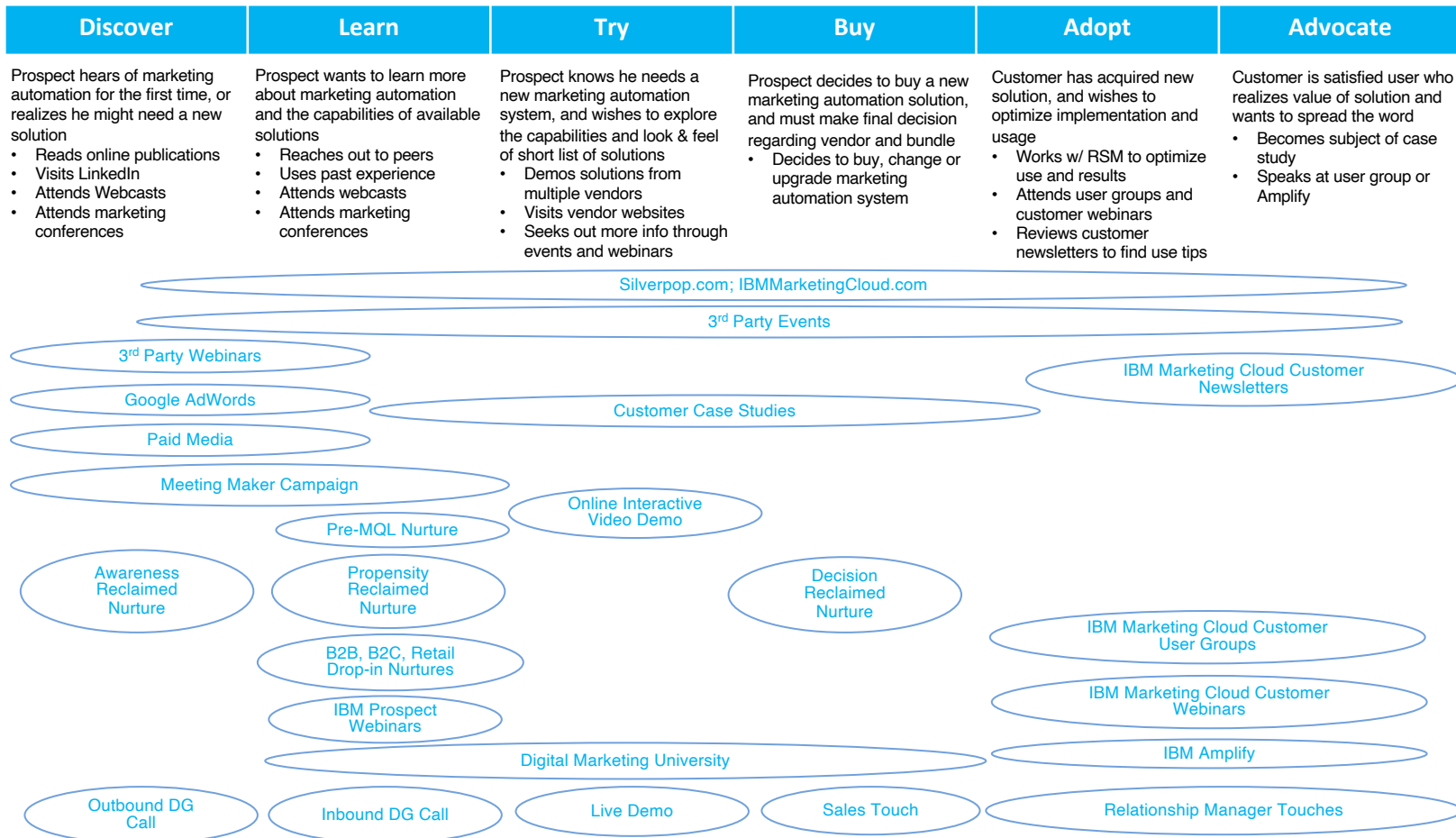


Content Map



Role: Marketing Director

Type: New Buyer

Cohort: Ready to begin with Marketing Automation or move from simple Email system to true Marketing Automation solution

Content Map – Pre-MQL Nurture Programs

Discover	Learn	Try	Buy
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Pre-MQL Nurture

