

# JUNIPER NETWORKS

AI CONTENT MARKETING LIVE CASE PROJECT

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JUNIPER  
driven by Mist AI





# AdVantage Marketing Group



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# Agenda



1	Product Highlight
2	Interview/Research
3	Persona
4	Messaging Strategy
5	Use Case
6	Creatives
7	Testing
8	Summary



# Mist AI: Product Highlights

- **Unlock Unparalleled Network Reliability**
- **Simplify Network Maintenance and Operations**
- **Optimize IT Resources**
- **Scale Seamlessly with the Growth of Institution**
- **Automated Troubleshooting**

# Interview/Research

## Interview

- **Will Wilkerson**
  - Network Specialist, University of Richmond
  - Current vendor: **Aruba Network**
- **Vendor Selection Criterias**
  - Ease of Configuration
  - Safety
  - Price
  - Minimal Risk
- **Current View on New Vendor Implementation**
  - Testing/Fine-tuning is time-consuming
- **Current View on AI Products**
  - Considerable risk and restricted control

“We've seen some AI products slowly working their way into the market we've considered a few of them. However, we need fine-tuning and it's a time consuming process. In an institution like this, we can't afford to waste time.”

Will Wilkerson  
Network Specialist, University of Richmond

## Research

### Current Use Case

- George Washington University
  - Wireless upgrade initially, then expanded to refresh access switches on campus
  - Implementation time-frame: 3 months
  - 164 buildings, 11,482 students
  - “The Juniper network offers an at-home wireless experience that GW IT had not previously had the capability to provide.”
- Size of University of Richmond
  - 60 buildings, 3,145 students

“There is a big push for IT to demonstrate value in higher education, to do more with less in terms of resources. Juniper's automation, API, and integration with other tools help us demonstrate that value.”

John Zonderwyk  
Manager of Networking, The George Washington University

## VP & Chief Information Officer

University of Richmond

Primary decision maker and budget management for various wireless projects for 25+ years

### Job Scope

- Establishes and executes the strategic vision for University of Richmond's IT infrastructure
- Oversees vendor selection and management
- Architects and implements network solutions
- Manages the budget and resource distribution for infrastructure operations

*I am looking for a trustworthy wireless partner who has a demonstrated history of smoothly integrating with our current network.*

*I am interested in exploring how Juniper MIST AI can bring about a significant transformation in our existing system with our current budget and resources.*

### Key Addressable Pain Points

- Security Measures: Implementing robust security protocols to protect against external threats and internal vulnerabilities.
- Integration Capabilities: Ensuring seamless integration of new technologies with existing infrastructure.
- Optimization of Resources and Budget: Maximizing the efficiency of personnel resources and budget

## Persona A:

VP & Chief

Information Officer



### Preferred Channels

Traditional Ads



Online & Social Media



PR & Email



Referral



# Persona B: Senior Network Architect



## Preferred Channels

Traditional Ads

Online & Social Media

PR & Email

Referral

**Sr. Network Architect**

**University of Richmond**

**10+ years of extensive experience in leading complex infrastructure projects.**

### Job Scope

- Network design and Development
- Technical assurance and validation for high-risk changes
- Stays ahead with the latest knowledge in market across office network products
- Lead technical assessment, vendor selection and collaboration

*I am looking for a secure and stable solution that keeps up with our institution's growth using the latest technology.*

*I want to understand how Juniper's latest product can address our existing challenges and contribute to the growth of our institution.*

### Key Addressable Pain Points

- Easy Configuration: Simple solutions with user-friendly setups to reduce time and errors
- Safety/Reliability/Stability: Protect against breaches and cyber threats
- Longevity: Long-lifespan to minimize hardware replacements
- Cost: Cost-effective solutions with good ROI
- Troubleshooting: Expedite issue resolution through advanced troubleshooting

