

Competitive Take-Away Nurture

Competitive Takeaway Nurture

■ **Goal:**

- Build Nurture that targets users of competitive marketing automation products

■ **Plan:**

- Phase 1 will consist of general information that can be used to target customers of any competitor
 - Work with Sales to identify top 7 areas where we excel over our competitors
 - Built 7-step knowledge-based nurture, each step highlighting one of these areas
- Phase 2 (not budgeted here) will add nurture steps specific to identified competitors
- Besides the usual Sales Drop-ins, we will proactively push competitive leads into the nurture with the Terminus re-targeting tool
 - One Competitive asset will be used as the offer for a Terminus campaign
 - Lists of prospect URLs using specified competitors (from BuiltWith) will be placed in the Terminus campaign, which will serve the competitive offer and opt the prospect in to the Competitive Nurture upon asset download
 - This can be tailored to select the weekly/monthly competitor with current weaknesses

■ **Uses:**

- Nurture will be available to Sales as a drop-in nurture when they identify dissatisfaction with a competitor's product
- Marketing will use BuiltWith tool to identify additional opted-in prospects who are using specific competitive solutions
 - These prospects will be dropped into the nurture stream

■ **Investment:**

- Total cost is \$155k

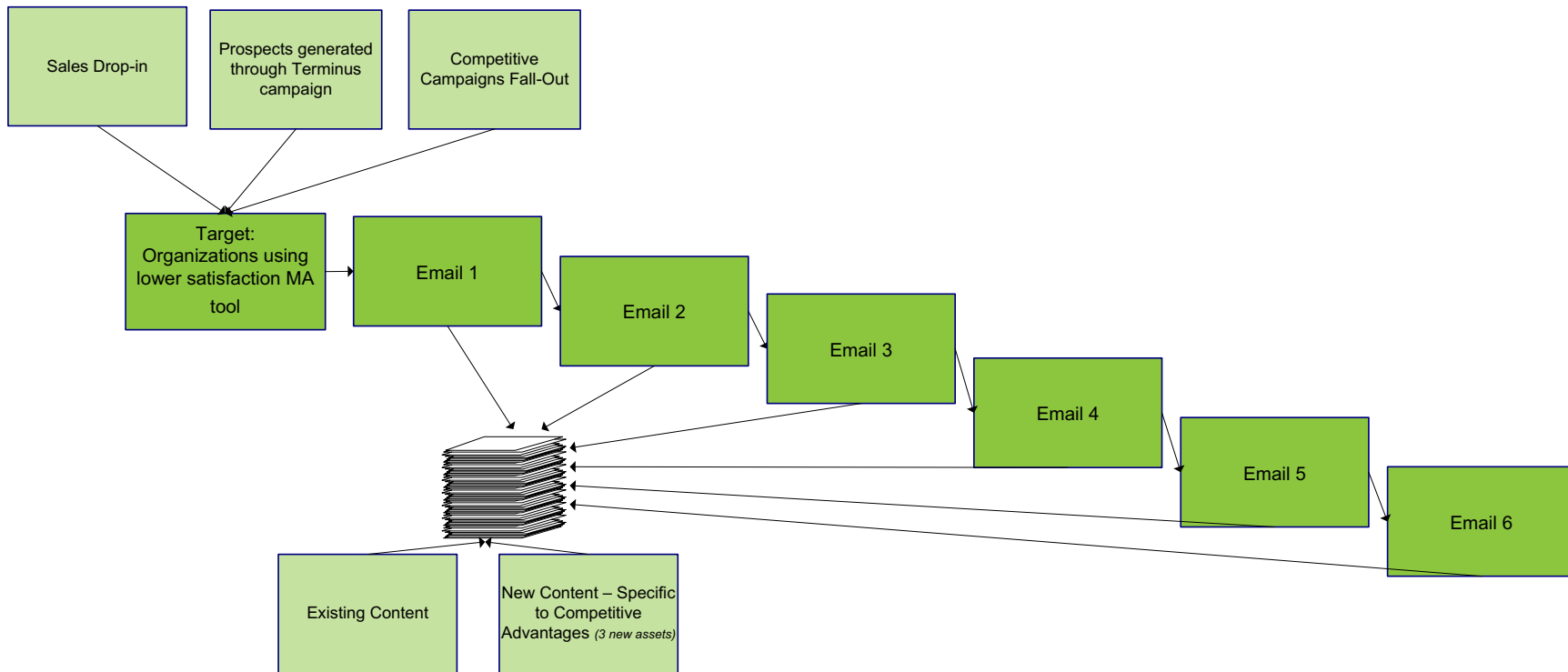
■ **Timing:**

- Target launch date – March 15, 2016

■ **Outcome Expected:**

- 68 MQLs worth \$176k (Year 1)

