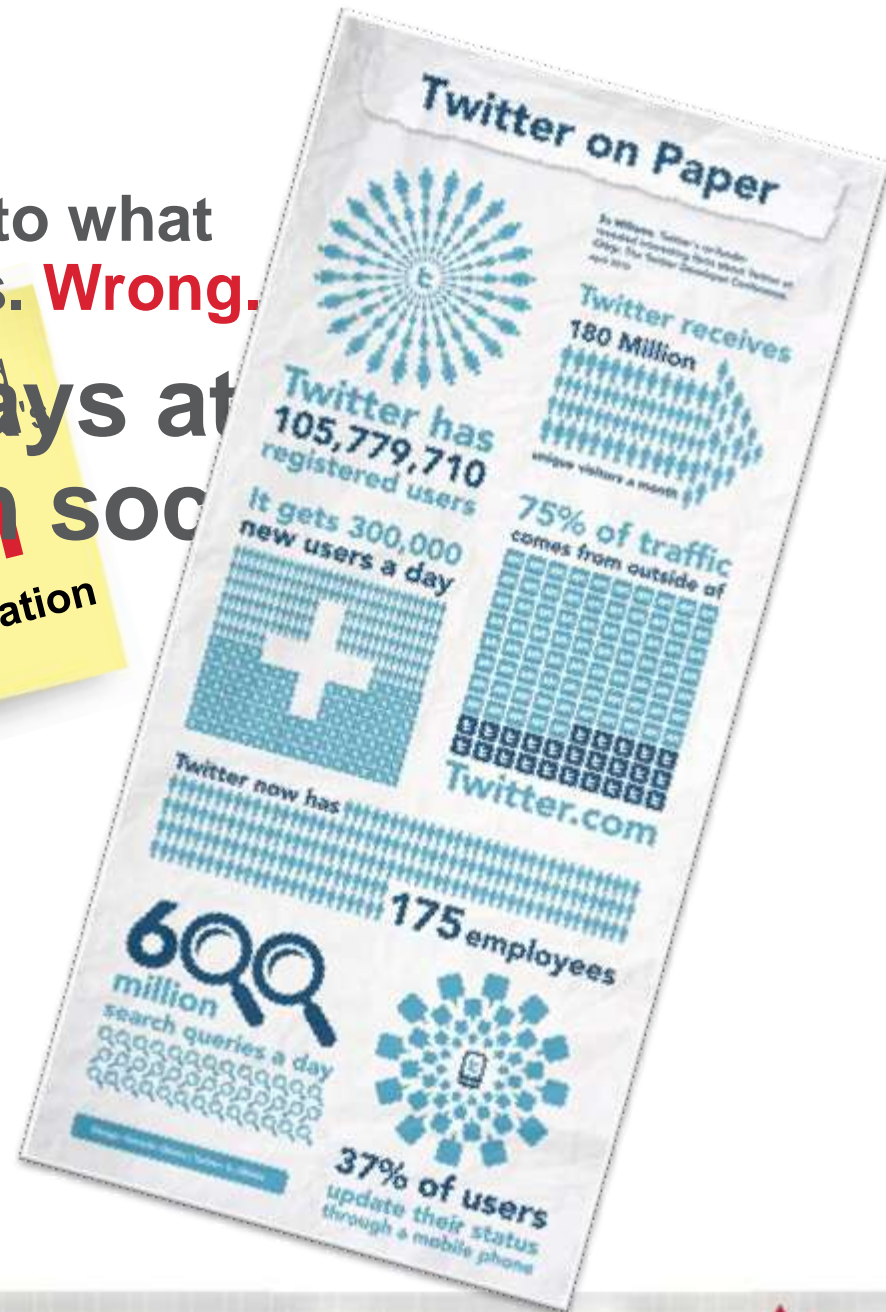
24B

= the # of search queries Twitter handles **in a month.**
Twitter is the ranked **#2 search engine** behind Google.

44%

of Twitter users have **recommended a product or service.**

12th
largest population country.