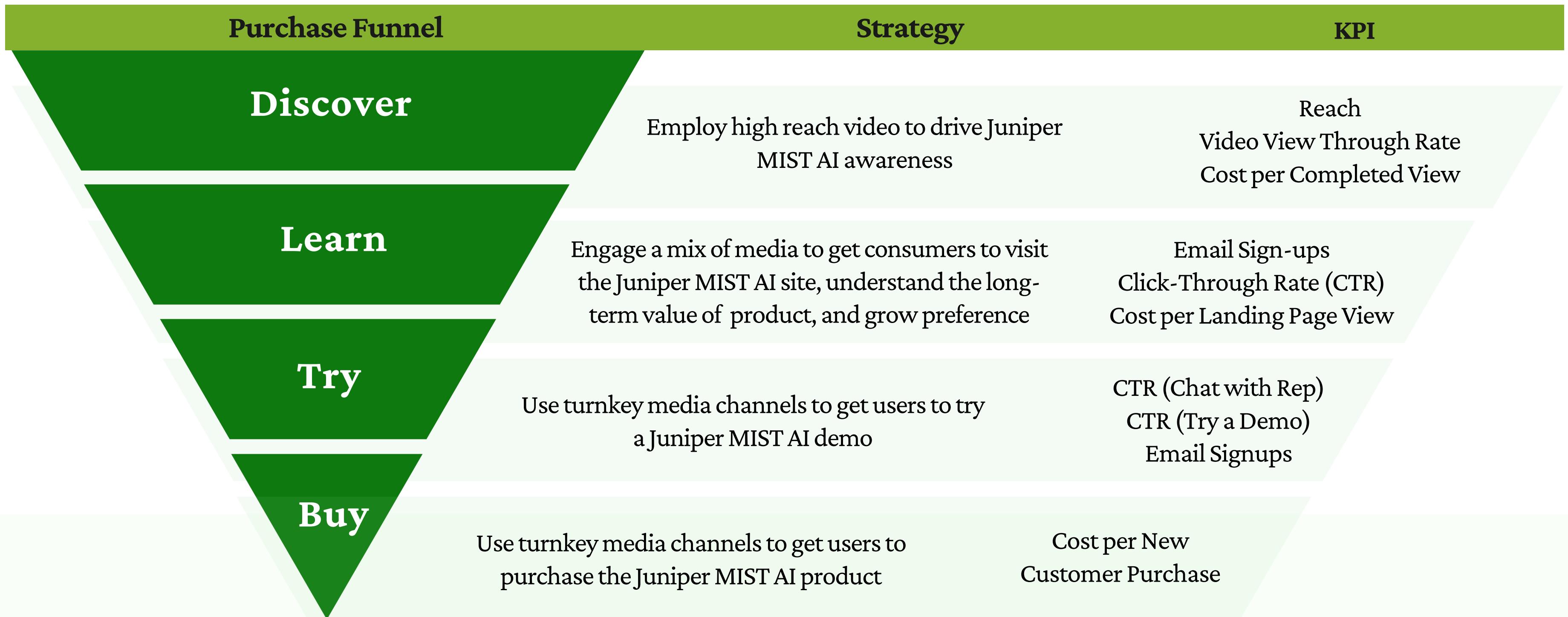
## KEY MESSAGE

ELEVATE YOUR UNIVERSITY'S NETWORK  
WITH MIST AI FOR SIMPLIFIED  
MAINTENANCE AND LONG-TERM  
STABILITY

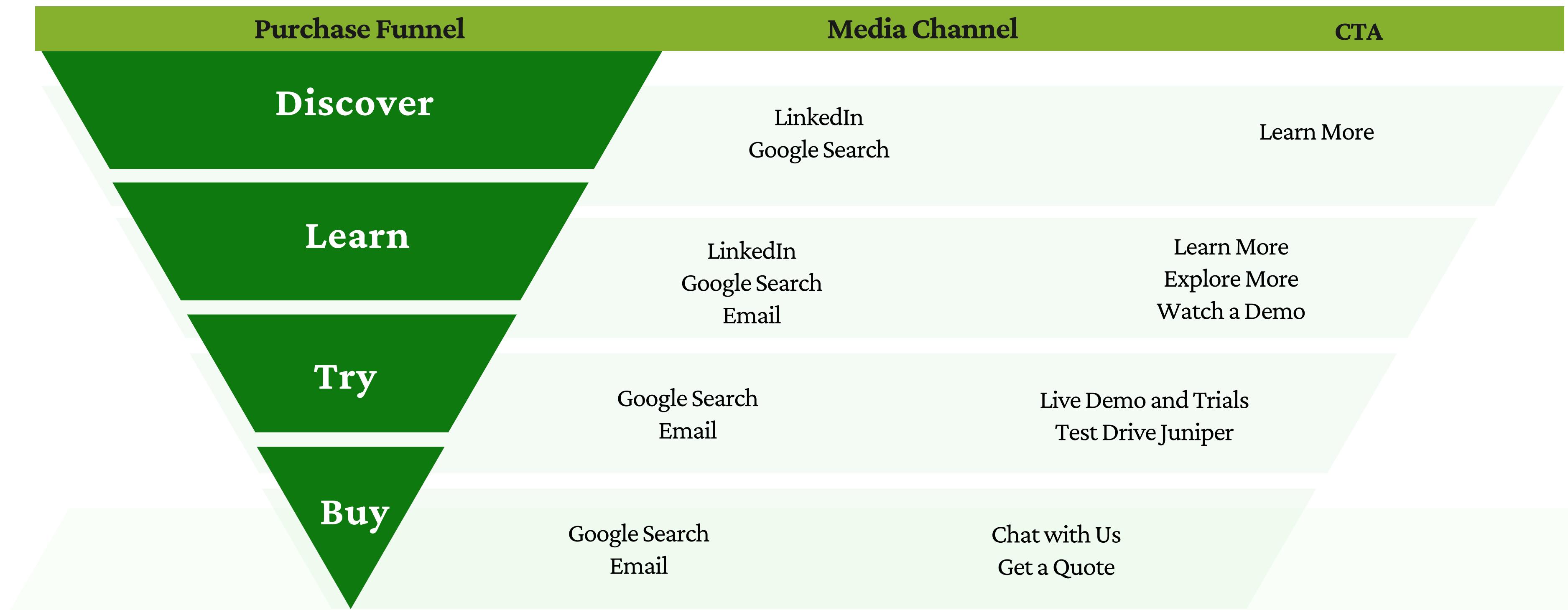
## OUR GOAL

RAISE AWARENESS, DEMONSTRATE THE  
LONG-TERM VALUE OF JUNIPER MIST AI  
IN EDUCATION INSTITUTIONS, AND  
INSPIRE PURCHASES

