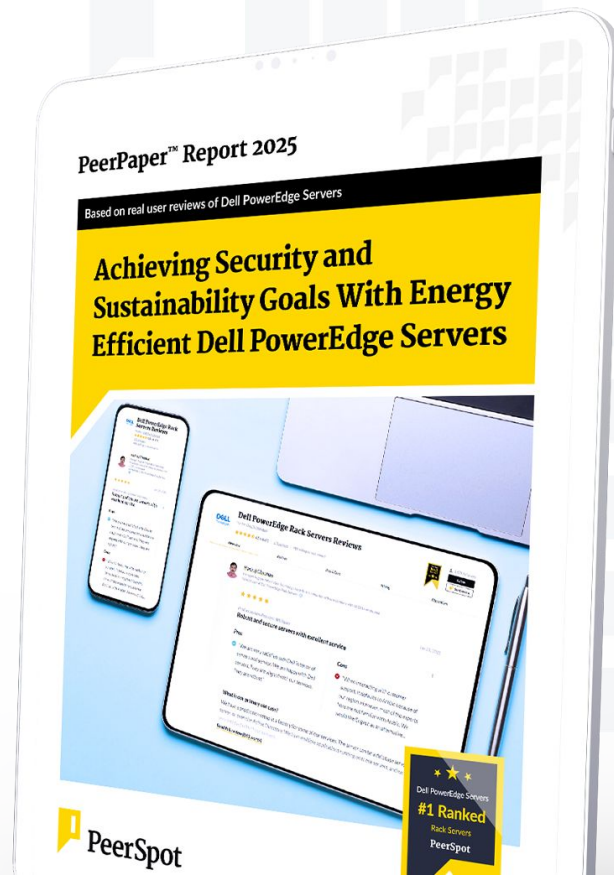


# PeerPaper Activation Playbook

A Quick-Start Guide for Marketing & Sales  
Teams Who Already Have a PeerPaper



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# 1. You've Got the Proof—Now Use It

Your PeerPaper showcases credibility through real customer stories crafted from verified reviews by PeerSpot's content team. Buyers trust it because it highlights **real outcomes** from **real users**.



**Goal:** Quickly activate your existing PeerPaper to boost your pipeline within 30 days.





## 2. How to Activate Your PeerPaper


Channel	Recommended Approach	Immediate Benefit
Gated Content	Place your PeerPaper behind a short form on landing pages or resource centers with concise benefit-driven copy.	High-intent leads
Targeted Outreach	Integrate short, powerful quotes from your PeerPaper into personalized outreach, linking to the gated asset.	Warmer replies
Social Promotion	Create visual "quote cards" for social media, linking directly to the PeerPaper.	Audience expansion
Sales Decks	Include impactful quotes from your PeerPaper that highlight credibility, context, and confidence in your sales presentations.	Stronger sales conversations
Website Trust Blocks	Feature PeerPaper quotes or call-to-action buttons on relevant product or solution webpages.	Increased conversions


# 3. Quickly Repurpose Your PeerPaper

 Transform your PeerPaper into multiple high-performing assets:

 **Quote Cards:** Create **visual tiles** with quotes for LinkedIn or other platforms.

 **Promotional Blog:** Draft **short, engaging blog posts** based on PeerPaper insights.

 **Ad Creative:** Embed **high-impact quotes** directly into your paid marketing campaigns.

 **Tip:** Conduct **quarterly repurposing sessions** to keep your content fresh and effective.



## 4. Proven Success: Red Hat Public-Sector Campaign

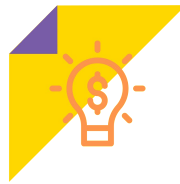


A marketing principal at Red Hat leveraged their PeerPaper in a multi-touch campaign (including gated content, social promotion, and targeted outreach) and achieved:



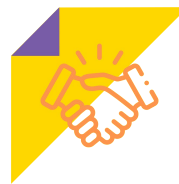
**37× ROI**

on sourced pipeline



**\$333K**

in new opportunities



**\$4M+**

in influenced deals

“ That’s already 37× our investment when it comes to new sourced opportunity dollars... We’re pacing in a really good trajectory. ”

Eric Hernandez, Marketing Principal & Manager, Public Sector Programs (North America), Red Hat

# 5. Refresh Regularly with Your Voice of Customer (VOC)

As your business evolves, keep your PeerPaper relevant and powerful with your **VOC package**:

Collect **fresh customer reviews** via professional outreach or event-based interviews.