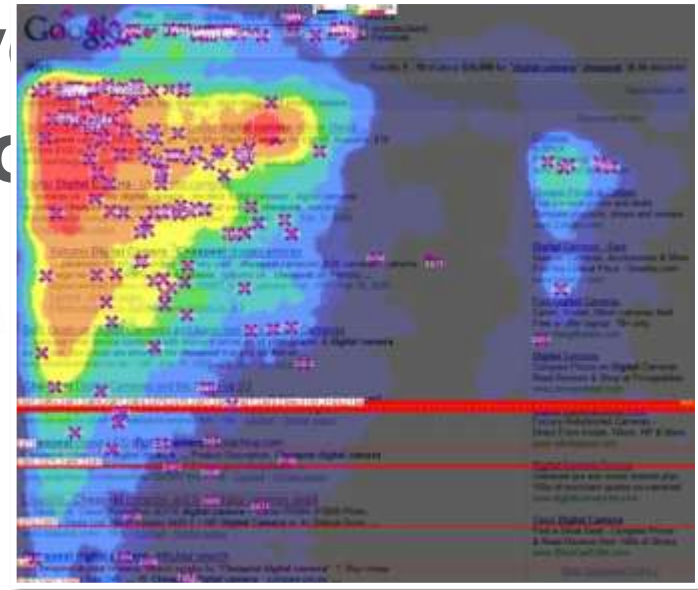
Social Media Myth #2

What people say positive or negative doesn't really matter or show up anywhere. **Wrong.**

Search engines index social media content and **weigh it heavily.**

90% of people never move past the first page of search engine results... imagine a negative blog post or review as the top result.

81% of respondents said they'd received advice from friends and followers relating to a product purchase through a social site.



In APAC, Each Country is a Bit Different...

Top Social Networks

(Active Support)



