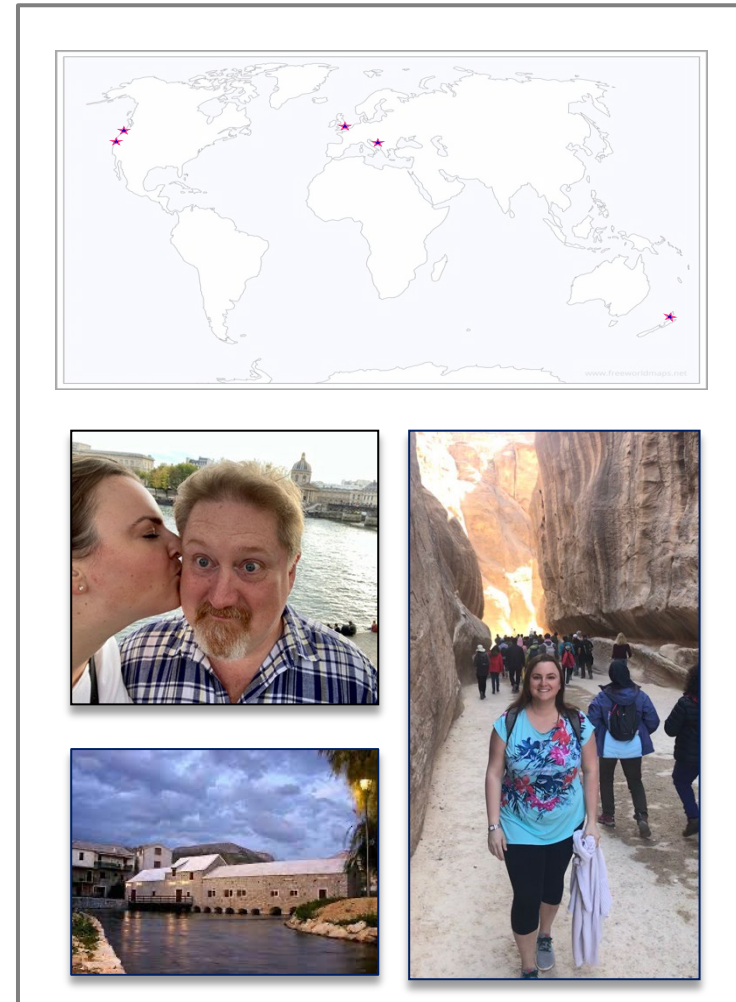**SAP**

It's live!
Now what?

Ivana Gaspic
Director, Global Customer References, SAP

Tips and tricks on extending customer stories beyond the website

A bit about me

Beyond the website: Life of a Customer Story

Lay the foundation

Plan the launch

Keep it going

Beyond the website:
Lay the foundation

Create a story roadmap

Social media

Exec comms

Demand generation programs

Employee channels

Life of a Customer Story:
Plan the launch

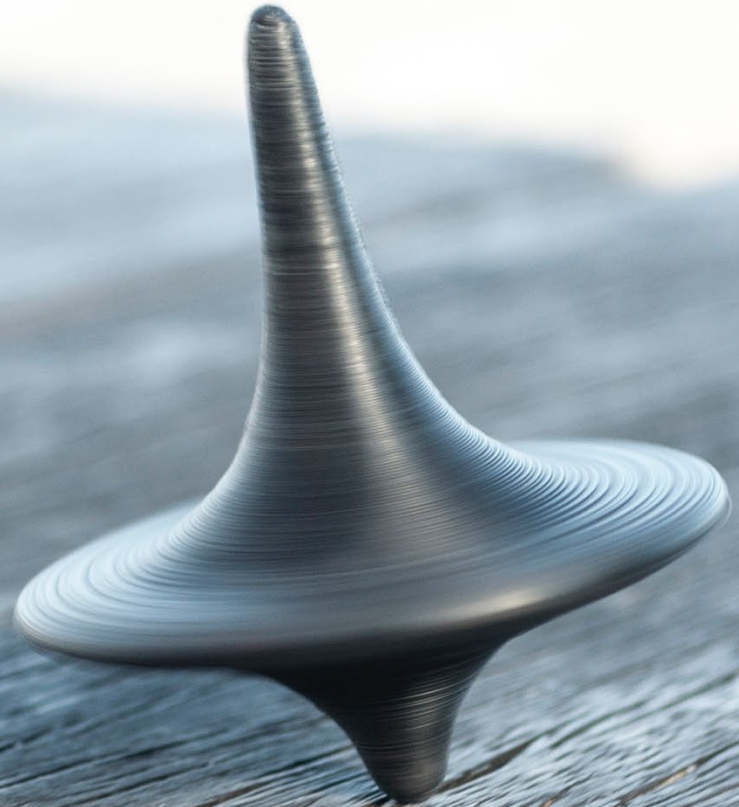# Map the use case to the storytelling and channels

Working with PR

Announcing the win

Launching at events

Milestone -based blogging

Life of a Customer Story:
Keep it going

Extend the life of the customer story

Mind the milestones
Company calendars

Sales enablement
Social opportunities

The ultimate blend of art and science for all the linguists and storytellers in the audience

tongue that feeds mostly on ants and termites and is active at night

AB *abbr* Alberta

ab- *prefix* : from : differing from ⟨*abnormal*⟩

aback \ə-ˈbak\ *adv* : by surprise ⟨He was taken *aback* by the change in plan.⟩

abash \ə-ˈbash\ *vb* abashed; abash·ing : EMBARRASS

abate \ə-ˈbāt\ *vb* abat·ed; abat·ing : to make or become less ⟨The flood *abated* slowly.⟩ — abate·ment \-mənt\ *n*

#WORDCRIMES
EVERYBODYSHUTUP

aba·cus \ˈa-bə-kəs\ *n, pl* aba·ci \ˈa-bə-ˌsī\ or aba·cus·es : an instrument for doing arithmetic by sliding counters along rods or in grooves

ab·a·lo·ne \ˌa-bə-ˈlō-

ab·bess \ˈa-bəs\ *n* : the head of an abbey for women

ab·bey \ˈa-bē\ *n, pl* abbeys 1 : MONASTERY, CONVENT 2 : a church that is connected to buildings where nuns

Thank you.

Questions + Comments?

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SAP