# Consumer Journey



# Media Channels - Use Case

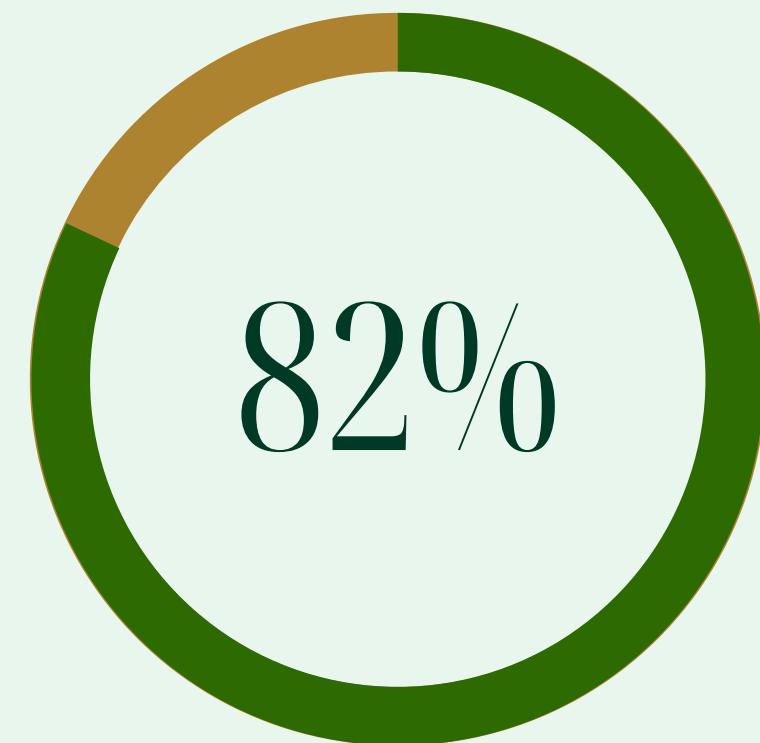


# KPIs



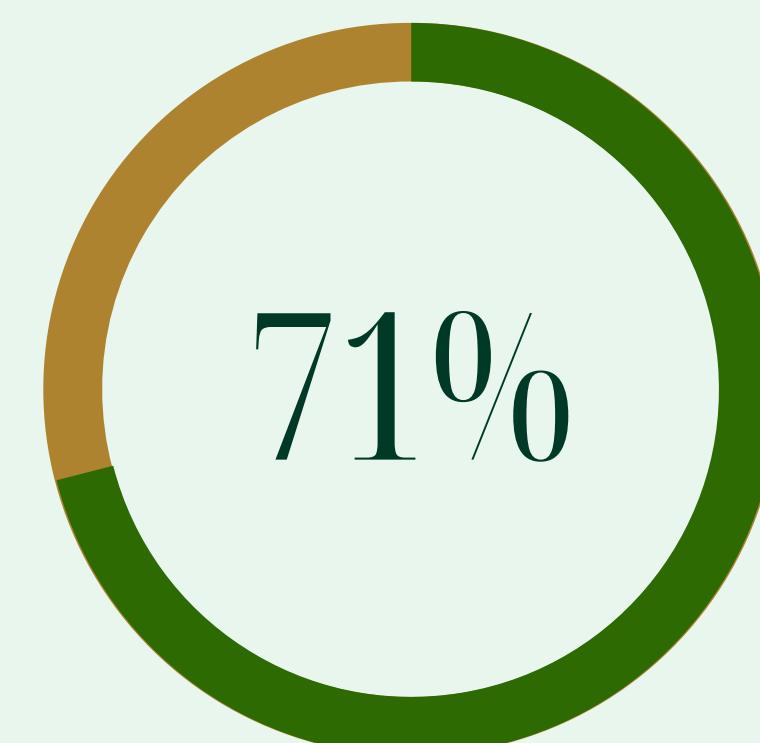
**KPI # 1**

Email Sign-ups



**KPI # 2**

Click-Through Rate (CTR)