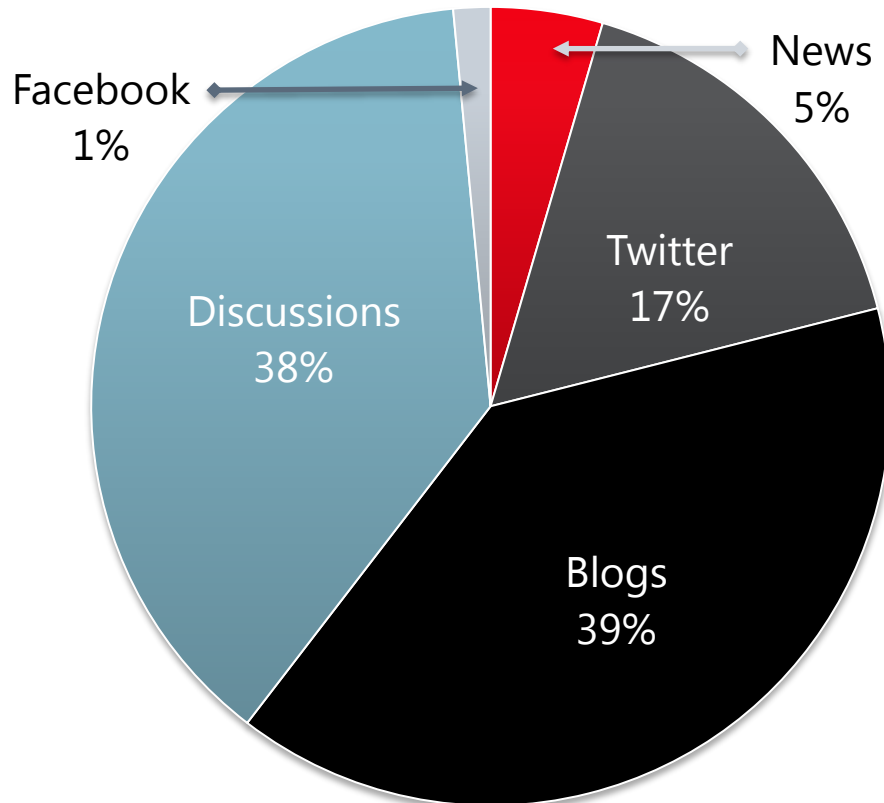
Preferred Social Media Channels

Based on the top 5 social media channels per country



Australian Example: Platforms

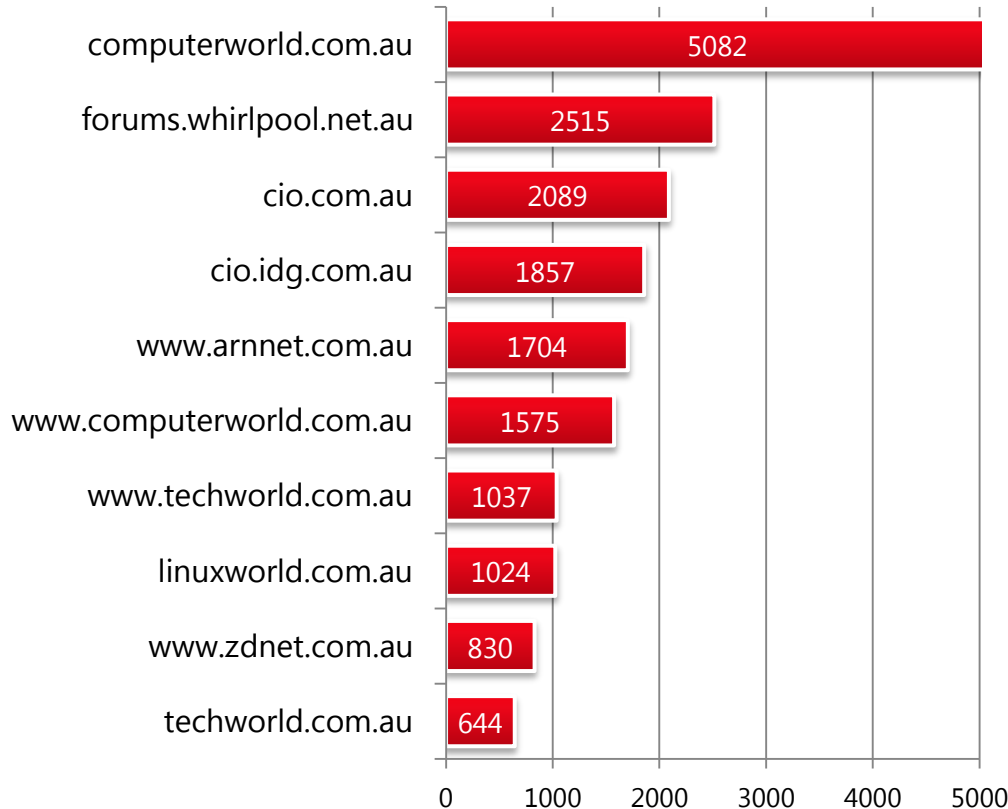
Sources	Facebook	Twitter	News	Blog Posts	Discussions
	39	430	118	1025	991
TOTAL CONVERSATIONS					2603



18th February 2011 to 18th March 2011



Australian Example: Online Influencers



- Social Media Intelligence: Virtualisation & automation software – AU
- Media Type – Other is the top the source of conversation. It follows that the list of top domains is dominated by online news sources and industry magazine sites.
- Message Board/Forum is the second most popular channel. The list is topped by Australia's forums.whirlpool.net.au.

Identify where relevant conversations happen and be present where it matters to boost brand's visibility.

1 August 2010 – 15 March 2011



Improve Organic Search Results with a Simple Site Audit

1. Examine Files Indexed in Search Engines

- A Site Search Listing in Google (or Bing)
- “Repeat search with omitted results” link adds search results that often point to issues.
- HTML Page Titles & Meta Description Tag handling

2. Compare Number of Pages Indexed

- A) Too few files indexed
- B) Too many files indexed
- Entrance Keywords for Landing Pages Reported in Google Analytics
- Search Queries: Top Landing Pages in Google’s Webmaster Tools

Examine files indexed in search engines

Google search results for `site:zincbistroaz.com`. The search returned about 13 results in 0.15 seconds. The top results include:

- Try Google Webmaster Tools**: www.google.com/webmasters/ Do you own zincbistroaz.com? Get indexing and ranking data fr
- Zinc Bistro**: 2005-2006 Zinc Bistro, Az. | photos by Carissa Vivinto | site design bluepencil ultd. www.zincbistroaz.com/ - Cached - Similar
- Zinc Bistro Chef**: Biography: Matt Carter, Executive Chef/Proprietor. Phoenix-born Matt Carter had little interest in becoming a chef when he was growing up in the valley of ... www.zincbistroaz.com/chef/ - Cached - Similar
- Recipes - Zinc Bistro**: Warning: mysql_connect() [function.mysql-connect]: Access denied for user 'db91388@205.186.184.20' (using password: YES) in ... www.zincbistroaz.com/recipes/ - Cached - Similar

