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Social Strategy at Cisco Systems

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Launching the ASR 1000 Series Router Using Social Media Marketing

- March 2008- finishing touches added to ASR 1000 Series Edge Router
- What is this new product and why is it exciting?
  - Able to manage interspersed data
  - More cost efficient solution
  - Lower operating costs
  - Uses less space

The Approach

- By taking advantage of Web 2.0 technologies and Social Media Networking, Cisco Systems was able to launch the product "Virtually, Visually, & Virally"
  - Message & Positioning Strategy
  - Social Media Communications Strategy: creating awareness and interest through digital channels

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Background of Cisco Systems

- Founded in 1984
- Responsible for powering networks used by individuals, enterprises, service providers, and governments
- Brand linked with networking solutions for the internet
- 2008- World's most successful technology company with sales of $39.5 billion

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Market Place Trends– Rising Demand for Edge Traffic Handling

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- As people's role in the corporate workforce changed, there became an increased need for accessing data from various places at any time.
  - Increasing demands on the "edge" of network
- Web 2.0 collaboration tools were more frequently used and which came along with many more requirements (i.e. providing applications and dealing with various blog traffic)
- More, data, & video applications became more available, vicious, and diverse
- The ASR 1000 series was the solution to the evolving network requirements

The Cisco Aggregation Services Router 1000 Series

- Engaging Service Providers:
  - Capable of delivering "anyplay" services (voice, video, data, mobility)
- Engaging Enterprises:
  - Unlimited access to applications

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Features:
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- Software Virtualization
  - Reduces capital costs, operation expenses, and carbon footprints
- QFP (Quantum Flow Processor)
  - The processing engine that drives the series router
- Cisco IOS® XE Software
  - The operating system

In just 5 years, Cisco spent $250 million in research & development to give way to the ASR 1000 Series.

Validation for the ASR 1000 Series

- Recognition from:
  - Shin Hashimoto– an executive vice president at Nippon Telegraph and Telephone Corporation
  - Bando Werum– vice president of cross-industries and operation at Lufthansa Systems
- Significantly reduced the carbon footprint:
  - A single ASR 1000 Series router can save the amount of carbon that is emitted by 89 barrels of oil!

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Launching the ASR 1000 Series

- "eating its own dog food"
  - Created the buzz for their product by using the digital network it was designed to improve
- Their motto became... "virtually, visually, virally- and green"
  - Only used digital media channels (this was the first time traditional media was not used at all)
  - Emphasized rich media— videos and interactive multimedia
  - Built communities of enthusiastic technology "über users"

Why Cisco chose to rely on Digital Media?

- Social media has become increasingly important Marketing through Web 2.0 has soared
- This approach correlates with the central theme of their brand

Goals for the Campaign

- Increase awareness and interest in their new product in both business decision makers and technology decision makers of service providers and enterprises
- Create a "cool factor"- show the "fun" and human side of Cisco Systems
- Direct an online- only launch that would grow with time
- Increase Cisco's "share of voice" online

Digital Tactics for the ASR 1000 Series Launch

- A microsite that featured teaser videos
- Posting the videos on YouTube through an "über user channel"
- A "social media press release"
- A series media widget containing videos, documents, and images
- A Facebook group
- An interactive 3-D game
- A presence on the virtual world Second Life
- A set of interactive tools
- An "Ask the Expert" discussion forum

These tactics helped to connect and communicate with their customers

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