**KPI # 3**

Cost per Landing Page View

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**LINKEDIN**

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**GOOGLE SEARCH**

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**EMAIL**

# LinkedIn

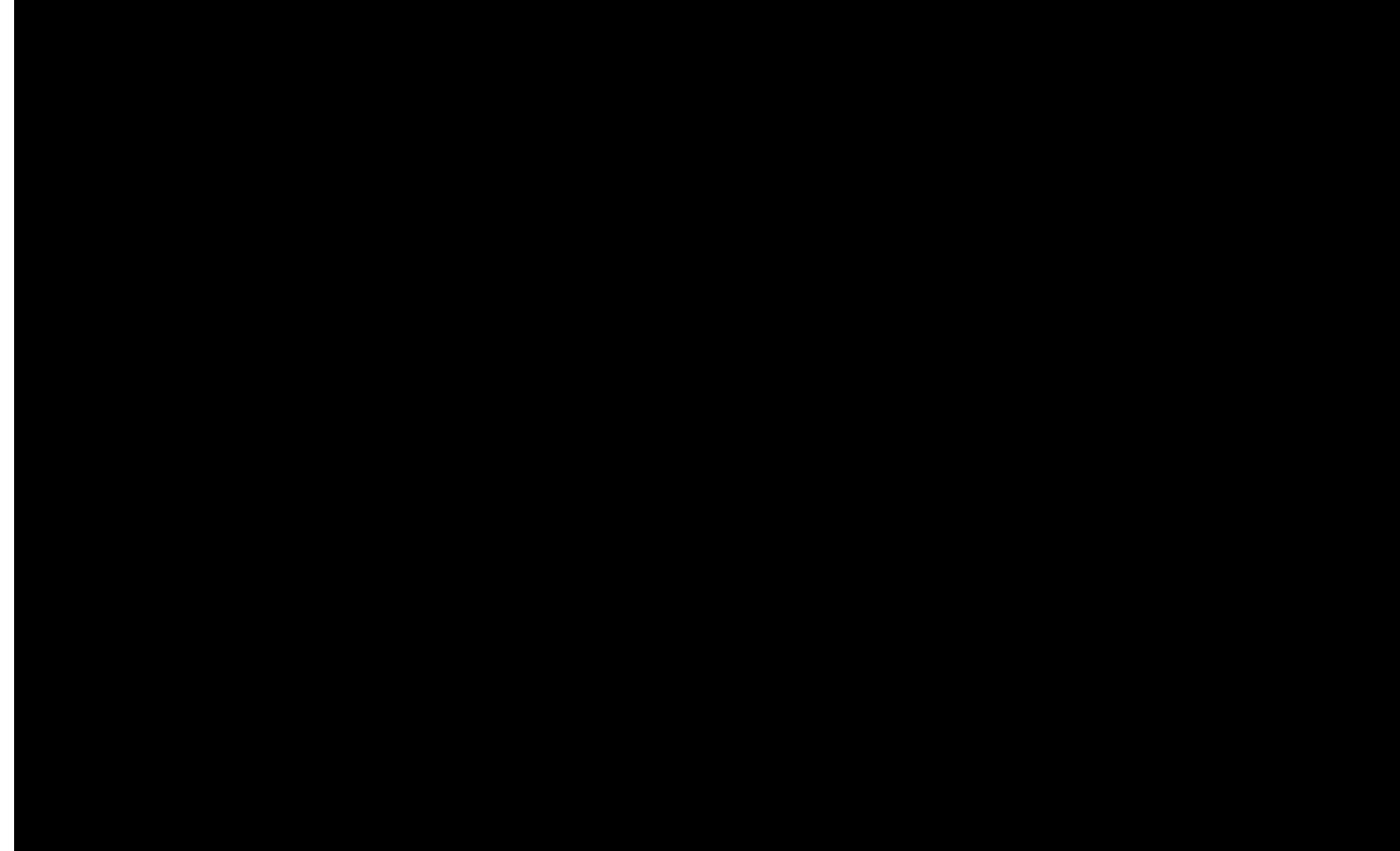


LinkedIn serves as the main channel to raise awareness and move audience to the Learn stage by driving audience to Juniper Mist AI's landing page and creating email sign-ups.

- Flight dates: 1/15 - 6/15
- KPI: Reach, Video View Through Rate, Cost per Completed View

Juniper Networks  
39 followers  
Promoted

Enhance network reliability, lower maintenance costs, and simplify operations with MIST AI from Juniper Networks. Experience best-in-class predictive AI, cloud-based services, and scalable solutions for seamless network growth in the higher education sector. #EdTech #AI #Networking



Transform Your University's Network Performance with Mist AI! [Learn more](https://www.juniper.net/us/en/products/mist-ai.html)

<https://www.juniper.net/us/en/products/mist-ai.html>

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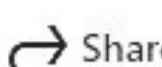
21 Comments