Email 1 - New to Marketing Automation
2nd Offer – Video Demo

Email 2 - Digital Marketing Dilemmas

Email 3 – Generating Content for Automated Emails
2nd Offer B2B – What to Ask When Evaluating Marketing Automation Vendors
B2C – [10th Email Marketing Vendors](#)

Email 4 – Video Case Studies
B2B – [LogMeIn](#)
B2C – [UncommonGoods](#)

Email 5 – Video Case Studies; B2B – [LogMeIn](#); B2C – [Uncommon Goods](#)
2nd offer – [Product Demo recording](#)

Final Email – [Newsletter Opt-in](#); [Reference Center](#)

Post - Pre-MQL Nurture

Email 1 - [Tips for Nurture Marketing](#)

Email 2 - Email Benchmark Study
2nd Offer – [Video Demo](#)

Email 3 - [List Growth Whitepaper](#)

Email 4 - [10 Things to Automate](#)

Email 5 - [White Space Tip Sheet](#)
2nd Offer – [Delivering Awesome Customer Experiences Webinar Recording](#)

Email 6 - [ROI Calculator](#)

Email 7 - [Mobile – Multiscreen Maturation Whitepaper](#)

Role: Marketing Director

Type: New Buyer

Cohort: Ready to introduce marketing technology or advance the level of his organization's marketing technology

Content Map – Pre-MQL Nurture Programs

Discover	Learn	Try	Buy
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Awareness Reclaimed Nurture

Email 1 - Anthem Video and "Up the Ante" Forrester WP
Email 2 - Benchmark (with Dynamic Content based on EM1)
Email 3 - 7 Emails to Automate WP – Triggered emails
Email 4 - Driving Results w/ automation webinar recording 2 nd Offer - "10 Things to Automate" tip sheet
Email 5 - Lead Scoring eBook, Webinar and Video
Email 6 - Check In Email from Rep
Email 7 - Mobile Whitepaper and Webinar
Email 8 - Dynamic: Final email, newsletter, resource center; Send to propensity track if engaged in track

Decision Reclaimed Nurture

Email 1 - Power of Automation; LogMeIn video
Email 2 - Dynamic: Email/Marketing Automation Features
Email 3 - Dynamic: B2B – "Spop Partner Network for High Tech"; B2C – "Spop Partner Network for Retail"
Email 5 - Web tracking demo; Web tracking case study; Scoring testimonial
Email 6 - Social Connect overview; Mobile Messaging sheet
Email 7 - Rep check-in; "7 Tips for Incorporating SMS"
Email 8 - Apps info: Email Insights, Revenue Analytics, Visitor Insight
Email 9 - Options to stay connected; 30-day trial program offer

Propensity Reclaimed Nurture

Email 1 - "8 Signs it's Time to Graduate to a More Sophisticated MA Platform" WP and dynamic case study (by industry)
Email 2 - "Make a Case for MA" WP and dynamic case study (by industry)
Email 3 - Check-in email from rep
Email 4 - "7 Digital Marketing Strategies Made Better Through an Integrated Marketing Platform"
Email 5 - Dynamic: B2C – "Selecting an Email Marketing Vendor"; B2B – "What to ask when evaluating a MA vendor"
Email 6 - Dynamic Info-Tech Reports: B2C – "Vendor Landscape: Email Marketing Solutions"; B2B – "Vendor Landscape: Lead Management Automation"
Email 7 - ROI Calculator and rep check-in email; Send to Decision Nurture

Role: Marketing
Director

Type: New Buyer

Cohort: Ready to
introduce
marketing
technology or
advance the level
of his
organization's
marketing
technology

Content Map – 6-Month Drop-In Nurture Programs

Discover	Learn	Try	Buy
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B2B Drop-In

Email 1 - "15 Tips for Enhancing Your Marketing Team's Vision, Skills and Data" WP

Email 2 - "10 Ways to Make the Case for Marketing Automation" tip sheet

Email 3 - ROI Calculator tool; Follow up email if ROI tool completed

Email 4 - Rep check-in email; Engage Product Overview sheet

Email 5 - "7 Tips for Nurture Marketing" tip sheet

Email 6 - "Ultimate Guide to Assessing Your Digital Marketing Program" whitepaper

