

veeam

Veeam Website Content Syndication User Guide 2017



Table of contents

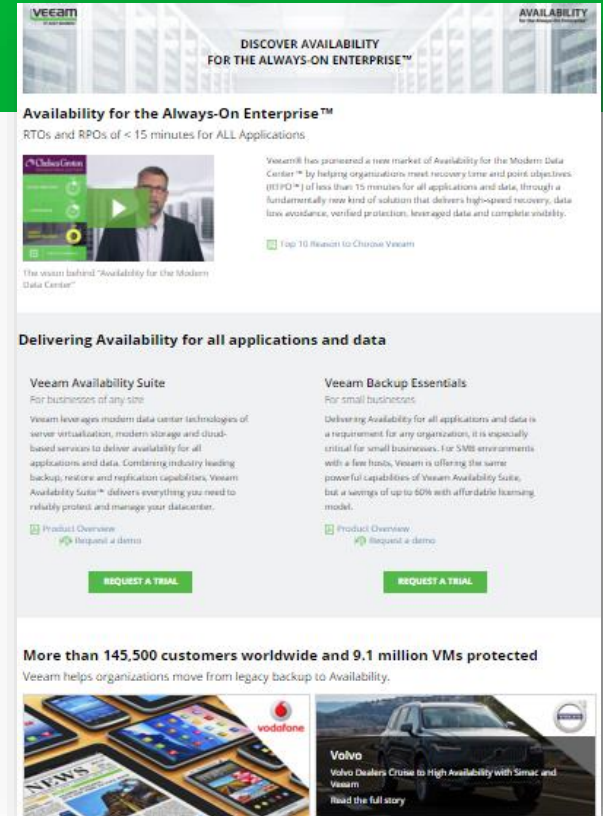
- [What is Veeam® website content syndication?](#)
- [Accessing content syndication](#)
- [Content syndication installation](#)
- [Managing content](#)
- [Getting leads](#)
- [Analytics](#)

What is Veeam website content syndication?

- **Veeam website content syndication** is an easy and effective way to place and maintain Veeam information on your website and get new qualified leads.
- **Leverage your own website and display an actual Veeam pitch:**
 - Show your customers Veeam products and key values
 - Collect hot leads with content, demo and trial forms
 - Eliminate outdated content, info and manual updates
 - Meet the requirements you need to rise to the next ProPartner Program level!

What is Veeam website content syndication?

- You no longer have to worry about Veeam product updates, relevant content, design or development — with content syndication, all updates from Veeam are automatic for you!
- Just place the code snippet on your page, and you're ready to go!



VEEAM **AVAILABILITY**
FOR THE ALWAYS-ON ENTERPRISE™

DISCOVER AVAILABILITY FOR THE ALWAYS-ON ENTERPRISE™

RTOs and RPOs of < 15 minutes for ALL Applications

Availability for the Always-On Enterprise™

Veeam® has pioneered a new market of Availability for the Modern Data Center™ by helping organizations meet recovery time and point objectives (RTO™] of less than 15 minutes for all applications and data, through a fundamentally new kind of solution that delivers high-speed recovery, data loss avoidance, verified protection, leveraged data and complete visibility.

Tap to Return to Chrome Veeam

The secret behind "Availability for the Modern Data Center"

Delivering Availability for all applications and data

Veeam Availability Suite
For businesses of any size
Veeam leverages modern data center technologies of server virtualization, modern storage and cloud-based services to deliver availability for all applications and data. Combining industry leading backup, restore and replication capabilities, Veeam Availability Suite™ delivers everything you need to reliably protect and manage your datacenter.

Product Overview
Request a demo

REQUEST A TRIAL

Veeam Backup Essentials
For small businesses
Delivering Availability for all applications and data is a requirement for any organization, it is especially critical for small businesses. For SMB environments with a few hosts, Veeam is offering the same powerful capabilities of Veeam Availability Suite, but a savings of up to 50% with affordable licensing model.

Product Overview
Request a demo

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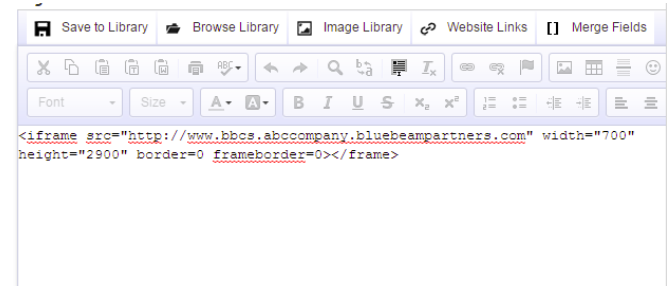
More than 145,500 customers worldwide and 9.1 million VMs protected
Veeam helps organizations move from legacy backup to Availability.