Like



Comment



Share



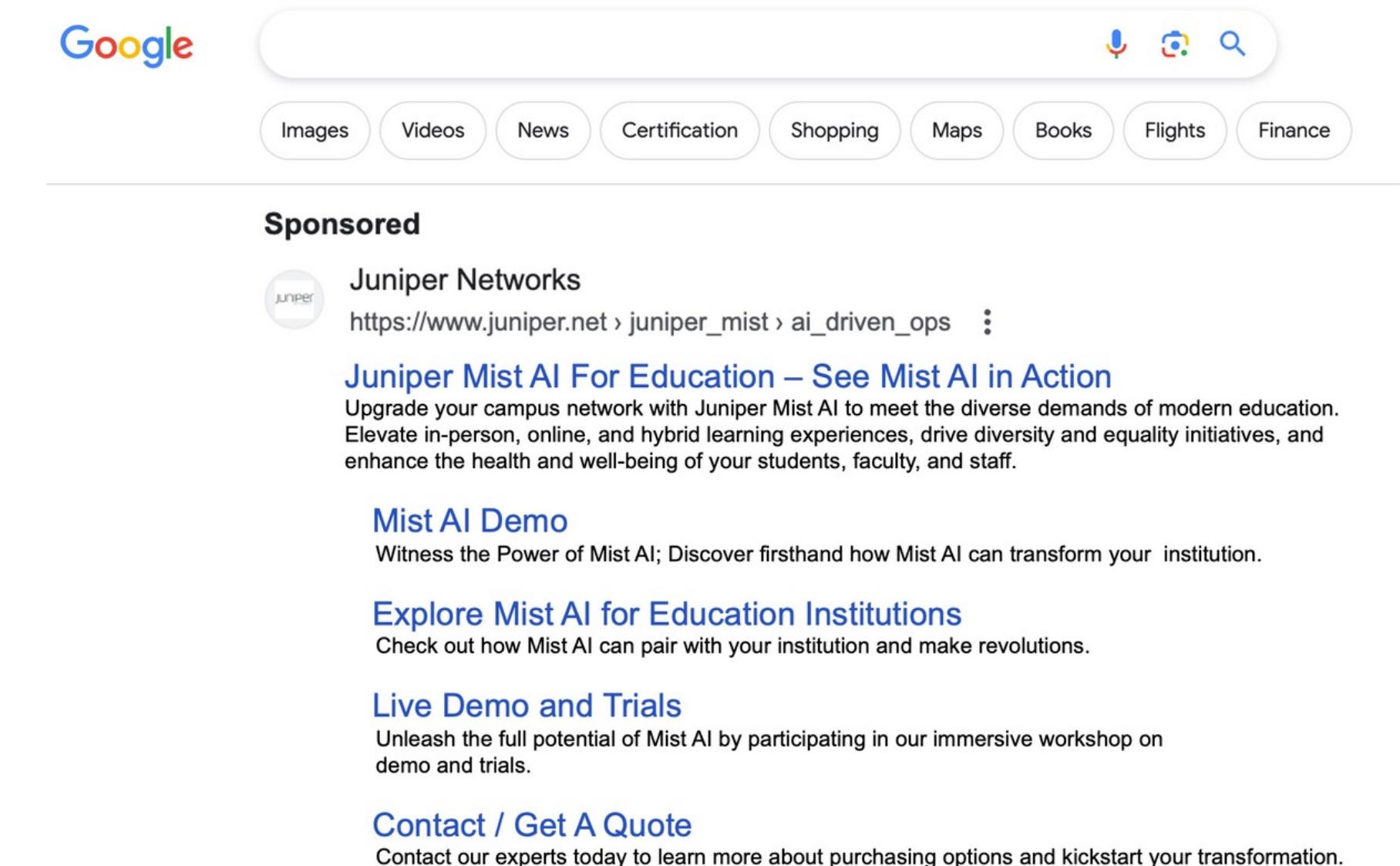
Send

# Google Search

Paid Search serves as one of the main channels to drive audience to Juniper Mist AI's landing page.

In the search campaign, we recommend running **Branded Search, Non-Branded Search, and Competitor Search**. We plan to start by testing the performance of these three keyword search campaigns.

- Flight dates: 1/15 - 6/15
- KPI: Click-Through Rate (CTR), Cost per Landing Page View, Email Sign-ups



The image shows a Google search results page for the query "Juniper Mist AI". The top navigation bar includes the Google logo, a microphone icon, a camera icon, and a magnifying glass icon. Below the bar are buttons for Images, Videos, News, Certification, Shopping, Maps, Books, Flights, and Finance. The main content area is titled "Sponsored" and features several ads from Juniper Networks. The first ad is for "Juniper Mist AI For Education – See Mist AI in Action", which links to [https://www.juniper.net/juniper\\_mist/ai\\_driven\\_ops](https://www.juniper.net/juniper_mist/ai_driven_ops). It includes a brief description: "Upgrade your campus network with Juniper Mist AI to meet the diverse demands of modern education. Elevate in-person, online, and hybrid learning experiences, drive diversity and equality initiatives, and enhance the health and well-being of your students, faculty, and staff." Below this are three more links: "Mist AI Demo", "Explore Mist AI for Education Institutions", and "Live Demo and Trials". Each link has a brief description and a "Contact / Get A Quote" section at the bottom.

**Sponsored**

**Juniper Networks**  
[https://www.juniper.net/juniper\\_mist/ai\\_driven\\_ops](https://www.juniper.net/juniper_mist/ai_driven_ops) :

**Juniper Mist AI For Education – See Mist AI in Action**  
Upgrade your campus network with Juniper Mist AI to meet the diverse demands of modern education. Elevate in-person, online, and hybrid learning experiences, drive diversity and equality initiatives, and enhance the health and well-being of your students, faculty, and staff.

