

Digital Meeting Maker Campaign

Digital Meeting Maker – Concept

It's Time To Move On

This approach challenges the target audience to question their current email solution with a playful nod to matters of the heart. This audience isn't particularly compelled to upgrade their email marketing solution for fear of the unknown. This mailer makes them question their status quo by lightly comparing it to a relationship you know has run its course. A quiz question gets them wondering about "what if," and they can choose one of three prizes as an incentive to take a meeting to learn more.

The online experience continues the vein with fun quiz questions that highlight the inadequacies of their current solution. The quiz answer choices expose their lack of capabilities and customer service, while also providing insight to Sales.

Digital Meeting Maker Campaign Overview

- **Goal:**
 - Pilot Digital version of Meeting Maker campaign
- **Plan:**
 - Variable direct mail/email (depending on contact information available and permissions) that drives to personalized URL (PURL)
 - Will reach 1500 prospects at 500 Corporate segment accounts
 - Automated Voice Mail (AVM)
- **Investment:**
 - Total cost is \$159k
- **Timing:**
 - Target drop date – March 9, 2016
- **Outcome Expected:**
 - Increased awareness of Silverpop among target audience
 - 54 MQLs worth \$255k

Timeline

	Duration
Production	1-3 Weeks
• Mailer Modification (2 rounds)	
• Email Template and Landing Page Modification	
• Printing, Data Processing of Mailers	
List Preparation	2-4 Weeks
• Account list provided by Silverpop	
• Account list supplemented with contacts by Catapult Works and approved by Silverpop	
• List supplemented by Silverpop Sales team adding contacts that they are trying to engage with at Target Accounts.	
Executing Phase	
• Original Mailer sent via FedEx Saver	3-5 Days
• Internal Resource Training on Messaging and Program Goals	
• Calling Begins by Demand Generation	Subsequent Monday
• Initial Review of Results	48 Hours after Calling begins
Program Review	At completion of campaign
• Executive Summary	
• Consultation of key findings by Marketing and Catapult Works	

Digital Meeting Maker – Direct Mail

It may be time to move on.

Is your current email marketing platform holding you back?

See how your relationship stacks up at MoreAwaits.com/SarahJensen

IBM Marketing Cloud

How do you know when you've outgrown your email marketing platform?

A. You can't remember the last time you used the tool or even the highest engagement rates.

B. You find yourself longing for new ways to connect with customers to build deeper, more meaningful engagements.

C. You fantasize about a smarter, more intuitive, more engaging, and more relevant engagement.

D. Well, guess to guess it's all good.

If you answered D, we sincerely wish you all the best. If not, take our brief quiz and discover how much more you could be doing with your email marketing program.

See how your relationship stacks up at MoreAwaits.com/SarahJensen

IBM Marketing Cloud

It's time to see what you've been missing.

Go to: MoreAwaits.com/SarahJensen

IBM Marketing Cloud

After we meet, choose a token of our appreciation for your time.

Ready to get personal?

See how your relationship stacks up at MoreAwaits.com/SarahJensen

Sarah, take our quiz. Then see what you could learn in a 30-minute meeting with us.

How to leverage data and insights to deliver exceptional customer experiences across the entire buyer journey.

How to execute your multi-channel marketing programs using analytics to make informed decisions.

Ways to use features like advanced segmentation and lead scoring to fine-tune your campaigns to the next level.

Learn all of the above. Let's talk. And to what's you for your time, choose your own gift!

See how your relationship stacks up at MoreAwaits.com/SarahJensen

Digital Meeting Maker – Landing Site

IBM Marketing Cloud
Is your email marketing software holding you back?

You and your email marketing software have had a good run. You've discovered all the nuances and tricks there are to squeeze every last open from a campaign. But you're stagnated. You know there's so much more capability out there waiting for you – exciting ways to engage customers, capture and act on behavioral data, and grow customer loyalty. Could it be time to move on?

How would you rate your email marketing solution in terms of support?

A. First rate. They pick up on the phone and can't wait to listen to the minutiae of my campaign. They tell me about what they're doing.	B. Locally and up to him. I'm not too far from him. I can't wait for customer support.
C. I get an answer, but only after a while. My support is good, but it's not great.	D. I'm looking for a partner who will be there for me to help me succeed.

Sign up for a brief meeting and choose your own gift.

[Let's Meet >](#)

Kindle Fire Tablet
Google Chromecast
Amazon Fire TV Stick with Voice Remote

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IBM Marketing Cloud

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How would you rate your email marketing solution in terms of support?