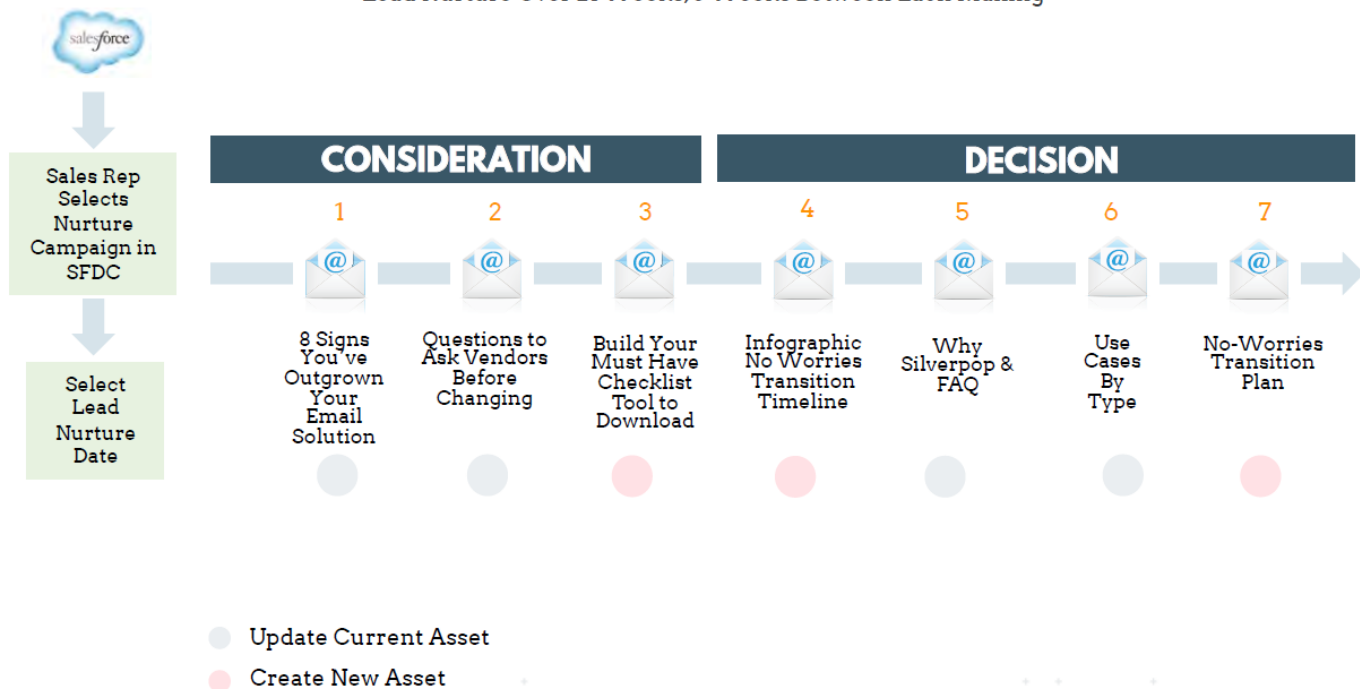
Competitive Takeaway Nurture



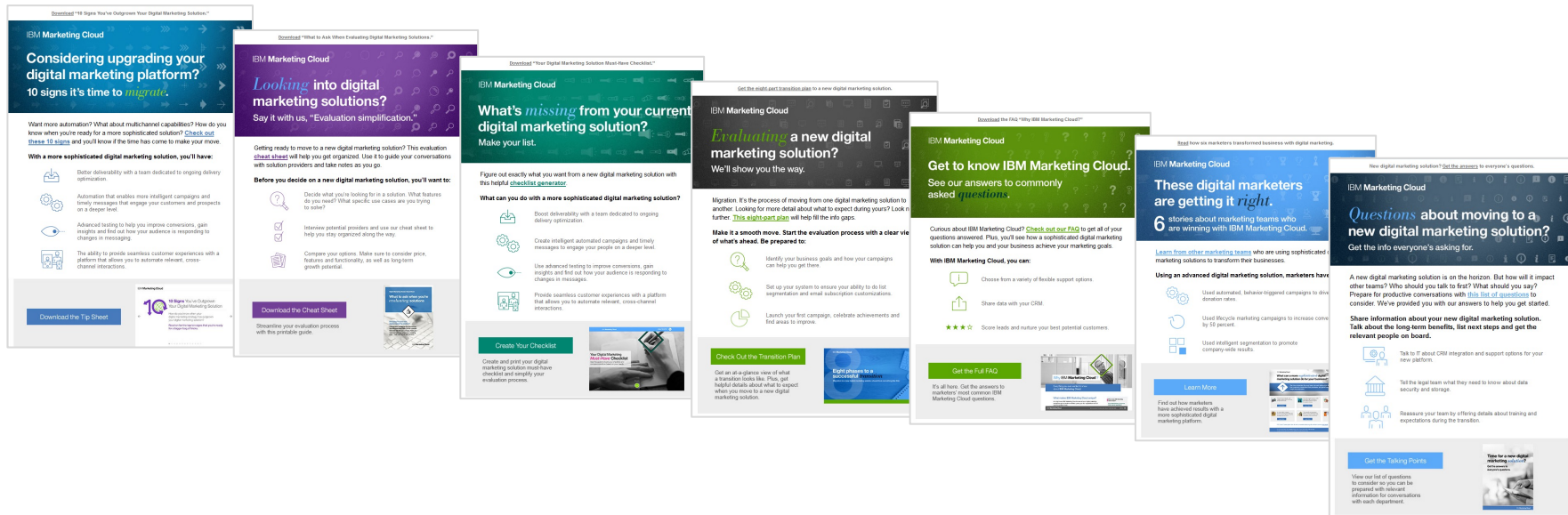
Competitive Nurture – Preliminary Proposal

- Nurture focuses on why the prospect should switch, and provides information to help start transition
- Begins with one generic email stream
- Phase 2 (not yet funded) will bring in competitor-specific messaging

Lead Nurture Over 21 Weeks, 3 Weeks Between Each Mailing



Competitive Nurture Emails



IBM Marketing Cloud

Considering upgrading your digital marketing platform?

10 signs it's time to *migrate*.

Want more automation? What about multichannel capabilities? How do you know when you're ready for a more sophisticated solution? [Check out these 10 signs](#), and you'll know if the time has come to make your move.

With a more sophisticated digital marketing solution, you'll have:

- Better deliverability with a team dedicated to ongoing delivery optimization.
- Automation that enables more intelligent campaigns and timely messages that engage your prospects and protect on a deeper level.
- Advanced testing to help you improve conversions, gain insights and find out how your audience is responding to changes in messaging.
- The ability to provide seamless customer experiences with a platform that allows you to automate relevant, cross-channel interactions.

enVision Digital

10 Signs You've Outgrown Your Current Marketing Solution

Whether you're looking for a new solution or simply want to optimize your current one, we can help. Contact us today at [800-967-8888](#) or visit [www.envisiondigital.com](#)

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Email/Asset #2 – Solution Evaluation Survey

Download "What to Ask When Evaluating Digital Marketing Solutions."

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Looking into digital marketing solutions?

Say it with us, "Evaluation simplification."