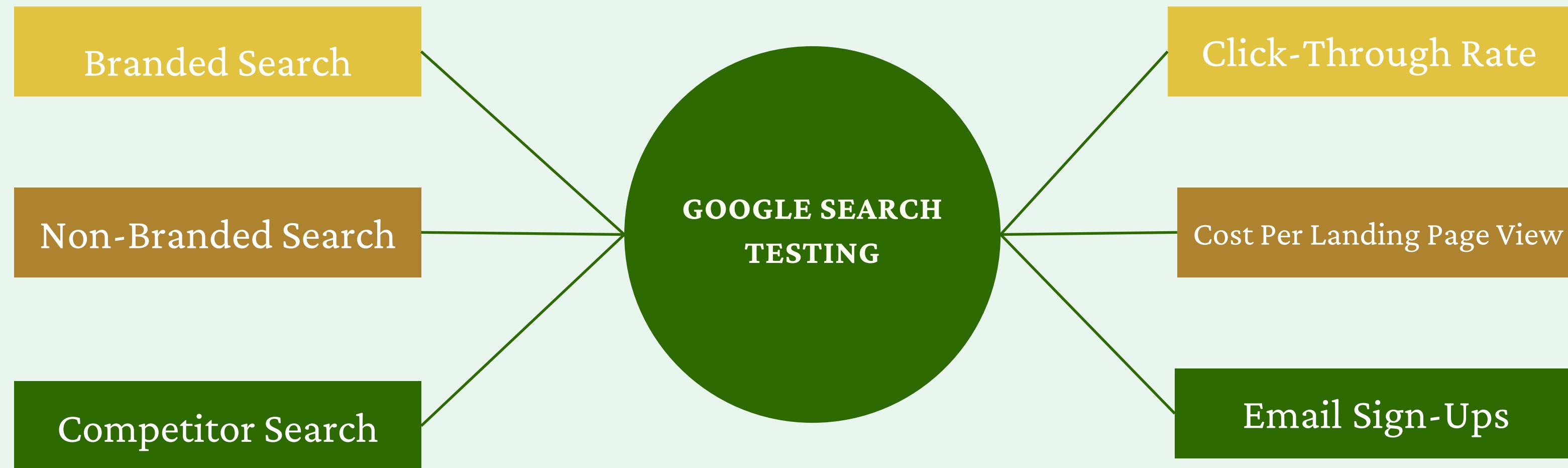
**Mist AI Demo**  
Witness the Power of Mist AI; Discover firsthand how Mist AI can transform your institution.

**Explore Mist AI for Education Institutions**  
Check out how Mist AI can pair with your institution and make revolutions.

**Live Demo and Trials**  
Unleash the full potential of Mist AI by participating in our immersive workshop on demo and trials.

**Contact / Get A Quote**  
Contact our experts today to learn more about purchasing options and kickstart your transformation.