Too many files indexed

Analytics dashboard for a page viewed 1,355 times. Key metrics include:

- 1,355 Pageviews
- 1,265 Unique Views
- 00:03:30 Time on Page
- 91.93% Bounce Rate
- 90.63% % Exit
- \$0.00 \$ Index

Navigation Analysis sidebar:

- Navigation Summary: How visitors found your content
- Entrance Paths: Paths visitors used to get to your conte
- Landing Page Optimization
 - Entrance Sources: Top sources per page
 - Entrance Keywords: Top keywords per page (highlighted with a red arrow)

A site search listing in Google or Bing

In order to show you the most relevant results, we have omitted some entries very similar to the 267 already displayed.

If you like, you can [repeat the search with the omitted results included](#).

Improve Organic Search: Basic Rules for Baidu in China

1

Get Your License

A legal ICP license is crucial. Without a certificate, site may be omitted from search results.

2

Host Your Site in China

Baidu's crawler is "impatient" and will skip sites experiencing even minor latency issues eliminating the chance to appear in organic search results.

3

Buy a Baidu Brandzone

Brandzones drive results. Brands report up to 30% of their traffic originating from a Brandzone and have seen click through rates up to 75%.

4

Reap What You Sow

Baidu content is prioritized in the search results. Curating brand content platforms Tieba (a la forums), Bake (a la Wikipedia), and Zhidao (a la Yahoo Questions) is "free" and can improve search results 10-20% if done right.

5

Cut the Code

Baidu's crawler is not very sophisticated and requires aggressive spoon-feeding. Streamlining code and adding alternative text improves visibility. As with Google, flash- heavy sites encumber the crawler.

6

Backlinks Boost

Targeted efforts to acquire backlinks can significantly improve ROI and search visibility.



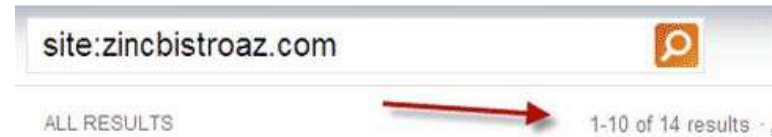
Improve Organic Search Results with a Simple Site Audit

2. Compare Number of Pages Indexed	3. Ensure Site Navigation Links Can Be Followed	4. Check a Sample of Important Pages on the Site	5. View the Text Only Version of Google's Cache for a Web Page	6. Check Google's Webmaster Tools
<ul style="list-style-type: none"> Entrance Keywords for Landing Pages Reported in Google Analytics Search Queries: Top Landing Pages in Google's Webmaster Tools 		<ul style="list-style-type: none"> Many pages not indexed? Check Google's cache of pages 	<ul style="list-style-type: none"> Check for duplicate paths Check for duplicate content 	<ul style="list-style-type: none"> Duplicate Page Titles & Description Tags Check the Robots.txt file Check internal linking

Entrance Keywords for Landing Pages Reported in Google Analytics



Too few files indexed



Check Google's cache of pages



What are **YOU** doing?