Volvo
Volvo Dealers Cruise to High Availability with Simac and Veeam
Read the full story

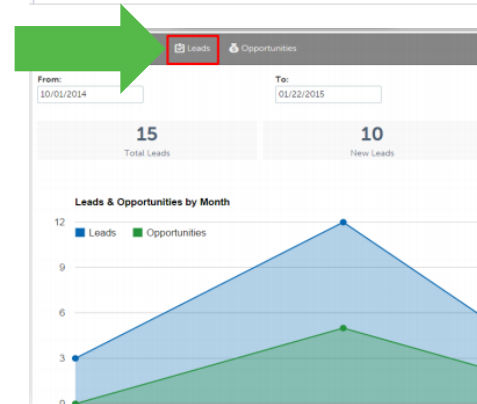
How does it work?

With minimal technical expertise, you can implement Veeam content on your website within minutes!

- **Step 1:** Place the content syndication code on your website page. The system will generate content and update it automatically.
- **Step 2:** Decide what content you want to display.
- **Step 3:** Reap the rewards! Track leads captured on your page through the special console!



```
<iframe src="http://www.bbcs.abccompany.bluebeampartners.com" width="700" height="2900" border=0 frameborder=0></iframe>
```



Accessing content syndication

1. Go to the Veeam content syndication page on ProPartner Portal: <https://propartner.veeam.com/content-syndication>
2. Click the button "Access Content Syndication" to access the platform (no extra login required)

Veeam Website Content Syndication



Content Syndication from Veeam Makes Marketing Effortless!

Boost your marketing and lead generation results with free content syndication.

Staying up-to-date with each vendor's promotional offerings, company news and product updates can be a challenge, especially when your marketing resources are limited. With Veeam's content syndication, you don't have to worry about whether or not your Veeam promotional page is outdated and choose the content you want to promote, place the code supplied on your own web pages and you are ready to go!



Trying to reach the next level of the ProPartner Program? Content Syndication allows you to meet the requirement of adding content to your website.

[Learn More](#)

Content syndication allows you to:



Stay current on Veeam's solution portfolio and new version releases



Promote current customer use cases and success stories



Generate hot leads with up-to-date content, demos and trial forms

[Access Content Syndication](#)

Don't have personal credentials? Register now

Ready to get started?

Follow these simple steps:

Already have info about Veeam on your website?

Step 1: Content syndication installation

1. Find the page on which you have content about Veeam
2. Copy the iframe provided to you in the Demand Center homepage and place it within the <body> tags of your site
3. Adjust the size in the code to adopt content syndication to your website page size
4. Save and publish the new page to your site

Welcome to the Veeam MarketReach!

Use our world-class automated marketing engine including one-click execution of co-branded campaigns, e-mails, landing pages, banner ads, and other integrated marketing elements to reach thousands of contacts and generate demand for your sales team. Included with each campaign are helpful playbooks and resources that provide step-by-step directions on executing integrated marketing campaigns.

VEEAM MARKETREACH TOOLS

Integrated campaigns
Launch a co-branded campaign with Veeam, which comes with a set of resources to support your marketing efforts with the same message for both offline and online events, web marketing and telemarketing.
As easy as 1-2-3. Campaign in-a-box allows you to generate qualified new leads.
[Start](#)

Website content syndication
Place information about Veeam Products on your website and get new leads with demo and free trial registration forms. Start now and paste the below line of code into your website's HTML page.
`<iframe src="http://www.veeam.com/veeammarketreach/veeammarketreach.html" width="100%" height="100%" border="0" frameborder="0"></iframe>`
[Download Veeam website syndication guide](#)
[Setup](#)

[Setup your account](#) [Upload your mailing list](#) [Setup content to syndicate](#)

Setting up content syndication from scratch?

Step 1: Content syndication installation

1. Create a new, empty page on your site with the same "look and feel" as the rest of your site
2. Copy the iframe provided to you in the Demand Center homepage and place it within the <body> tags of your site
3. Adjust the size in the code to adopt content syndication to your website page size
4. Save and publish the new page to your site

Welcome to the Veeam MarketReach!

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VEEAM MARKETREACH TOOLS



Integrated campaigns

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As easy as 1-2-3, Campaign in-a-box allows you to generate qualified new leads.