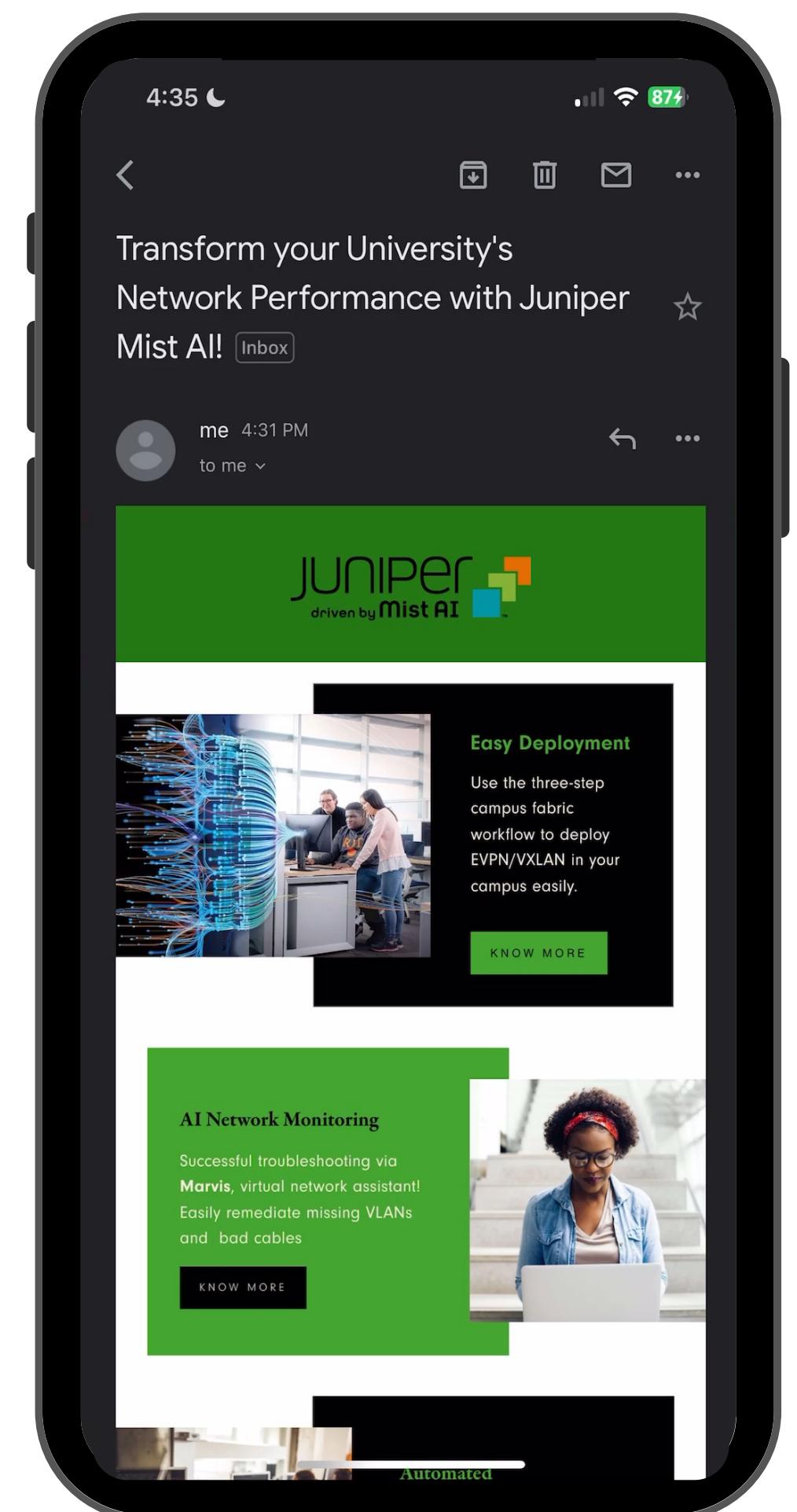
# Google Search Testing



# Email

Email channel serves as the key to measure the success of the Learning stage. After we collect our audience into the email pool, we are on the right track to push them further down the funnel for conversion.

- Flight dates: 2/15 - 6/15
- KPI: Click Through Rate, Bounce Rate



# Landing Page (1)

CONTACT SALES | LOG IN | US | EN ▾ Try Now

JUNIPER NETWORKS Products & Solutions Customers Partners Company Support Training Events & Demos The Feed 

Products > Mist AI Share    



## Mist AI and Long-term Benefits

- Network Reliability
- Simplified Operations
- Resource Optimization
- Scalability
- Automated-Troubleshooting

**EXPLORE MORE**

## A Juniper Experience

- Explore Juniper: Witness Juniper's power firsthand
- Features Overview: Discover Juniper's innovative networking approach
- Expert Insight: Tailored advice from our experts
- Live Demo: Dive into the future of networking now

**WATCH A DEMO**



# Landing Page (2)

CONTACT SALES | LOG IN | US | EN | Try Now

JUNIPER NETWORKS Products & Solutions Customers Partners Company Support Training Events & Demos The Feed Q

Products > Mist AI Share f t in e

## Pair with Your University Network

- Easy Deployment for your campus using the three-step campus fabric workflow
- Juniper fits effortlessly with university networks worldwide
- Experience efficiency, security, and scalability

