

Developers' Engagement Effectively Developed



Developer Products Division (DPD) Integrated Product Marketing Program

When Intel introduced Intel Parallel Studio, a new software product toolset for Windows developers, it sought a short- and long-term product marketing strategy executed synergistically. The immediate goals of CMD's messaging platform and campaign deliverables were to create product awareness and to extend product use to the Windows development environment worldwide. Seeded content linked to trade shows and hosted events continues to generate Twitter posts and industry blog comments. Online product advertising, press relations, web content updates—including videos and case studies—and a new site with SEO keeps the energy flowing. Social media monitoring keeps us informed, and metrics and analytics allow for real-time refinements.

An important part of CMD's strategy is supporting Intel's channel partners. Channel launch kits and promotions are mapped to a formula to drive business results. From digital marketing, an online easy-access tool allows partners to download trackable web banners, view company metrics and customize assets by uploading localized files. Training, roundtables and lead nurture programs are offered in key markets around the world.

As the market matures and Intel's software leadership is established, more products are added to the toolset, it's rolled out to more regions, and the program mix is continually adjusted. And it continues to generate results—in clicks, attendees, leads, evangelists. And sales.