▶ Start



Website content syndication

Place information about Veeam Products on your website and get new leads with zero and free trial registration forms. Start now and paste this unique line of code.

```
<iframe src="http://www.veeam.com/marketreach/veeam-wsdl10-700?height=200&border=0&frameborder=0" />
```

Download Website content syndication guide

▶ Setup

👤 Setup your account

✉ Upload your mailing list

📄 Setup content to syndicate

Standalone microsite

If you do not have a website or do not want to embed it into your website, you can utilize it as a microsite.

Create a link on a page of your website and link to the URL provided in the script.

- `<iframe src="http://www.wcs.yourveeamdomain.veeammarketing.com" width="700" height="2900" border=0 frameborder=0></iframe>`
- Save and publish the update

Note: If your website uses SSL, please contact service@structuredweb.com for assistance on implementing the code.

VEEAM
IT JUST WORKS™

AVAILABILITY
for the Always-On Enterprise™

DISCOVER AVAILABILITY
FOR THE ALWAYS-ON ENTERPRISE™

Availability for the Always-On Enterprise™
RTOs and RPOs of < 15 minutes for ALL Applications

Chobor Goren

Veeam® has pioneered a new market of *Availability for the Always-On Enterprise™* by helping organizations meet recovery time and point objectives (RTPO™) of less than 15 minutes for all applications and data, through a fundamentally new kind of solution that delivers high speed recovery, data loss avoidance, verified protection, leveraged data and complete visibility.

The vision behind "Availability for the Always-On Enterprise"

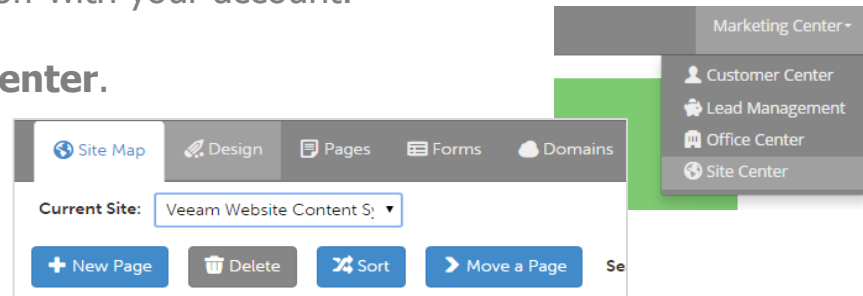
[Top 10 Reasons to Choose Veeam](#)

Delivering Availability for all applications and data

Veeam Availability Suite For businesses of any size	Veeam Backup Essentials For small businesses
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Step 2: Select content to display

- Select the site center from the drop-down list located at the upper right corner of the Veeam MarketReach homepage.
- In the Current Site drop-down list, select Veeam Website Content Syndication. This loads the site map of all syndicated content available.
- After you have placed the content syndication code, the default content will be displayed on your website. You have the ability to turn content on and off with your account.
- You can manage content through the **Veeam Site Center**.



Managing content

- By default, all languages and pages are visible. To hide a page, click the **check box** on the right for a specific page.
- To hide content for a specific language, select the check box for the language of the main page.
- To hide portions of the page, click the check box on the right of that specific content.

Link	Visible
/Home	<input checked="" type="checkbox"/>
/primary-top-banner	<input checked="" type="checkbox"/>
/Secondary-top-banner	<input checked="" type="checkbox"/>
/availability-for-the-always-on-enterprise	<input checked="" type="checkbox"/>
/Availability-Suite-Request-a-demo	<input checked="" type="checkbox"/>

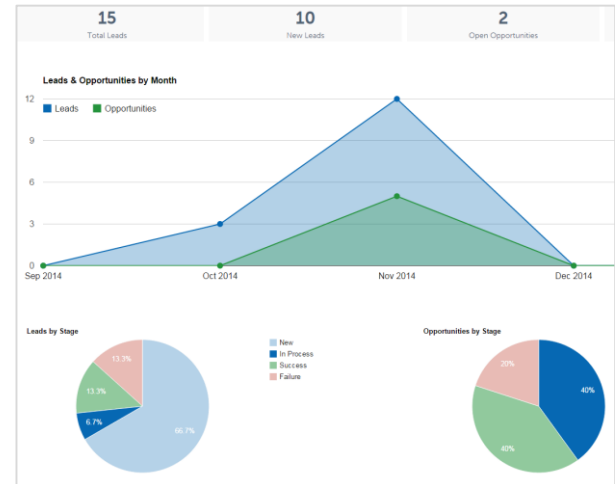
Managing content

- To view content currently marked as hidden, click Show All at the top right. This displays content that is both visible and hidden.
- Visible content is identified with a check while hidden content has an **X**.
- Click the **X** to make the content visible again.

