

CMO Roundtable Event

CMO Roundtable Event Pilot

- **Goal:**
 - Build brand awareness of IBM Marketing Cloud with high-level marketing executives
- **Plan:**
 - With media partner, host 90-minute event for 8-12 CMOs from target Corporate-level accounts
 - Facilitated discussion of marketing pain points
 - Cross-vertical, including Retail, Non Profit and Higher Education
 - Target: CMOs of 500 – 1,000 employee companies
 - Produce video of event
 - Distributed to all invitees
 - Use to promote awareness on IBMMarketingCloud.com and Silverpop.com
 - AMA DC Chapter will promote video on their website
 - Develop knowledge-based asset based on findings/discussions from event
 - Direct Mail campaign to promote video and asset to 150 targeted Corporate-level CMOs
- **Discussion Topics:**
 - The Marketing landscape is changing faster than ever before
 - Marketers need a solid grasp on technology and data to make their campaigns successful and keep their customers happy
 - Although digital marketing has become one of the most effective ways for marketers to reach their audience, traditional forms of marketing still play an important role
 - Data and analytics provide marketers with new opportunities, but also require a new skill set not traditionally found within the marketing department
 - How do you manage staffing, effectively utilizing your data and creating the right marketing mix when expectations are growing but budgets aren't?
 - The most successful marketers today have learned to bridge the gap between marketing, data, analytics and strategy
- **Investment:**
 - Total cost is \$200k
- **Outcome Expected:**
 - Increased awareness of IBM Marketing Cloud among target audience
 - 14 MQLs worth \$68k (Year 1)

CMO Roundtable Event and Campaign Development

- **Name and Visual Identity:**



- AMA event – sponsored by IBM Marketing Cloud

- **Media Partner:**

- AMA

- **IMC Attendees**

- Staff **Venue:**
- Hosted by DC AMA Chapter
- Breakfast, 4/6/2016 (Day after DC Digital Marketing University)

- **Three Themes emerged:**

- The right type of content makes a difference
- Data is nothing without analytics and action
- Social Media (driving global engagement, empowering buyers, greater importance on brand reputation management)

- **Next Steps**

- Content Piece
 - Whitepaper
 - E-file delivered 5/17
- Video Clips
 - Edited footage from roundtable conversation
 - One for each theme
 - E-file delivered 5/12
- DM Campaign
 - Hits desks 6/6

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

CMO Roundtable event discussion

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

3 short "Findings" videos

"Findings" content piece

150 CMOs received invitation to event

10 CMOs attended event and participated in discussion

150 Marketing Directors will receive Round 1 of mailer

Learn

Try

Buy

Sales Meeting/Demo

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

CMO Roundtable Event Invite - Mailer



CMO Roundtable Event Invite - Email

IBM Marketing Cloud

RSVP now for Mind Share 2016!

Please accept this exclusive invitation from the AMA and IBM Marketing Cloud.

RSVP Now!



MindShare
CMO ROUNDTABLE

[FIRST NAME]:

Your marketing leadership is requested at Mind Share 2016 — an exclusive CMO roundtable discussion sponsored by the American Marketing Association and IBM Marketing Cloud.

During this thought-provoking, moderated discussion, you'll be able to share best practices and learn how to make your next business breakthrough. You'll also enjoy a fine dining experience and network with selected CMOs from your area.

This event is limited to 12 invited guests, so:

RSVP Now!

Event Details

When:

April 6, 2016
8:30 a.m. to 10:30 a.m.

Where:

The Willard Hotel
1401 Pennsylvania Ave NW
Washington, DC
20004

CMO Roundtable Event Invite – Reminder Email

IBM Marketing Cloud[RSVP now for Mind Share 2016!](#)

**Add your voice and vision to
Mind Share 2016 before it's too late.**

**MindShare**
2016
CMO ROUNDTABLE

[RSVP Now!](#)

[FIRST NAME]:
Mind Share 2016 is fast approaching. RSVP now for this exclusive CMO roundtable discussion sponsored by the American Marketing Association and IBM Marketing Cloud.

Reasons you don't want to miss the CMO event of the year:

- Network with selected CMOs from your area
- Share best practices and marketing technology implementation strategies
- Learn how to make your next business breakthrough

This event is limited to 12 invited guests, so:

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NW
Washington, DC
20004

CMO Roundtable Event – Registration Page

IBM Marketing Cloud



Register now for Mind Share 2016.

