



# Marketing Campaign Selector app

An Introduction

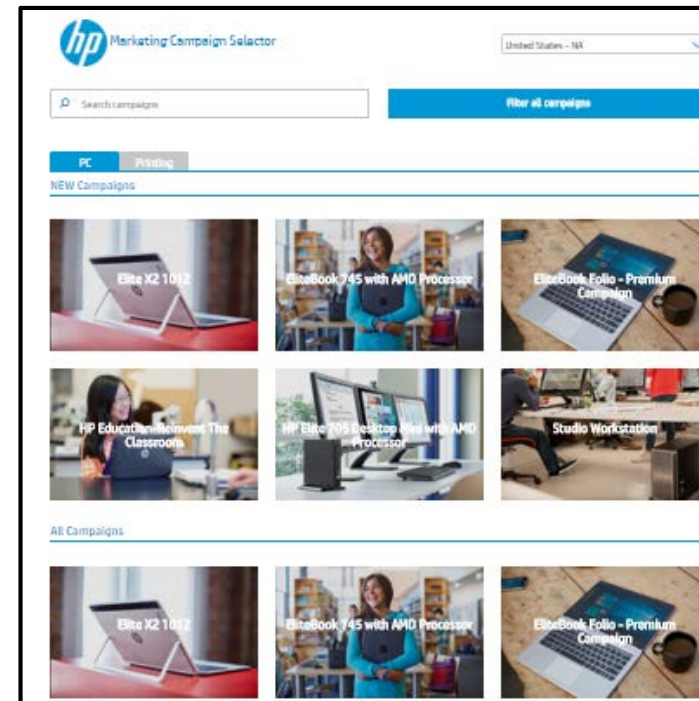
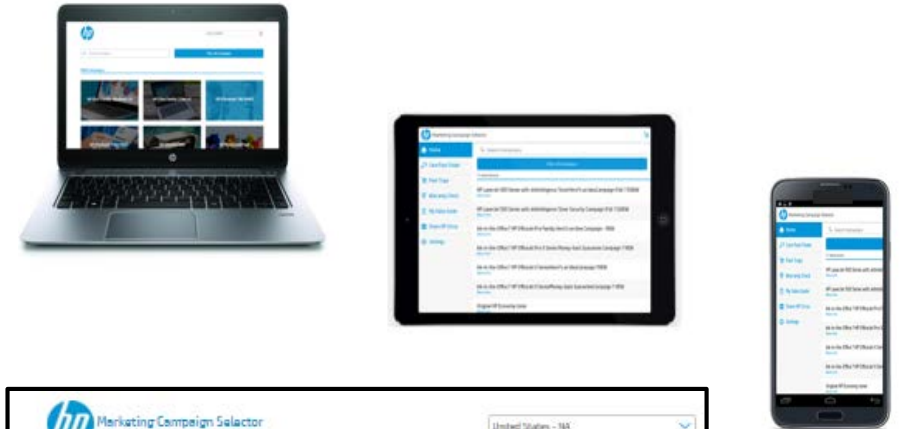
April 2016



# Benefits

## HP Marketing Campaign Selector app

- Execute a demand generation co-marketing campaign in just a few clicks
- Spend less time hunting for specific marketing campaigns and more time selling
- Allows a faster and easier way to identify marketing campaigns
- Available as a mobile app via Adroid or iOS
- Available as a web app