Getting ready to move to a new digital marketing solution? This evaluation cheat sheet will help you get organized. Use it to guide your conversations with solution providers and take notes as you go.

Before you decide on a new digital marketing solution, you'll want to:

- Decide what you're looking for in a solution. What features do you need? What specific use cases are you trying to solve?
- Interview potential providers and use our cheat sheet to help you stay organized along the way.
- Compare your options. Make sure to consider price, features and functionality, as well as long-term growth potential.

Download the Cheat Sheet

Streamline your evaluation process with this printable guide.



Digital Marketing

What to ask when you're evaluating solutions



Shopping for your next digital marketing solution?

The process can be overwhelming. Use this cheat sheet to help you find a solution that works well with your company, meets your needs and helps you achieve your marketing goals — both today and for years to come.

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IBM Marketing Cloud Digital Marketing Vendor Cheat Sheet

Complete Solution?

Does this solution cover all your digital marketing needs, or will you need to look for other solutions to fill the gaps?

How will this solution serve your email marketing, automation, SEO, mobile and social interests? Just tick the box to break down these four areas of the solution's functionality:

- ☐ 1. Email marketing
- ☐ 2. Marketing automation
- ☐ 3. Mobile
- ☐ 4. Social

To make sure you know what you need from your solution, ask yourself:

What are my business goals?

How do I expect my digital marketing solution to help me achieve them?

How do I market now?

How do I expect to market in the future?

Ask these same questions of the vendors you're evaluating. Another helpful thing to do is build your must-have checklist (see page 4) for a list to help you get started.

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IBM Marketing Cloud Digital Marketing Vendor Cheat Sheet

Support?

Does this vendor's support meet your needs?

How easy is it to get support when you need it?

What's the process for getting support? (e.g., online content, support portal, dedicated account manager, 800 number, etc.)

Beyond technical support, you should ask about implementation support. Be sure to ask about ongoing support too.

What are the vendor's support hours?

Does the vendor have additional resources available for ongoing education?

Onboarding?

What is the process for getting support?

How much time do customers typically invest in onboarding the solution?

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IBM Marketing Cloud Digital Marketing Vendor Cheat Sheet

Learning Curve?

Is there a product demo?

How long has the provider been in business?

How stable is the vendor you're considering?

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IBM Marketing Cloud Digital Marketing Vendor Cheat Sheet

Longevity?

What's the longevity of this solution?

How innovative is this organization?

Does the new provider release updates to their software often?

Can the solution grow with your needs?

Is this provider an industry leader who will provide you the tools you need to stay ahead of the curve?

What are your must-have features?

Prepare to ask evaluating marketing automation solutions with the helpful checklist provided below.

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IBM Marketing Cloud Digital Marketing Vendor Cheat Sheet

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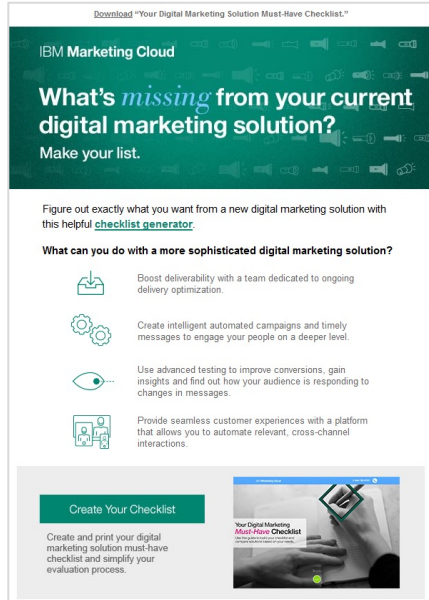
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Email/Asset #3 – Printable Needs Evaluation Tool



Email/Asset #4 – Eight phases to a successful transition

Get the [eight-part transition plan](#) to a new digital marketing solution.

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Evaluating a new digital marketing solution?

We'll show you the way.

Migration. It's the process of moving from one digital marketing solution to another. Looking for more detail about what to expect during yours? Look no further. [This eight-part plan](#) will help fill the info gaps.