Secure your spot at this landmark event.



MindShare2016

CMO ROUNDTABLE

As one of the most successful CMOs in the Washington D.C. area, your participation is essential for the success of this event. You and a select group of your peers will engage in a moderated discussion on cutting-edge marketing best practices, which will be captured on video and shared with a wider audience at a later date.

To take your place in the marketing vanguard on April 6th, please complete the form below.

[Insert Form Here]

This event will be captured on video so we can share insights with other CMOs who were not able to attend.

Event Details

When:

April 6, 2016
8:30 a.m. to 10:30 a.m.

Where:

The Willard Hotel
1401 Pennsylvania Ave NW
Washington, DC 20004

Moderator:

Jim Healy
Principal, Alluvus

Sponsored by:

American Marketing Association
IBM Marketing Cloud



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CMO Roundtable Event – Confirmation Page



Thank you for registering.
A representative of Mind Share 2016 will contact you shortly to confirm your attendance.



In the mean time, if you would like to learn more about our sponsors, please visit:

<http://www.amadc.org/>
<http://www.ibmmarketingcloud.com/>



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You may also mail a written request to IBM US at:
IBM Corporation | 31st FL STE 3100 | 777 East Wisconsin Avenue | Milwaukee, WI 53202

CMO Roundtable Event – Not Accepted Page



Our sincerest apologies.
Due to overwhelming popularity, all of the available seats at the Mind Share 2016 CMO Roundtable have been taken.



Fortunately, the event will be recorded and made available online for your benefit, as well as the other top CMOs who were unable to attend. If you would like to be notified when this video is ready, please complete the form below.

To learn more about our sponsors please visit:

<http://www.amadc.org/>
<http://www.ibmmarketingcloud.com/>



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You may also mail a written request to IBM US at:
IBM Corporation | 31st FL STE 3100 | 777 East Wisconsin Avenue | Milwaukee, WI 53202

CMO Roundtable – Follow-up Campaign Direct Mail



Printed envelope
with messaging



Brochure cover

Brochure cover:

Headline:

On April 6th, the top CMOs from your area told us what keeps them up at night.

Brochure inside spread:

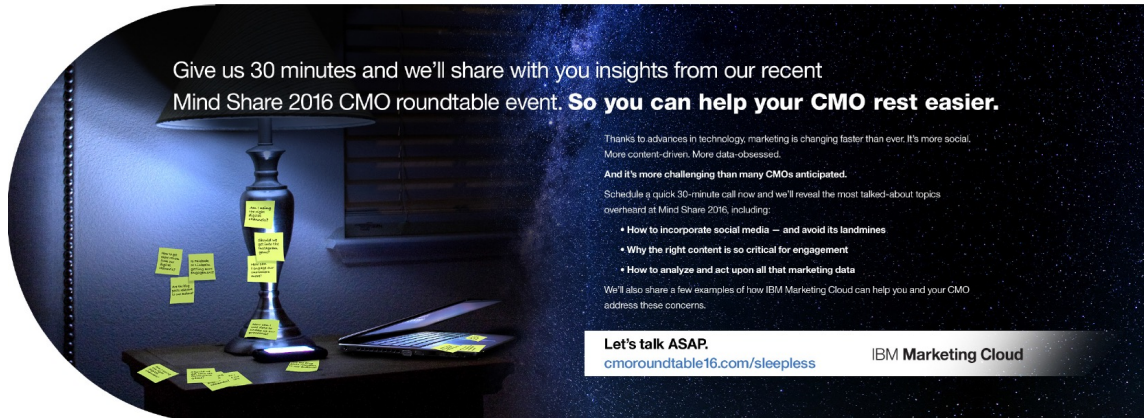
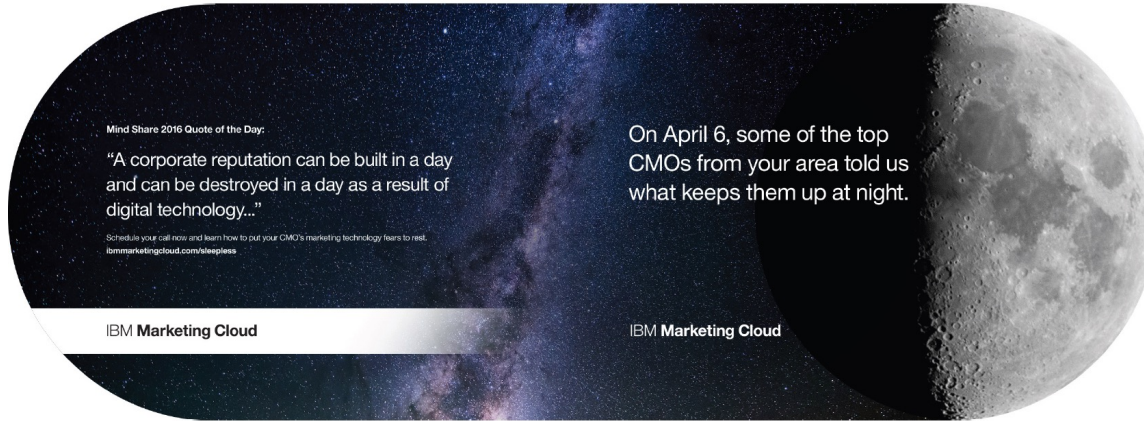
Subhead:

Give us 30 minutes and we'll share with you insights from our recent Mind Share 2016 CMO roundtable event. So you can help your CMO rest easier.

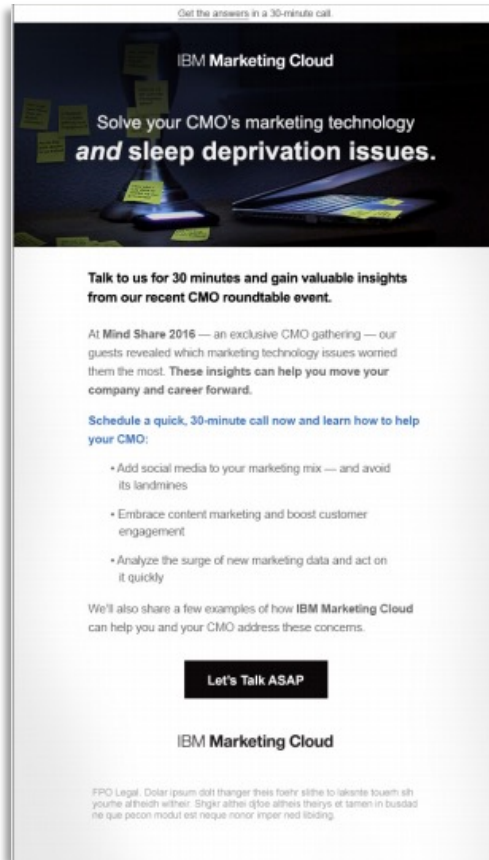


Brochure inside spread

CMO Roundtable – Follow-up Campaign Direct Mail

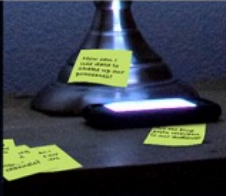


CMO Roundtable – Follow-up Campaign Email



CMO Roundtable – Follow-up Campaign Landing Page

IBM Marketing Cloud



Get the answers to questions that keep your CMO up at night.

Schedule your 30-minute call now.

When IBM Marketing Cloud and the American Marketing Association hosted **Mind Share 2016**, the dominant topics were:

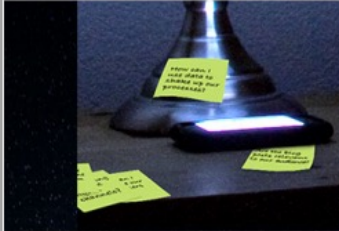
- How to leverage social media
- Best practices for improving customer engagement with content marketing
- Analyzing increasing amounts of marketing data

Schedule your 30-minute call now and learn how you help your CMO make sense of them.

[Reg form goes here]

Submit

CMO Roundtable – Follow-up Campaign Thank You Page



IBM Marketing Cloud

Thank you.
Your call request has been received.

An IBM Marketing Cloud representative will contact you shortly to confirm a convenient time to discuss what we learned from our Mind Share 2016 CMO roundtable event.

If you have questions now, please visit our [solutions page](#) or call us at 1-866-745-8767.

CMO Roundtable – Assets