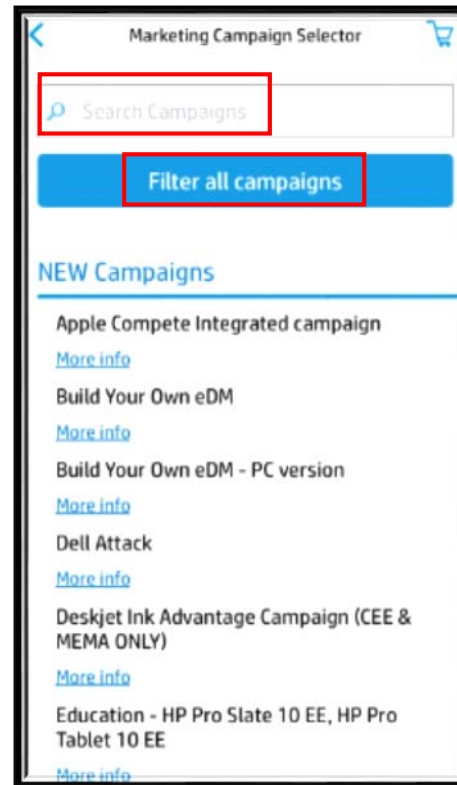


# Features

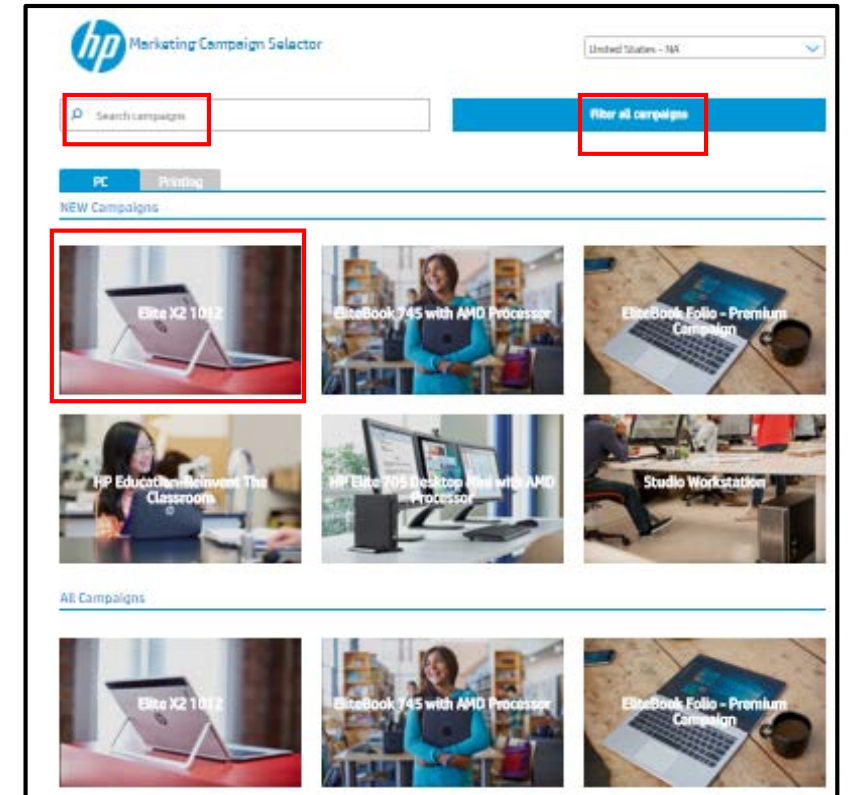
## Marketing Campaign Selector app

- Easily identify marketing campaigns
  - by the graphic image
  - “Search campaigns” by keywords
  - “Filter all campaigns” by target audience, business opportunities, product category, etc
- Quickly “preview” each asset available for each campaign
- Simply select a campaign, then click ‘Access Assets’ to directly link to the **Co-Marketing Zone tool** to customize campaign assets and begin generating demand in minutes

Mobile App  

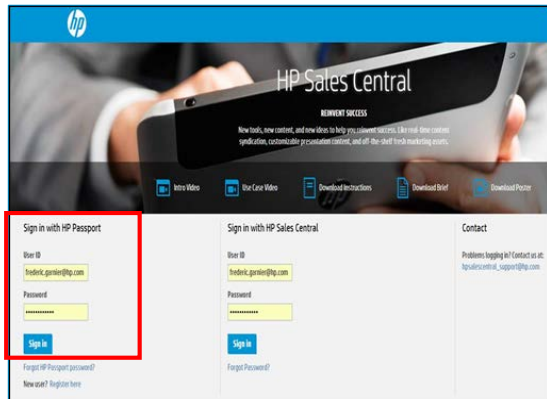


Web App

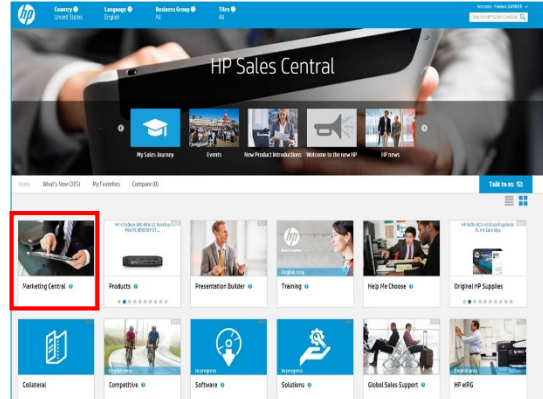




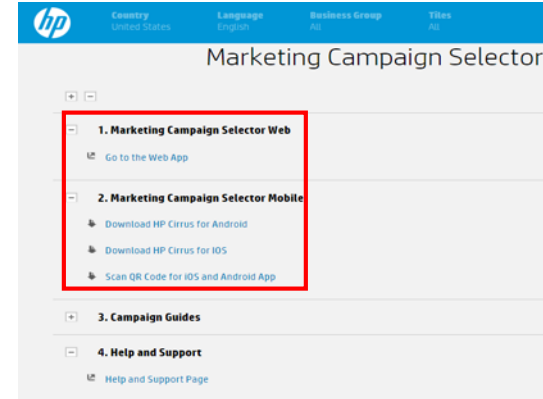
# How to access Marketing Campaign Selector app