Link	Visible
/Home	<input checked="" type="checkbox"/>
/primary-top-banner	<input checked="" type="checkbox"/>
/Secondary-top-banner	<input checked="" type="checkbox"/>
/availability-for-the-always-on-enterprise	<input checked="" type="checkbox"/>
/Availability-Suite-Request-a-demo	<input checked="" type="checkbox"/>
/Availability-Suite-Request-a-trial	<input checked="" type="checkbox"/>

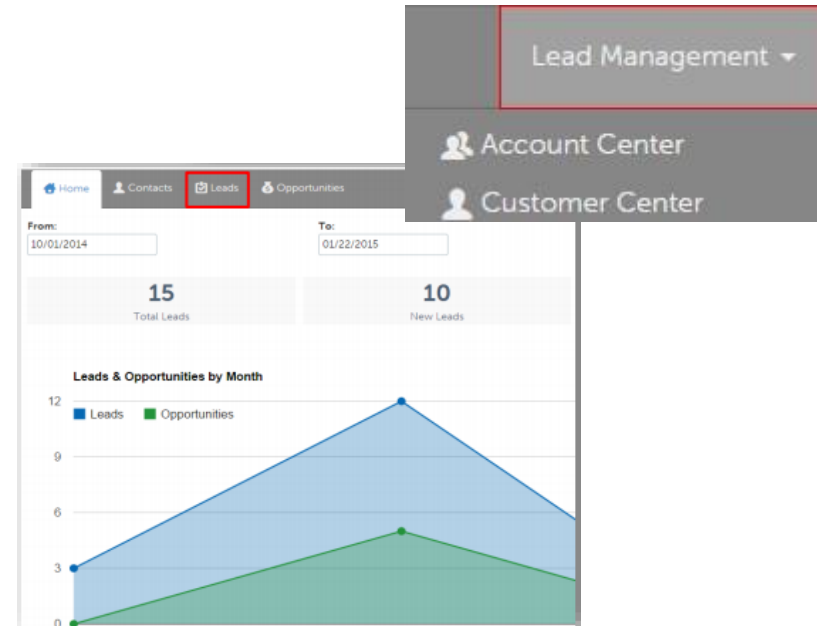
Step 3: Track your leads

- Sign-ups or contact page submissions will create leads in the system.
- Leads allow you to manage future interactions with contacts and review their form submissions.
- Whenever a contact submits a form, you will receive a email notification.



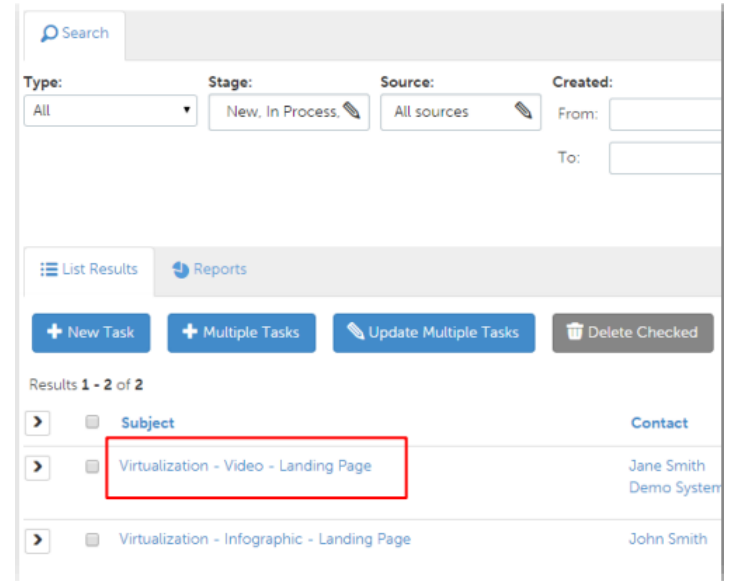
Lead management

- To access leads, select **Lead Management** from the drop-down list at the top right corner of the page.
- The Leads Dashboard gives you an overview of new and total leads. Click the **Leads** tab.



Lead management

- This displays all leads generated.
- In the Leads list, you can see the contact information, subject and other lead details.
- For additional information about the lead, click the lead **Subject**.



