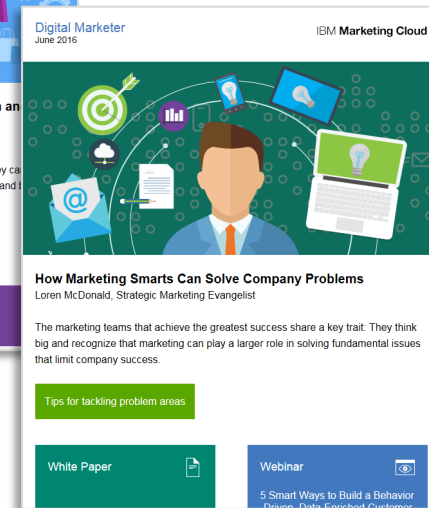
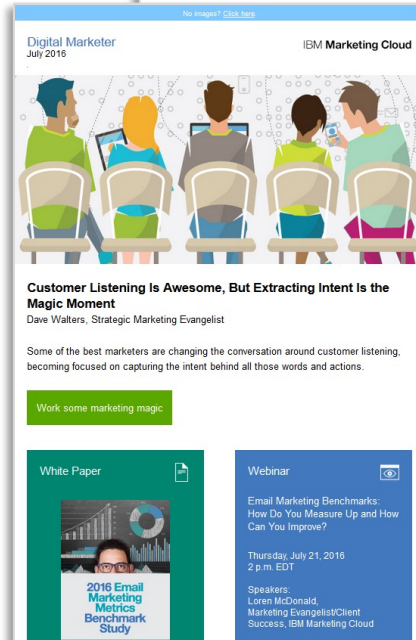
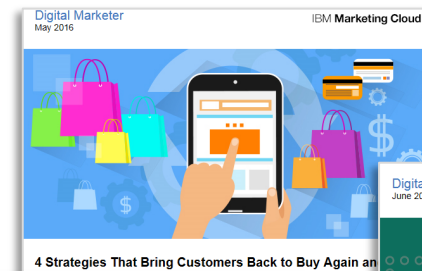


Digital Marketer newsletter

- Monthly distribution
- Target audience
 - Prospects who have selected to receive newsletter in the Silverpop Preference Center
 - Current monthly distribution is >18k prospects



