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**SPICEWORKS PARTNERS**

# Tips for Green Guys: Q&A with Kate from AlienVault



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When I was a Green Gal in Spiceworks, I was always curious about other Green Guys' approaches to Spiceworks – how did they keep tabs on the Community? What worked well for them?

Since I've gone to the dark side...or should I say, orange side... you may not trust what I have to say. So I chatted with Kate from AlienVault about her Spiceworks strategy, and I thought the rest of you Green Guys and Gals would find her feedback useful.

Some of you may recognize Kate as the panda in a space suit from the community :).

Kate's a marketer who (like most of you) has a million things on her plate and doesn't have 40 hours a week to devote to Spiceworks. However, she's managed to work Spiceworks into her daily routine and has done a great job building her presence in the Community.

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Kate: Green Gal for AlienVault

Kate's Green Gal stats include:

- 1 year as a GG
- 213 contributions
- 148 followers
- 7 best answers
- 4 helpful posts
- 3 how tos

Impressive, right? Now let's hear how Kate's made it happen!

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**Q: How long have you been a part of the Spiceworks Community, and how has your approach to Spiceworks changed over time?**

A: I’ve been a part of Spiceworks for about a year now, and our approach in the Community has changed pretty significantly. We’ve added more Green Guys, and we went from being totally reactive (only responding to posts where AlienVault was mentioned) to being much more proactive. Now we focus energy on posting content that resonates with IT professionals, starting conversations, building our presence in technical groups, as well as fun groups like the Water Cooler.

**Q: What made you guys at AlienVault decide to focus more energy in the Community?**

A: I think going to SpiceWorld was really that big turning point for us. Getting to meet SpiceHeads that I had interacted with online and hearing their feedback on how we could do a better job of supporting them in the Community made us realize how much more we could be doing.

**Q: What does your daily Spiceworks routine look like?**

A: I go to the SocialHub and first check out AlienVault’s mentions. We make sure to respond any time someone mentions AlienVault in the Community, whether the post is good or bad. And if I ever see the red (negative) sentiment icon, I know that is something I need to prioritize and respond to immediately! Next I check out our vendor page activity, a few of my main alerts, then the Security group to see what conversations I can jump into – what I can offer an opinion on, what I can help with, etc. Then I’ll check out the Contest group to see what contests are the most popular and to get ideas on types of contests AlienVault could run. It’s awesome having access to the SocialHub and being able to see everything I care about in one place.

**Q: How do you decide whether or not to jump into a conversation?**

A: Of course I’m going to jump into conversations where I can talk about my product or where my brand is mentioned, but I’ve noticed that the Green Guys that are most successful in the Community are the ones who don’t always talk about themselves.

So I make sure to also jump into conversations where I can either contribute advice or help people out, without mentioning my product. I just make sure it’s on a topic I’m knowledgeable about. I’ll also make a point when I’m in the SocialHub to check out recent posts in the Water Cooler group to see if there are any entertaining conversations I can chime in on.

**Q: How much time would you say you spend in Spiceworks on a daily basis?**

A: Gosh – it’s tricky because it really varies each day how much time I spend in Spiceworks. It mainly depends on if we have a contest going on. If we are running a contest, I’ll spend a couple of hours a day in Spiceworks. If not, I usually spend less, but I definitely make sure to check in every day to keep tabs on what is happening. I will say that you get out of the Community what you put into it. The more active you are and the more time you invest in building your presence in the Community, the more you will get out of it.

**Q: Going back to what you said previously about monitoring the Contest group to get ideas – can you tell me more about that?**

A: I watch the contest group like a hawk to see which contests have the most activity. In the SocialHub, you can easily see that by looking at the number of replies next to each contest posted. Vendors are constantly posting fun contests, so watching this group helps me get ideas and see what contests are generating the most responses.

**Q: Can you tell me a little about the most recent contest you ran?**

A: It was “Tell us the theme song of your life” and the purpose was to drive followers. I was so excited to see that the day I posted it, it had more activity than any other contest going on! We ended up getting 197 followers, over 400 comments, 80+ spice ups, GREAT feedback and tons of funny replies in the Community. It was a great way for us to not only get followers, but build brand awareness and interact with SpiceHeads. They loved it, and the SocialHub made it really easy to monitor the contest and see how much activity it was getting. It’s been one of the most popular contests for a while now.

**Q: What other types of content have you had success within the Community?**

A: How-tos are a great way to contribute valuable information to the Community. They are like the gift that keeps on giving because SpiceHeads will continue to share them long after they are posted. However, you have to make sure the how-to is on a topic SpiceHeads would care about. Try to come up with how-to content based on common questions IT pros are asking about your products or common questions posted in a relevant group, like Security. Answer the questions that IT pros are already asking instead of just assuming that this is a how-to the Community will care about. A little bit of research and attention to questions IT pros are asking in the Community will go a long way!

**Q: Do you have any final tips for Green Guys and Gals?**

A: Be consistent in the Community. I've seen the most success with Spiceworks ever since I've made it a part of my daily routine. And don't be hesitant to show your personality. SpiceHeads want to feel like they are talking to an actual person, not someone who represents a company. Doing these two things will help you build relationships with IT pros. Then when you are posting in the Community—whether it's a how-to, a contest or just replying to a thread—SpiceHeads will know who you are and view you as a trusted advisor.

And there you have it – big thanks to Kate for taking the time to chat with me!

If you're not using the SocialHub, watch this quick video to see how it can help you manage and monitor everything in the Community.

So Green Guys and Gals – what are your tips for saving time and being more successful in the Community? I'd love to hear!

*Want to read more? Check out the Spicy Marketer Blog in the Spiceworks Community.*