- | | |
|--|--|
| A.
First rate. They pick up on the phone and can't wait to listen to the minutiae of my campaign. They tell me about what they're doing. | B.
Locally and up to him. I'm not too far from him. I can't wait for customer support. |
| C.
I get an answer, but only after a while. My support is good, but it's not great. | D.
I'm looking for a partner who will be there for me to help me succeed. |

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[Let's Meet >](#)

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Google Chromecast
Amazon Fire TV Stick with Voice Remote

IBM Marketing Cloud
Sarah Jensen, It looks like it's time to move on.

We know it may not be easy. But you can't deny when your needs aren't being met. After all, you have your whole digital marketing strategy to think about.

Let's talk about it in a 30-minute meeting, and select one of three gifts as a thank you for your time.

We think you might be interested in this particular marketing automation solution from IBM. Seriously, it's the real deal.

[Let's Meet >](#)

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Details – Direct Mail Campaign

■ What's the offer?

- Receive an Kindle Fire Tablet, a Google Chromecast or an Amazon Fire TV Stick in exchange for a 30-minute meeting with Silverpop

■ Details?

- Will be sent to 1,500 contacts from 997 companies
- Expected response rate is 10-15%
- Mailing drops on *** – arrival on desks 3-5 days after that
- For DG team, Account breakdown is as follows (498 Accounts Each)
 - Melvin = 123InkJets.com – Force Marketing
 - Yafael = Forum Communications Co – Zuken

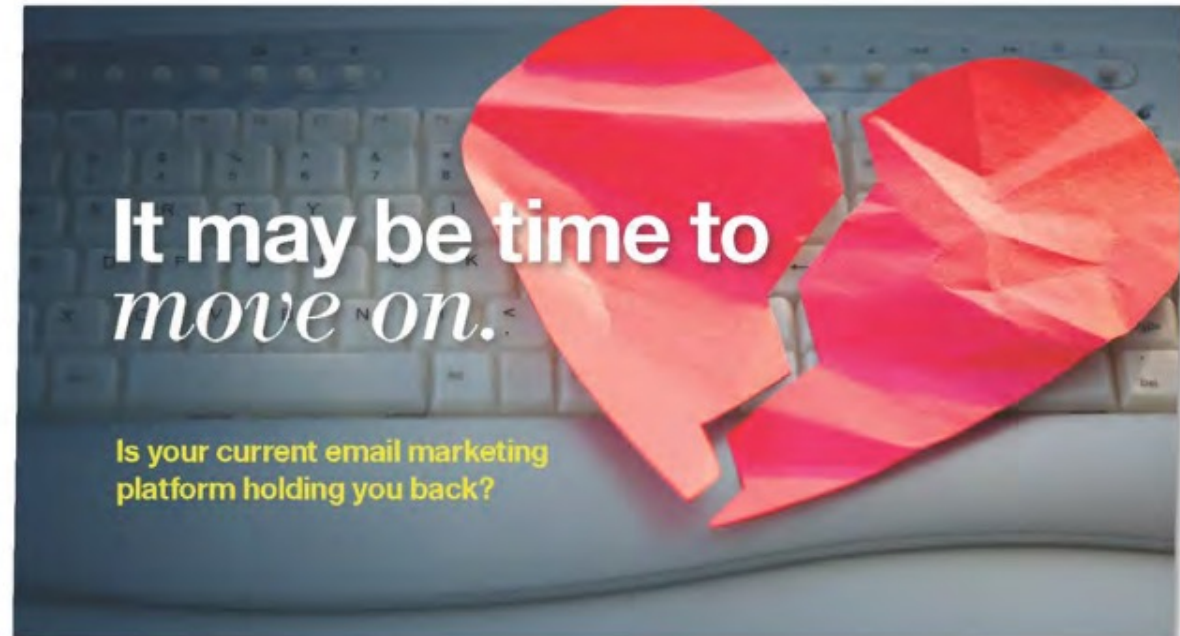
■ Where is the list coming from?

- BuiltWith Reports of companies who use competitive platforms:
 - CheetahMail
 - Responsys
 - MailChimp
 - ExactTarget

■ Results

- 10 Opportunities
- \$136,460 Opportunity pipeline

Design

A graphic featuring a broken red heart made of paper, resting on a computer keyboard. The heart is split into two main pieces, with several smaller fragments nearby. The background is a close-up of a keyboard with keys visible.

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move on.

Is your current email marketing
platform holding you back?

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MoreAwaits.com/SarahJensen

Design

IBM Marketing Cloud

How do you know when you've outgrown
your email marketing platform?

A.

You can't remember the last time you had the thrill of even the slightest improved metric.

B.

You find yourself longing for more ways to interact with customers to build deeper, more meaningful engagements.

C.

You fantasize about a partner who can bring more insights and cross-channel capabilities.

D.

It's all good.
We're going to grow old together.

If you answered D, we sincerely wish you all the best.