B2C Drop-In

Email 1 - "Almost Everything You Wanted to Know About Email Marketing" eBook

Email 2 - "10 Things to Automate to Drive Leads and Revenue" WP

Email 3 - Rep check-in email; "Transforming the Customer Experience" WP

Email 4 - "15 Post-Purchase Messages to Automate" WP

Email 5 - "10 Tips for Using Email to Drive Mobile Engagement – and Vice Versa" WP

Email 6 - "7 Ways to Leave Money at the Table" Tip Sheet

Retail Drop-In

Email 1 - Spop tip – Reengagement Messages; "20 Ways to Personalize eMail and Web Content to Deliver an Awesome Customer Experience" WP

Email 2 - Spop tip – Clean Data, Segmentation; "21 Tips for Building a Strong Modern-Day Preference Center" WP

Email 3 - Spop tip – Content Marketing; "Creating Real-Time Individualized Campaigns Around Every Imaginable Buyer Behavior" WP

Email 4 - Spop tip – Mobile Marketing, Segmentation; "10 Tips for Getting Started with Mobile App Push Notifications" Tip Sheet

Email 5 - Spop tip – Leverage what you have, Simple creative; "5 Tips for 'White Space' Emails that Educate, Entertain, and Engage" Tip Sheet

Role: Marketing Director

Type: New Buyer

Cohort: Ready to introduce marketing technology or advance the level of his organization's marketing technology

Meeting Maker Campaign Map

Campaign



Discover

Direct Mail Piece; DG Outbound Follow-up

Learn

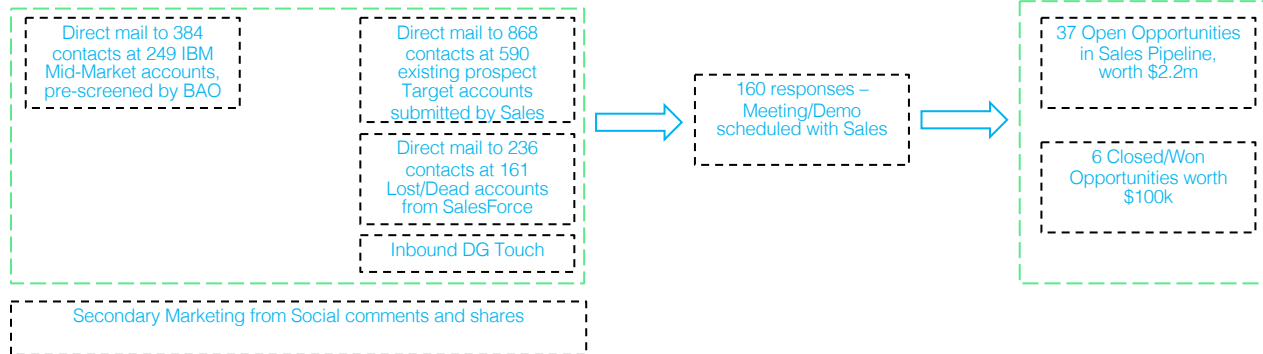
DG Inbound discussion with responders

Try

Sales Meeting/Demo

Buy

Results



Role: Marketing Director

Type: New Buyer

Cohort: Ready to begin with Marketing Automation or move from simple Email system to true Marketing Automation solution

CMO Roundtable Campaign Map

Campaign

Results

MindShare 2016
CMO ROUNDTABLE



Discover

Invitation to Roundtable event (150 CMOs in DC Area); Agency
Outbound Follow-up with Registrants

Learn

CMO Roundtable
event discussion

Try

Buy

Findings Mailer – What's keeping your CMO up at night

3 short "Findings" videos

"Findings" content piece

Sales Meeting/Demo

150 CMOs received
invitation to event

10 CMOs attended
event and participated
in discussion

150 Marketing Directors will receive Round 1 of mailer

TBD Responses –
Meeting/Demo
scheduled with Sales

TBD Opportunities

TBD Closed/Won
Opportunities

Role: Marketing
Director

Type: New Buyer

Cohort: Ready to
begin with Marketing
Automation or move
from simple Email
system to true
Marketing Automation
solution