

IMPLEMENTATION GUIDE

Create demand and help selling with HP Brand Showcase

The HP Syndicated Brand Showcase enables you to easily and automatically display the HP product, services and solutions portfolio on your website. Always up-to-date and at no cost, this informational microsite with premium content helps you create demand, awareness and consideration and gives your customers the latest marketing information, so they can find the right products, services and solutions, all without ever leaving your website. The deployment of your customized HP Brand Showcase is easy.

- 1- Register on: www.hp.com/syndication
- 2- Select the modules you want to display
- 3- Add the line of code that you will receive from HP to your website
- 4- The content gets pushed live and is maintained automatically



1.

If you haven't already, enroll in the program at www.hp.com/syndication

A. Enter your company information.

B. Add your contact information.

The entered phone number and email address will appear in the dialog box "Contact us" of your HP Brand Showcase. The entered URL will appear in the dialog box "Shop now" of your HP Brand Showcase and connects your HP Brand Showcase with your webshop.

C. Select the product categories you sell.

Make sure you receive all the HP syndicated content relevant to the products you sell.

For example, if your company sells HP Laptops & Tablets, Desktops, Printers & Scanners and CarePack Services, you should select all these categories on the registration form.

Note: If you need to add or remove HP product categories from your website content, contact HP Support at brandshowcase-support@hp.com.

HP Partner Web Content Syndication Program

Registration Form - Brand/Showcase

* = Required fields

Country: *

Company Information

Company name: *

Partner ID / HQ Location ID: *
HPQ (HP Partner Pro ID) is the main ID a partner has with HP of a partner's headquarter location.

First name: *

Last name: *

E-mail address: *

Telephone: *
Country Area code Telephone number
Leave the Area code and extension fields blank if they are not available


HP Acct. Rep name: *

Your Web site

Website URL: *
You must specify the web site URL, domain where the content will be used. This will be added to the access list for your account to prevent unauthorized use.

Do you have an online store? * Yes No

Where do you get your digital web content from?

Estimated date of implementation? * 

I'd like to receive periodic email updates from HP with regard to new HP eAssets that become available * Yes No

Sales Contact Information

This information will be displayed when a customer clicks "How to buy" or "Contact us" on the site

E-mail address:

Phone:
Country Area code Phone number
Leave the Area code and extension fields blank if they are not available

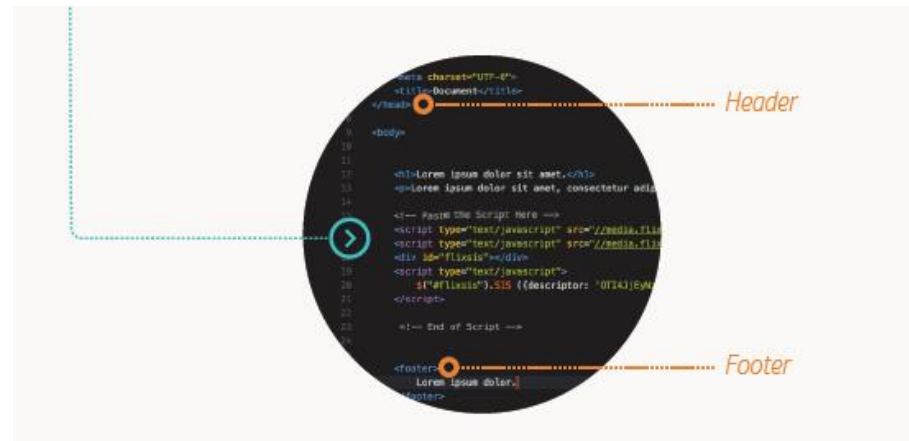
Link to sales/catalogue website:



2.

After your registration, you will receive a JavaScript code from us.

Copy and paste this line of code between the header and footer code of your website.



3.

The content is pushed live.