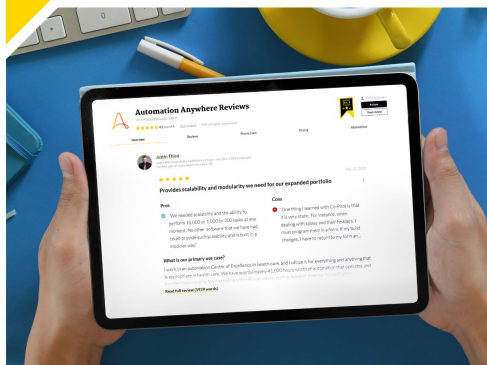
Align newly captured quotes with your latest messaging and positioning.

Collaborate with **PeerSpot** to update your PeerPaper efficiently, without starting from scratch.

## PeerPaper™ Report 2025

Based on real user reviews of Automation Anywhere

### Manufacturing: What Automation Anywhere Customers Say About Its Business Impact



## What Real Users are Saying about Co-Pilot Agent for Microsoft Intune



Gaurav M.  
IT Infra Lead at Coforge  
Growth Agency  
★★★★★

"Copilot has reduced the load of typing. We can just give it a brief instruction, like 'draft an email to my manager regarding a new joiner,' and it generates a draft. This saves us time and typing effort."

[Read the full review](#)



Arif Z.  
Head of Technology at Transcom  
★★★★★

"Copilot helps our engineers work better by making suggestions and offering resolution metrics. We can understand and push those patches or fixes from that side."

[Read the full review](#)



Technologies Architect  
at a Financial Services Firm  
with 10,001+ Employees  
★★★★★

"We began using Copilot, but it is currently restricted to a select few. Due to its potential for increased productivity and improved user experience, we are advocating for its wider adoption."

[Read the full review](#)



Joe C.  
Director, Strategic Alliances at  
a computer software company  
with 251-500 employees  
★★★★★

"Using Copilot in Microsoft Intune allows me to quickly search for devices that are most out of date that have a security feature about to expire or need patching to prevent their OS from becoming stale."

[Read the full review](#)



Professor De Nivel Superior  
Senior at a Energy/Utilities  
Company with 10,001+ Employees  
★★★★★

"We utilize Microsoft Copilot in Microsoft Intune and use autopilot to provide user flexibility in device provisioning without requiring IT team involvement."

[Read the full review](#)



Based on a review from a real user, verified by independent review site PeerSpot.  
6 May 22, 2025 PeerSpot

[Read full review](#)

## 6. Your 30-Day Activation Checklist

✓ Add your PeerPaper to a **gated content landing page**.

✓ Integrate the **top two quotes** into your sales deck.

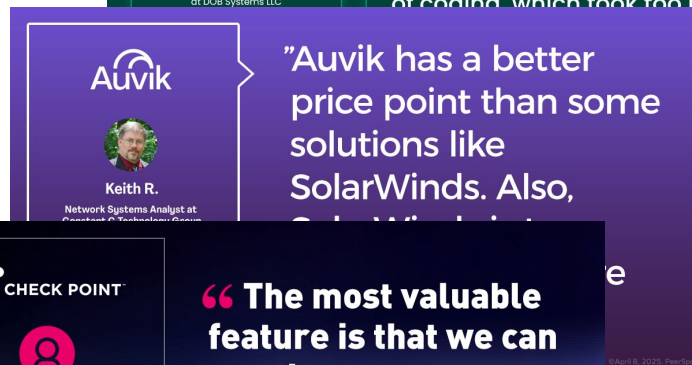
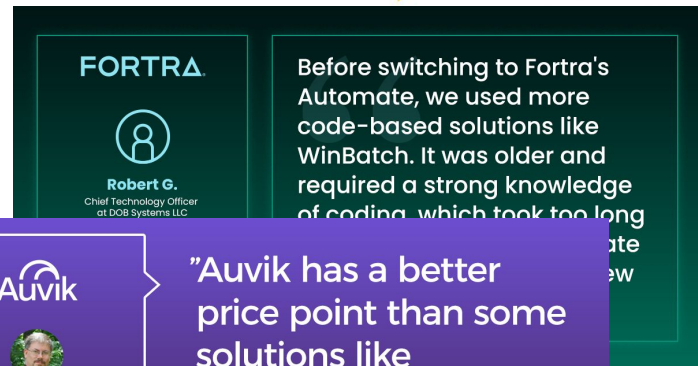
✓ Publish **three quote cards** on your social channels.

✓ Add your PeerPaper to a **gated content landing page**.

✓ Integrate the **top two quotes** into your sales deck.



✓ Publish **three quote cards** on your social channels.

**Choose at least three actions** to significantly boost your PeerPaper's impact within a month.



# Need Additional Support?

 Your PeerSpot CSM is ready to help:

-  Recommend effective quotes aligned to your target audience.
-  Facilitate new customer review collection through VOC and event interviews.



**Activate your PeerPaper today** – let the customer proof speak volumes.

Contact Customer Service 







**Thank  
you**