**TEST DRIVE JUNIPER**

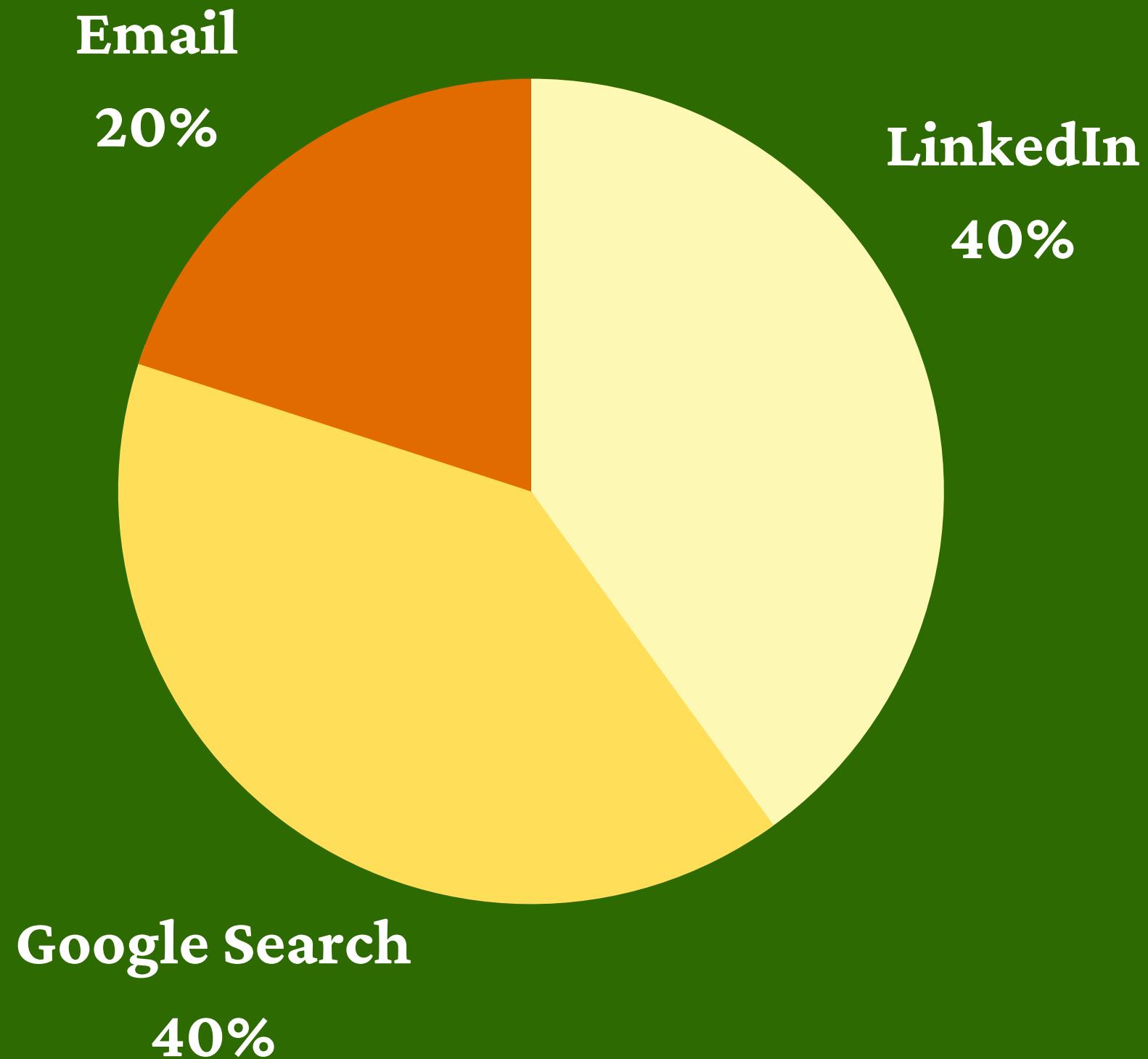




## Chat with representative

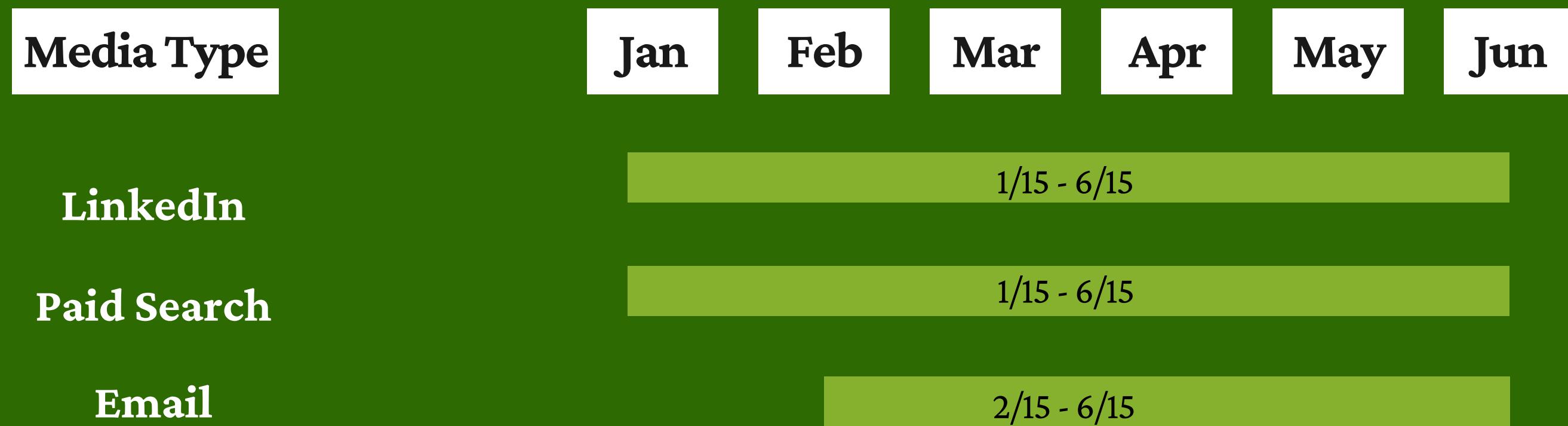
Have questions? We've got answers.  
Engage in a real-time conversation and get all your concerns addressed promptly.

**CHAT WITH US**



# Proposed Media Mix

# TIMELINE



# SUMMARY



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# THANK YOU!



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# APPENDIX

- <https://www.techtarget.com/searchnetworking/answer/What-are-the-benefits-and-challenges-of-AI-network-monitoring>
- <https://www.juniper.net/us/en/customers/the-george-washington-university-case-study.html>