The screenshot displays a lead management interface. At the top, there is a search bar and filter options for Type (All), Stage (New, In Process), Source (All sources), and Created (From/To). Below the filters, there are tabs for 'List Results' and 'Reports', and a row of action buttons: '+ New Task', '+ Multiple Tasks', 'Update Multiple Tasks', and 'Delete Checked'. The main area shows 'Results 1 - 2 of 2' with a table of leads. The table has columns for 'Subject' and 'Contact'. The first lead is 'Virtualization - Video - Landing Page' with contact 'Jane Smith Demo System'. The second lead is 'Virtualization - Infographic - Landing Page' with contact 'John Smith'. A red box highlights the 'Subject' column header and the first row's subject text.

	Subject	Contact
>	Virtualization - Video - Landing Page	Jane Smith Demo System
>	Virtualization - Infographic - Landing Page	John Smith

Lead management

- At the top of the page, you can see the Subject, contact information and lead details.
- Below, you can see the form submission and history of interactions with this lead.

Task Details

Contact Us (English) **Follow Up:***
06/25/2015

Source: Forms **Lead Cost:**
\$

Created: 06/25/15 (61 days ago) by an automatic process **Rating:**
☆☆☆☆

[Contact](#) [Profile](#)

John Partner
Sales Manager
StructuredWeb

john.partner@structuredweb.com

Record owner: Greg Forster

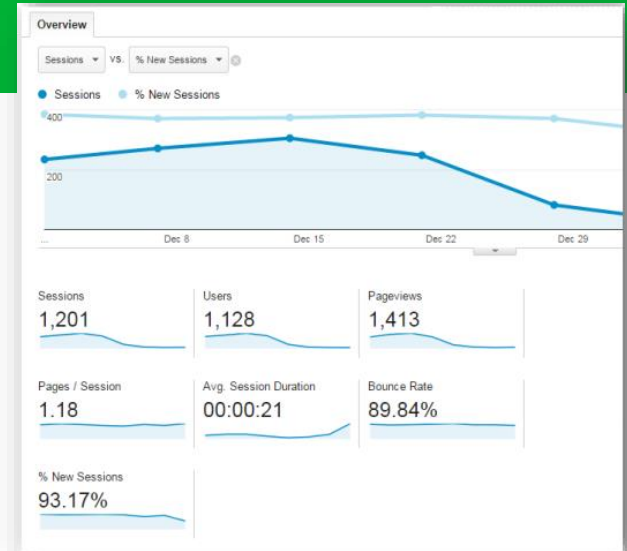
Summary **Forms** **Campaign**

Contact Us (English) - Form Submission View
Form filled out on 06/25/15 at 3:17 PM.

Fields	Form Values
*First Name:	John
*Last Name:	Partner
*Email:	john.partner@structuredweb.com
*Phone:	8885846480
*Title:	Sales Manager
*Company:	StructuredWeb
Comments/How can we help you today?	

Analytics

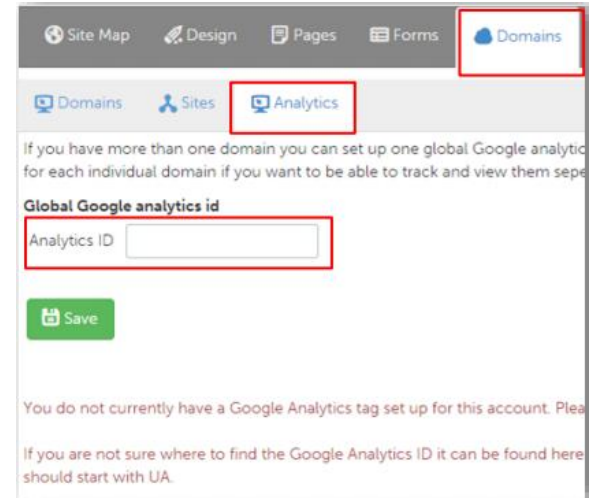
- Add your Google Analytics account to the Veeam Site Center.
- If you do not have a Google Analytics account, you can create one at www.google.com/analytics



You can also gather detailed statistics about traffic and traffic sources on your syndicated Veeam page with the help of free service — Google Analytics.

Analytics

- To add Google Analytics, click the **Domains** tab and select the **Analytics** sub-tab in the [Veeam Site Center](#).
- Enter your Google Analytics ID in the **Analytics ID** field. Click **Save** .
- To review the data Google Analytics collects, log in your account at www.google.com/analytics.



* If you are not sure where to find the ID, you can locate it on the Google Analytics dashboard. This is the first page displayed when you log in to your Google Analytics account. (Example Account ID: UA-48XXXX-XX)



Thank you

VEEAM