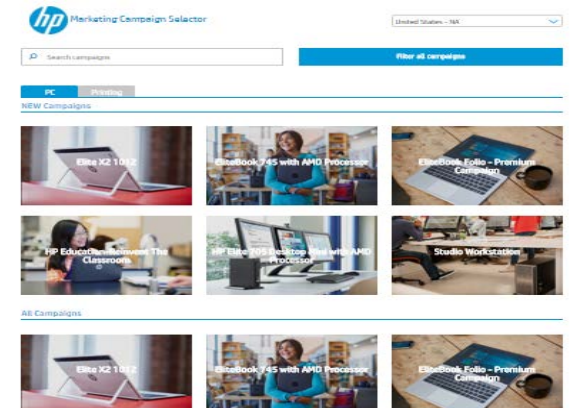
Log onto  
HP Sales Central  
<https://www.hpsalescentral.com>



Select the  
“Marketing Central” tile



Download  
the mobile app  
or click on the web app



View all campaigns  
and preview assets

# Help and Support

## Marketing Campaign Selector app

Marketing Application Support Interface  
Content, design and maintenance by Marketing Application Support & Services (MASS)

Home Solutions Forums Tickets

Enter your search term here... SEARCH

New support ticket  
Check ticket status

Solution home

### Marketing Campaign Selector

Getting Started (1)

- Marketing Campaign Selector

Useful Links (2)

- HP Marketing Campaign Selector features
- Campaign Selector HP Cirrus

Demand Generation Campaigns (video) (2)

- Demand Generation Campaigns in a few clicks - video tutorial
- Take advantage from the HP Marketing Campaign Selector mobile app (video)

FAQ (1)

- FAQ - HP Cirrus mobile app

Visit: [HP Marketing Application Support](#)

- Video tutorials
- Reference documents
- FAQ's
- Submit a Support ticket

Marketing Application Support Interface  
Content, design and maintenance by Marketing Application Support & Services (MASS)

Home Solutions Forums

### Submit a ticket

Requester \*  
Email

Subject \*

Region \*

Priority \*

Application \*

Description \*

Attach \*

To verify you are human, please type the given scrambled letters

Submit Cancel

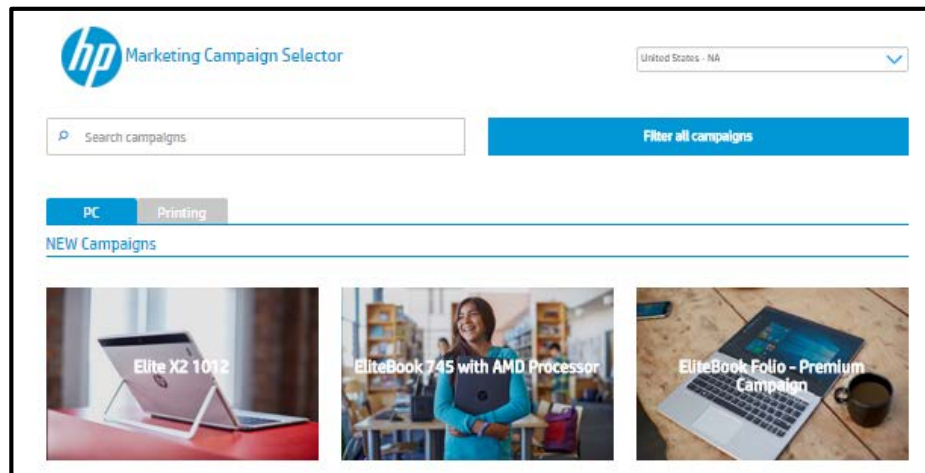
# Overview

## Marketing Campaign Selector app

A mobile or web app designed to help you quickly and easily access, identify and execute the latest HP co-marketing materials. Spend less time hunting for specific campaign materials and more time selling by following these three simple steps:

1. Get quick visibility to a variety of HP co-marketing campaigns.
2. Easily search campaigns by key word or filter by market segment, product family, strategic initiatives and more. You can even preview the assets associated with each campaign.
3. Simply select the marketing campaign you want, and then click 'Access Assets' to execute.

Access the HP Marketing Campaign Selector app by clicking the Marketing Central tile on [HP Sales Central](#). Once there, download the Marketing Campaign Selector iOS or Android app, or simply use the web app.







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