

Social Port™ Program

Social Port™ Raises Business Partner's Reputation and Leads

“Social Port™ literally means that I can spend five minutes, three times a week, and my business has a presence on LinkedIn, Facebook, and our active blog.

“I know that when prospects look at my blog, look at our Web site, see us all the time on LinkedIn, and take a look at our Facebook page, all of a sudden we have some credibility.”

—Vic Levinson
President
Prime Telecommunications

Challenge

Since 1993, Prime Telecommunications has supported businesses and organizations in their communications needs with structured cabling solutions, on-premises telecommunications equipment, and carrier selection and consulting. Prime also provides the full range of hosted VoIP implementations, including virtual phone systems, SIP trunking, and integrated voice and data communications.

Prime Telecommunications specializes in communication systems for small-to-medium businesses in the Chicago area. They've also developed a strong foothold in non-profits as well as government entities.

Vic Levinson, Prime's founder and president, has been using social networking sites to gain more Web exposure. Levinson was sold on the idea of social media for Web marketing after having decided that buying search engine keywords was too expensive.

He soon discovered that refreshing his LinkedIn, Facebook, and Twitter profiles, as well as updating his company's blog, took more time than he or his team could afford. As the president, Levinson was busy enough “at the helm,” leading operations, marketing, and providing critical sales leads.

“How can I take part in social media in a way that's respectful of all the other activities we have, and how do I overcome the learning curve of when I'm that busy?” Levinson asked himself.

He needed a one-stop application that would be easy to master and would allow him to update all of his separate social networking statuses with just a few clicks.

Solution

Levinson learned about the Avaya Social Port™ Program from his Avaya Channel Manager, who thought the convenience of this Web-based dashboard app would work well for him.

About Avaya MarketLeaders

MarketLeaders helps you reach prospects and customers, generate leads, and build your business using turnkey marketing programs offered at special reduced Avaya rates. Throughout the process, you receive support, direction, and insight from trusted marketing agencies—and it all starts with a simple phone call. For more information, please visit avayamarketleaders.com.

Levinson was excited by the power and ease of Social Port™: “The application is designed to be simple and straightforward. In one 45-minute conference call, I was ready to go.”

With Levinson up to speed on Social Port™, he found that he could now keep his social media content up to date without taking time away from his other activities.

Results

Social Port™ has boosted Prime’s Web presence and Levinson has seen a healthy improvement in his Web stats since starting the program. Site impressions have jumped to over 8,000 per month and click-throughs have continued to climb.

It’s a trend that reflects Prime’s improved brand awareness among small businesses and Levinson’s instant credibility as a telecom thought leader. He also points to three new customers, in just four months, as one part of his ROI for the Avaya Social Port™ Program.

Summing it all up, Levinson says “with a minimum investment in time, effort, and money, you’re getting results.”

The Social Port Program for lead generation is just one of the many value-added services available to Avaya channel partners through the Avaya MarketLeaders 3.0 program. Visit avayamarketleaders.com and discover how this program can help you build brand awareness, generate leads, and reach new prospects with an array of marketing tools that can be tailored to fit your business needs.

“In the four months we’ve used the Avaya Social Port™ Program we’ve seen unique visits to our core site go from around 1,000 per month to something closer to 1,600. I’m seen as a subject matter expert. Now, all of the postings that I’ve put on LinkedIn all have something Avaya-related to them and we’re getting people calling us up.”

—Vic Levinson
President
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