Make it a smooth move. Start the evaluation process with a clear view of what's ahead. Be prepared to:

- Identify your business goals and how your campaigns can help you get there.
- Set up your system to ensure your ability to do list segmentation and email subscription customizations.
- Launch your first campaign, celebrate achievements and find areas to improve.

[Check Out the Transition Plan](#)

Get an at-a-glance view of what a transition looks like. Plus, get helpful details about what to expect when you move to a new digital marketing solution.



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Eight phases to a successful transition

Migration to a new digital marketing solution should look something like this:



Preparation

The first phase of your migration should be devoted to discovery and processing. Take inventory of your current marketing operations and processes so that you can prepare for a transition to a new digital marketing solution.

During this stage, you should determine your goals, what you're doing now and where you want to go. Then, you can work toward mapping a plan to get you there.



Personalization

Once you've determined your marketing goals, you can start personalizing your system. That involves things like list segmentation and email subscription customization — so you can target the right segments. It's also important to evaluate different subscription management options and select an option that best suits your business needs.



Delivery Optimization

During this phase, you'll want to set up your new solution to optimize message delivery rates. That way, you're ready to start communicating with your customers before you launch your first campaign. Make sure you check out your IP reputation so that you're on track to maintain scenario deliverability with best practices and whitelisting.

Check if your solution provider has a support team that will help you best real-time optimize on your email delivery and optimize your messages for deliverability.



Templates

Templates help streamline your marketing processes and will save you time by being reusable, meaning you won't have to design the wheel every time you want to launch a campaign. Creating them is an important phase of your migration. Your templates should adhere to brand guidelines, use responsive design so that they render properly on any device and follow marketing best practices.



Campaigns

Once all of your templates are loaded into your new digital marketing system, you can begin setting up your campaigns. Some key aspects of your campaigns to think about and check as you go, but the big components are your content and channel of distribution, well, targeting.

We bring you more insight about what to think about to set up, before you can begin to monitor and optimize them. Some providers offer program support — analytics and suggested forms for common nurture programs — which can help you get up and running quickly with automated programs.



Analytics and Reporting

What types of analytics are important to you? What do you want to measure? What can you learn about your prospects and customers by using your new digital marketing solution? The tasks should be devoted to identifying your key analytics and reporting needs and preparing ahead to pull as much insight and value out of your campaigns as possible.



Go Live

After thorough testing, it's finally time to launch your first campaign with your new digital marketing provider. Be sure to celebrate your achievements with your team and then be prepared to track and monitor its progress. It is recommended that, once a program is complete, the entire team get into a review phase that involves, and tracks the plan, so that you can improve the time.



Ongoing Relationship

For the life of your new marketing solution, your digital marketing provider should be around to answer questions, provide online support and offer educational content so that you get the most out of your campaigns and develop more sophisticated campaigns over time. For more comprehensive or hands-on support, like help creating and launching campaigns, your provider may offer flexible packages for purchase.

Email/Asset #5 – Get to know IBM Marketing Cloud - FAQ

Download the FAQ "Why IBM Marketing Cloud?"

IBM Marketing Cloud

Get to know IBM Marketing Cloud.

See our answers to commonly asked **questions**.

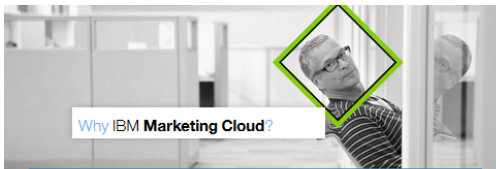
Curious about IBM Marketing Cloud? [Check out our FAQ](#) to get all of your questions answered. Plus, you'll see how a sophisticated digital marketing solution can help you and your business achieve your marketing goals.

With IBM Marketing Cloud, you can:

- Choose from a variety of flexible support options.
- Share data with your CRM.
- Score leads and nurture your best potential customers.

[Get the Full FAQ](#)

It's all here. Get the answers to marketers' most common IBM Marketing Cloud questions.



Why IBM Marketing Cloud?

Everything you ever wanted to know about IBM Marketing Cloud.

