



# PALO ALTO NETWORKS SOCIALWAVE



## STRUGGLING WITH SOCIAL MEDIA?

Not enough time? Can't find good content?

## INTRODUCING SOCIALWAVE

Post relevant, real-time and targeted 'to customer' content directly to your social networks in just three clicks

# Great content. New Followers.

Become 'socially active' and grow your prospect lists.

## HOW DOES IT WORK?



### Step One

Palo Alto Networks SocialWave creates posts and tags these by territory, language, topic and customer targets.

### Step Two

You review, edit discard or approve these new posts.

### Step Three

Your posts are published onto your social media sites.

### Step Four

Your followers and prospects read your posts and contact you for more information.



73%

...of IT buyers use social media to inform their purchasing decisions.



90%

...of marketers said that social media is important to their businesses.



79%

...of salespeople who use social media outsell their peers.

## THE BENEFITS



Grow your social networks



More interaction with prospects



Publish fresh end-user content



Position yourself as a trusted advisor



Influence IT decision makers

Register for Palo Alto Networks SocialWave  
[socialwave.paloaltonetworks.com/register](http://socialwave.paloaltonetworks.com/register)