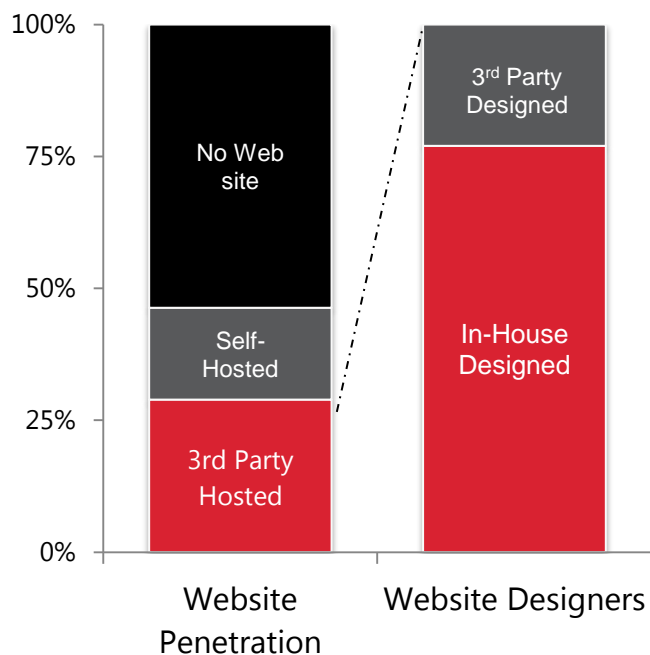
Building Relationships

Build Your Own Community

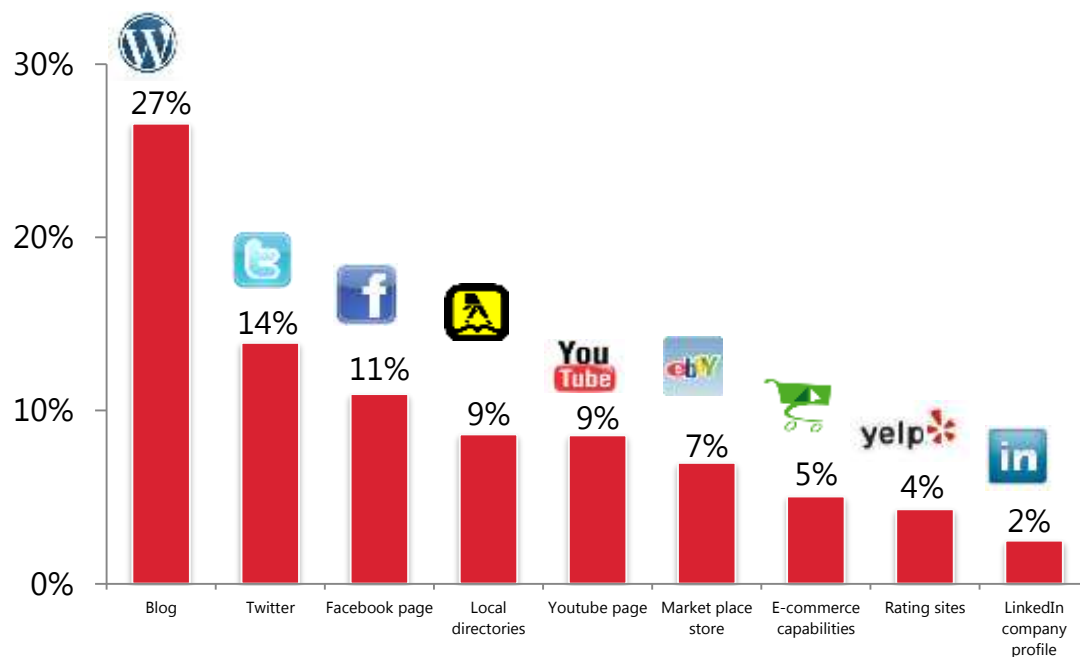


More Than $\frac{3}{4}$ of Japanese SMBs that Host a Site Design It In-House; A Large Number of SMBs Has More Online Properties than Just a Web Site

SMB % (Japan, 2011)



Online Presence (Japan, 2011)



Opportunity for Web Presence Builder Offering

Source: Parallels SMB Cloud Insights (Japan, 2011)



Build Your Own Community

Start with your supporters

- They actually want to engage with you

Talk with them!