Digital Marketer newsletter content

	14-Jan	10-Feb	9-Mar	13-Apr	11-May	9-Jun
Feature article #1	Non-Predictions: Areas to Excel in 2016	Achieving Your Marketing Goals in 2016	5 Ways to Become a Marketing Torchbearer	Silent Customers? How to Approach Them	Tactics to Get the Second Purchase	7 Vexing Problems Solved by Digital Marketing
Ad 1	"10 Tips for Digital Marketing Success in 2016" tip sheet	"Video Marketing" tip sheet	"Mobile Engagement" Whitepaper	"10 Common Barriers to Understanding the Customer Journey and How to Overcome Them" white paper	"Listening, Segmentation, Automation: 10 Tips for Laying the Foundation for a Strong Digital Marketing Program" tip sheet	"7 Ways to Anchor Your Marketing Approach Around Customer Behaviors and Preferences" white paper
Tip of the month	Go Multichannel with Loyalty Programs (link to "2016 Trends" WP)	Say More Than "Buy This" (link to "10 Tips for Digital Marketing Success" tip sheet)	Use Video to Fill Content Gaps (link to "Video Marketing" tip sheet)	Aim to Orchestrate an Omnichannel Experience (link to "Mobile Engagement" white paper)	Encourage Contacts to Share Data (link to "Barriers to Understanding the Customer Journey" tip sheet)	Think biggest business impact (link to "Listening Segmentation Automation" tip sheet)
Webinar Ad	Tactics You Must Implement in 2016 Based on 2015 Holiday Results	10 Tips for Digital Marketing Success	"Mobile Use Cases" IMC webinar			
Feature article #2	2016 Trend: Internet of Things Appliances and Sensors Become a Real Factor	How to Handle 'Hand Raisers'	7 Mobile Optimization Mistakes to Avoid	Preference Centers: 5 Types and How to Master Them All	Weaning Your Company Off Blasting / Broadcast Emails	"Tips for Building a Core Competency in Customer Listening (Dave W.)
Feature highlight	UBX	Program Blueprints	Budgeting and Expense Planning (a.k.a. Allocadia)	Scoring (w/link TBD)	SMS	Content Builder
Case Study	Caffe Nero	Studio Moderna?	Studio Moderna	Payoneer	Payoneer	Higher Education blog post OR 5 Takeaways from Amplify 2016 blog post
Multimedia box	Loren M. video on Tips for Moving Video to the Next Level in Your Marketing	Dave F. on Retargeting	Dave W. on Behavioral Marketing	Dave Walters on Mobile Context	Ellen V - "Overcoming Obstacles to Incorporating Customer Journeys into Your Marketing Plans"	Amplify IMC customer keynote video clip (if ready) OR Dave W. behavioral marketing vid
Demo slot	DMU ad or 2016 Trends WP ad	DMU 2016 ad	DMU 2016 ad			
Ad 2	TBD	Updated Automation tip sheet (if ready) or "10 Trends for 2016" white paper	LiveIntent Partner webinar ad	"Understanding the Customer Journey: 10 Common Challenges" IMC webinar	"Above the Clutter" CMO video series ad	"5 Smart Ways to Build a Behavior-Driven, Data-Enriched Customer Experience" webinar (Ellen V.)
Ad 3				DMU teaser	"Listening, Segmentation, Automation" IMC webinar	"10 Common Barriers to Understanding the Customer Journey and How to Overcome Them" tip sheet ad
Ad 4				"The Fast and Furious World of Predictive Marketing" partner webinar	Customer Journey Barrier tip sheet	"Above the Clutter" CMO video series ad

Digital Marketer newsletter content – 2H 2016

	13-Jul	10-Aug	15-Sep	12-Oct	9-Nov	14-Dec
Feature article #1	"Takeaways from Forrester Customer Journeys report" (Ellen)	"3 Key Takeaways from the 2016 Email Benchmark Study" (Loren)	"Creating Irresistible Marketing with a Magical Combination of Segmentation" (Ellen)			
Ad 1	"2016 Email Marketing Metrics Benchmark Report" ebook	"Mobile Tips for Holiday Success" tip sheet	"Creating Irresistible Marketing with a Magical Combination of Segmentation" (Ellen)			
Tip of the month	Deliver Smarter Retargeting Ads (link to "15 Ideas for Anchoring Your Marketing Approach Around Customer Behaviors" tip sheet)	Move to More Images in Your Emails (link to "2016 Email Benchmark Study" ebook)	Use Email to Drive Mobile App Engagement (link to "2016 Holiday Mobile Tips)			
Webinar Ad						
Feature article #2	"Care More About What Your Audiences Do Than What They Say" (Dave W.)	"Care More About What Your Audiences Do Than What They Say" (Dave W.)	"Choosing the Best Social Destinations for Your Prospects" (Dave W.)			
Feature highlight	TBD	TBD	TBD			
Case Study	Countrywide case study (if ready) OR Higher Education customer blog post	Countrywide case study	PensionBee case study			
Multimedia box	Amplify IMC customer keynote video clip (if ready) OR Anitha loyalty video	Care More About What Your Audiences Do Than What They Say video (Dave W.)	"Building a Mobile Experience That Offers Value and Drives Engagement" (Michael T.)			
Demo slot						
Ad 2	"Email Benchmarks: How You Measure Up and How to Improve" webinar (Loren M.)	Forrester Consulting Customer Journeys study	Partner webinar: Windsor Circle (w/Stephen Dumas)			
Ad 3	Forrester Customer Journey white paper	"Holiday Success: Get Mobile" webinar (Michael T. and Loren M.)	Partner webinar 2: Enighten (w/Dan Griffin)			
Ad 4	Listening Segmentation Automation tip sheet	15 Ideas for Focusing Your Marketing Around Customer Behaviors and Preferences white paper	Email Benchmark study			