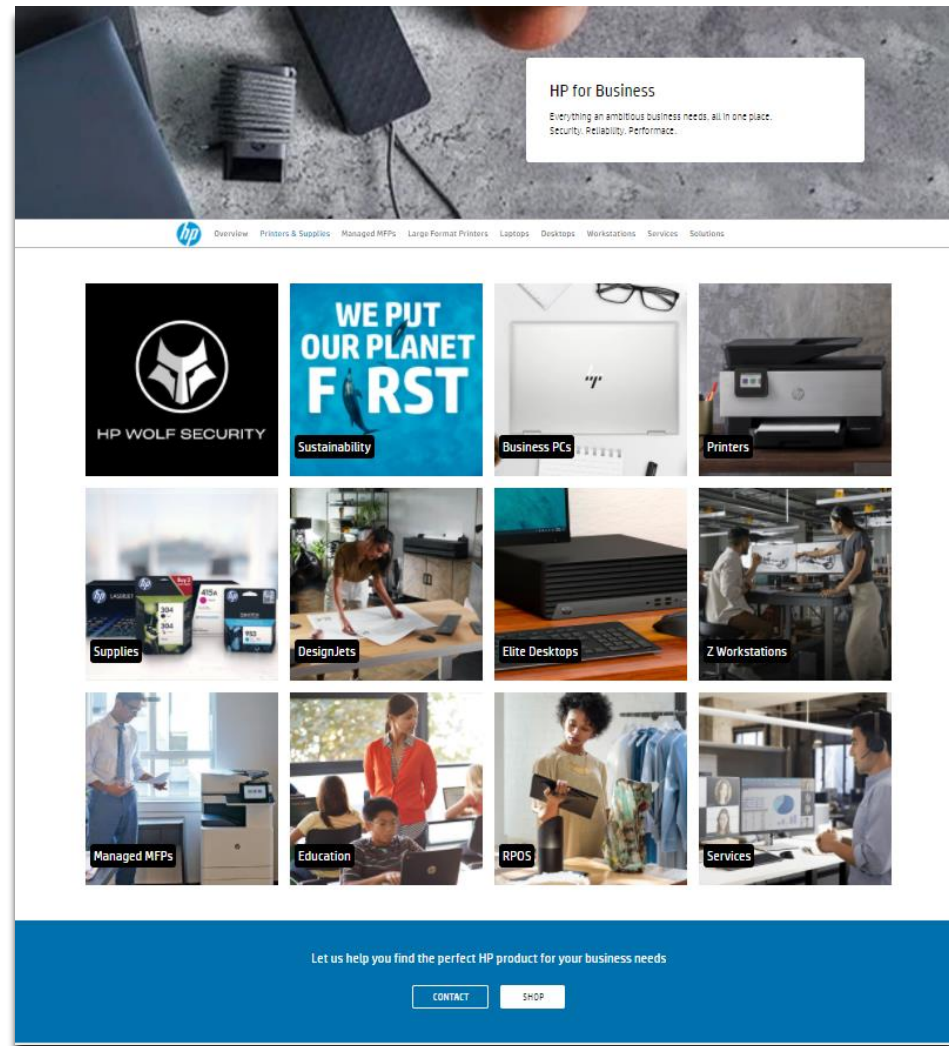
Once you add the code and after you republish each page, your website will begin featuring new, automatically-updating HP syndicated content.



3.

Ensure your site works.

Once you have added the line of code to your website and republished each page, send an email to brandshowcase-support@hp.com and we'll confirm your syndicated content is appearing correctly.



Questions? Contact HP Support at brandshowcase-support@hp.com



ADDITIONAL TIPS

Adding / removing product categories

If you need to add or remove product categories from your website content, contact HP Support at brandshowcase-support@hp.com.

Showcasing specific product category

HP Syndicated Content includes different sections. With deep linking, you can showcase a specific product category section within your site. For example, if you have a “Workstation” page, adding the “Workstation” deep link will allow that specific category rich content to appear on your website page.

Follow these steps to showcase a specific product category:

1. Identify where you'd like the specific category content to reside.
2. Paste the JavaScript code from the deep linking section of the email between the navigation header and footer on your website.
3. Once you've added the line of code to your website, send an email to brandshowcase-support@hp.com and we'll confirm the deep linking is working correctly.

Web Banners

In this [Asset Hub Folder](#), you will find a selection of web banners that you can use to navigate your customers to your HP Brand Showcase.