- They will share insight about how to grow your business

Provide them benefits

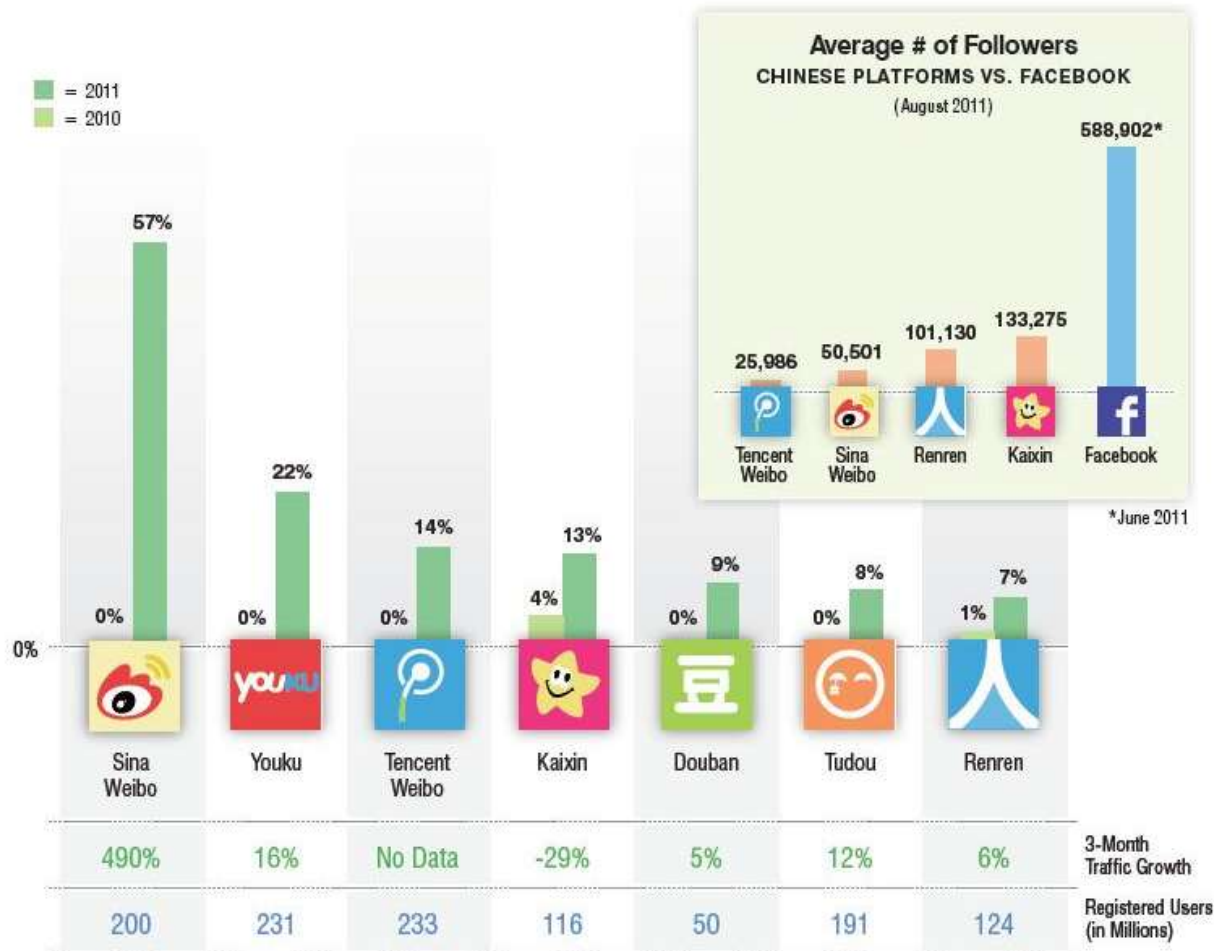
- They will talk on your behalf

It's not that hard

- Doesn't cost any money!



For example, in China there are multiple platforms where you can build communities...



...and Parallels has build a community of 112K using Weibo



The screenshot shows the Weibo profile for PARALLELS China. The profile header includes the name 'PARALLELS China', a verified status, and the URL 'http://weibo.com/parallelschina'. Below the header, there are sections for 'Introduction', 'Bulletin Board', and 'Links'. The main content area displays a list of microblog posts, including replies and original posts. The right sidebar features a 'Leader' section with a profile picture of a man, a 'Fans (101 962)' section with a grid of user avatars, and a 'Join the group (0)' button.

PARALLELS China verified
<http://weibo.com/parallelschina>

Introduction
Parallels China (Platinum Le Rui Si) official micro-Bo

Bulletin Board
New Parallels Desktop 6 have been supported LION!