**If not, take our brief quiz and discover how much more
you could be doing with your email marketing program.**

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Design

IBM Marketing Cloud

Sarah, take our quiz. Then see what you could learn in a 30-minute meeting with us.

How to leverage
data and insights to
deliver exceptional
customer experiences
across the entire
buyer journey

How to execute
your multi-channel
marketing programs
using analytics to
make informed
decisions

Ways to use features
like advanced seg-
mentation and lead
scoring to take your
campaigns to the
next level

**Learn all this –
and more.**
Let's talk. And to
thank you for your
time, choose your
own gift!

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IBM Marketing Cloud

After we meet, choose a token
of our appreciation for your time.



Kindle Fire Tablet
Up to 7 hours of reading, surfing
the web, watching videos,
and listening to music



Google Chromecast
Streaming video player for movies,
TV shows and more



**Amazon Fire TV Stick
with Voice Remote**
Stream movies, watching live TV
on Roku, Apple TV, and other TV

Ready to get personal?

Complete your current email
marketing campaign in our suite to see
if you're ready for a solution that's
capable of creating deeper customer
relationships and taking your digital
marketing efforts to new heights.

Go to: [MoreAwaits.com/
SarahJensen](http://MoreAwaits.com/SarahJensen)

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The Quiz

IBM Marketing Cloud

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You and your email marketing software have had a good run. You've discovered all the nuances and tricks there are to squeeze every last open from a campaign. But you've stagnated. You know there's so much more capability out there waiting for you – exciting ways to engage customers, capture and act on behavioral data, and grow customer loyalty. Could it be time to move on?

How would you rate your email marketing solution in terms of support?

A.

First rate. They pick up on the 2nd ring and can't wait to listen to the minutiae of my campaign set up issue. And then I woke up.

B.

I usually end up having to figure it out on my own because I can't wait for customer support.

C.

I get an answer, but only after actually witnessing my fingerprints grow while on hold.

D.

I long for a partner who will be there for me to help me succeed.

>
Next
Question

Or skip the quiz, let's meet.



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Google Chromecast



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Sign up for a brief meeting and choose your own gift.

Let's Meet >

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The Quiz

IBM Marketing Cloud

Sarah Jensen,
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Let's talk about it in a 30-minute meeting, and select one of three gifts as a thank you for your time.

We think you might be interested in this particular marketing automation solution from IBM. Seriously, it's the real deal.

Let's Meet >



Kindle Fire Tablet
Up to 7 hours of reading, surfing the web, videos, and music.



Google Chromecast
Streaming video player for movies, TV shows and more.



Amazon Fire TV Stick with Voice Remote
Stream favorites without stream video and on TV on FHD, 1080p, 480p, and 30p.

Sign up for a brief meeting
and choose your
own gift.

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Emails

Is it time to *move on*
to a new partner?

It's hard to say goodbye until
you see what you've been missing.

IBM Marketing Cloud

Is your email marketing software holding you back?

It's probably been on your mind for a while. And now's the time to take that step and see what's truly possible.

Take a brief meeting and learn about the exciting capabilities from IBM Marketing Cloud that can take your digital marketing efforts to the next level.

In 30 minutes, we can talk about your needs and how IBM Marketing Cloud can help you to:

- Engage customers in exciting new ways
- Capture and act on behavioral data
- Grow customer loyalty

You can even select your own gift as a thank you for your time.

Let's Meet >

Choose your own gift as a
thank you for your time.



Kindle Fire Tablet



Google Chromecast



Amazon Fire TV Stick with
Voice Remote

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Registration Page

IBM Marketing Cloud

It may be time to
move on.

So much more awaits.

Get ready for a whole new world of deep customer insights with IBM Marketing Cloud.

Book your 30-minute meeting to learn how you can take fast action on customer behaviors, deepen brand loyalty and deliver the perfect customer experience.

After we meet, we'll send your choice of three great gifts as a memento of our first meeting. We hope it's only the beginning, because together, there's so much more in store for your digital marketing.

*First Name:

*Last Name:

*Business Email:

*Business Phone:

*City:

*State:

*Required Fields

We look forward to meeting with you.

Submit

Choose Your Own Gift.

Meet with us to learn how to take your digital marketing to new heights, and we'll send your gift choice — pronto!

Choose Now ▼



Kindle Fire Tablet



Google Chromecast



Amazon Fire TV Stick with Voice Remote

Thank You Page

IBM Marketing Cloud



We've received your meeting request, and we're looking forward to our discussion. We will contact you shortly to confirm a meeting time that works with your schedule.

Until then, feel free to learn more about IBM Marketing Cloud [here](#).

Great Choice!

We'll send it to you as soon as we meet.



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Voice Remote

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