What makes IBM Marketing Cloud unique?

At a high level, IBM Marketing Cloud covers all of your digital marketing needs through an intuitive interface, giving you rich capabilities without sacrificing ease of use.

We offer a complete solution that supports email marketing, marketing automation and mobile and social marketing programs and allows you to successfully deliver on your marketing goals. Plus, IBM Marketing Cloud provides the scalability to continuously support your goals as the organization grows.

Does IBM Marketing Cloud have multichannel capabilities?

IBM Marketing Cloud enables you to effectively engage with your always-on-the-go audience with robust multichannel capabilities. We allow you to easily build multistep campaigns across email, SMS, mobile and social using predefined templates. You can also send targeted and engaging push notifications based on unique profile data.

How will I be able to collect contact information?

IBM Marketing Cloud supports the collection of contact data through web forms (preference centers, progressive web forms) and behavioral data from the web and other digital channels through web tracking. In addition, the IBM Marketing Cloud allows you to easily collect contact data from virtually any third-party system, making the elusive "single view of the customer" a reality.

What kind of marketing assets can I create with IBM Marketing Cloud?

You can create emails, landing pages, surveys and web forms (traditional and progressive) with ease. Our WYSIWYG content editor allows you to create engaging emails using personalization, dynamic content and predefined email templates. You can easily see how your email will render on mobile devices with our real-time mobile preview feature.

What lead management capabilities does IBM Marketing Cloud offer?

IBM Marketing Cloud lets you automate lead-generation and lead-nurturing campaigns with a built-in drag-and-drop program builder. In addition, we support the following lead management features:

Lead Scoring

- Create single or multiple lead scoring models
- Score based on BANT, recency, frequency or any custom criteria that you define

What makes IBM Marketing Cloud unique?

Does IBM Marketing Cloud have multichannel capabilities?

How will I be able to collect contact information?

What kind of marketing assets can I create with IBM Marketing Cloud?

What lead management capabilities does IBM Marketing Cloud offer?

What kind of reporting will I get?

What support does IBM Marketing Cloud offer?

Is this a self-service solution or will IBM manage my campaigns?

How is email management done in IBM Marketing Cloud?

How is SMS management done in IBM Marketing Cloud?

What's the learning curve like?

Why IBM?

Email/Asset #6 – IBM Marketing Cloud Success Stories

Read how six marketers transformed business with digital marketing.

IBM Marketing Cloud

These digital marketers are getting it *right*.

6 stories about marketing teams who are winning with IBM Marketing Cloud.

[Learn from other marketing teams](#) who are using sophisticated digital marketing solutions to transform their businesses.

Using an advanced digital marketing solution, marketers have:

- Used automated, behavior-triggered campaigns to drive 20X donation rates.
- Used lifecycle marketing campaigns to increase conversion by 50 percent.
- Used intelligent segmentation to promote company-wide results.

[Learn More](#)

Find out how marketers have achieved results with a more sophisticated digital marketing platform.



IBM Marketing Cloud

What can a more *sophisticated* digital marketing solution do for your business?



See how companies like yours have improved relationships with their customers, streamlined their processes and gained valuable insight into what works.



This plumbing wholesaler used intelligent segmentation to promote organization-wide results.

[Learn More](#)



The world's largest aquarium made a big splash with more relevant, personalized emails throughout the customer lifecycle.

[Learn More](#)



For this nonprofit, timing was everything. So they used automated, behavior-triggered campaigns to drive 20X donation rates.

[Learn More](#)



An online retailer increased conversion rates by 50%. Find out how customer lifecycle marketing campaigns got them there.

[Learn More](#)



This nonprofit used automated, behavior-driven campaigns to get the most successful donation days in the history of the organization.

[Learn More](#)



A wireless security provider made protection more personal and increased conversions 5X with behavior-based automation.

[Learn More](#)

[Download](#) a PDF version of these stories.

Ready to move on to a new digital marketing solution? Here are [the answers you need](#) to convince your organization.

Email/Asset #7 – Answering questions within your organization