Links
[Platinum Rui Si Le Taobao official](#)

All micro-Bo
All | Original | Pictures | Video | Music | | Search Advanced Search

Re @ SunnyOpen : Lifetime Version or the paid version in? If something was to pay to enjoy the unlimited version can be upgraded without surcharge. ... // @ SunnyOpen :
Re @ PARALLELS China : Chinese version of the 6.0

PARALLELS China : # Parallels Desktop for Mac # 7 full shelves! Quickdy come. ... [www.pars305.com](#) 原文转发 | 原文评论

3 minutes ago 来自 Sina microblogging 转发 | 收藏 | 评论

You definitely read right price! This is # 7 for Mac Parallels Desktop # ... LION-like WINDOWS 🙄 <http://t.cn/ax8j9c>

11 minutes ago 来自 Sina microblogging 转发 | 收藏 | 评论

Still faithful to your price: # Parallels Desktop for Mac # 7 🙄 <http://t.cn/axQxL>

8 minutes ago 来自 Sina microblogging 转发 | 收藏 | 评论

Quickly to upgrade ah! // @ Wong Ho HEATHERM : ah, 7 are out !!!

PARALLELS China : # Parallels Desktop for Mac # 7 full shelves! Quickdy come. ... [www.pars305.com](#) 原文转发 | 原文评论

10 minutes ago 来自 Sina microblogging 转发 | 收藏 | 评论

Or after the purchase of life in 2011/8/1 version of the user will receive a free # Parallels Desktop 7 for Mac # upgrade package! Please note. ... How so? Taobao to buy from our official user will automatically receive the upgrade package: purchased

Leader
United

Fans (101 962)
Ren Jun SunnyO Weiqiao Qi Hui Helan Yuting However liyenting Liabrie

Join the group (0)



The Uber Experience

Company Overview

- Third largest Australian Service Provider
- Domains, Hosting, and Cloud Services
- BRW Fast100 2009, 10, and 11



Jumba Customer Community

- Focused on technical aspects of Webhosting
 1. Visible customer service delivery – “*Show them what it is like to host with us*”
 2. Content development – look for reactions to content and use reactions as new content
- Brand equity building rather than ROI
 - But also Empire Avenue stock price
- Advices for someone starting a community today
 1. Creating a narrative
 2. You are the host – “*if you spend most of the time in the kitchen most of the conversations are going to be about the cooking*”
 3. Be authentic and direct the conversation at the same time
 4. Schedule tweets, but make sure they go out when you are awake



Questions?



Retaining Customers

Fuel Advocacy



Do You Remember This?



Parallels Summit 2011



Brand Advocates Are Active Recommenders

Advocates #1 Motivation? Help Others.

25%

of customers
are
advocates

50%

more likely
to **influence**
purchases
than other
customers

5x

more
trusted
than ads

3x

more likely
to **share**
great
product
experiences
than other
customers

2x

more
active
content
creators



Loyal Customers



Engaged Customers



Fans



Followers

The Advocate Influence

Provided by Zuberance



Social Media Amplifies Advocates

Brand Advocates' Reach Now Rivals Ads

Thanks, Jen.
Bought it!



Try this!



60 Million
Trusted WOM Impressions

X600 Prospects
(150 people x 4 recommendations)

100,000
Energized Advocates

Source for Social Media Reach: Forrester; Provided by Zuberance



Intuit Turns Advocates into Marketing Force

“Energizing our Advocates is game-changing for Intuit sales & marketing.”

– Laura Messerschmitt, Marketing



Intuit building "Advocate Army"

500 Brand Advocates

Advocates creating & publishing online reviews

Ave. rating = 4.8 of 5 stars

50% Advocates sharing offers w/ social networks

230% in-bound click rate from offers from Advocates

Source for Social Media Reach: Forrester; Provided by Zuberance



VoIP Provider Ooma Cuts Acquisition Costs 49%



“By energizing our Advocates, we’re amplifying positive WOM and cutting customer acquisition costs.

– Jim Gustke, VP Marketing

Cut customer acquisition cost

Down from \$154 to \$78

Generated 4000+ online reviews

4.7 star rating

Energizing Advocates to share offers w/ social networks

Generating sales for enhanced calling features

Provided by Zuberance



Email Reaches Advocates

- 1 Compelling Subject Line
- 2 Establish Authority & Credibility
- 3 Provide Assurances
- 4 Clear Call to Action
- 5 Respect Social Norms

Parallels 1

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... and giving you an **all-access pass!**

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2

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Questions?



Your Checklist





Know Your Customers



Aa

Educate Your Prospects



Tailor Your Offering
to Overcome an Obstacle



Manage Your Online Image



Build an Online Community



Fuel Advocacy



Questions? Let's Chat!

