

# Paid Media Plan



# Q1 2016 NA Media Plan

- Q1 Media Plan – R2i

| Outlet/Event Name    | Budgeted Spend      | Projected INQ | Projected Net New Leads | Projected MQLs | Projected Cost per INQ |
|----------------------|---------------------|---------------|-------------------------|----------------|------------------------|
| Email                | \$ 476,212          | 12,555        | 8,439                   | 1,883          | \$ 38                  |
| GLP                  | \$ 274,906          | 6,376         | 3,935                   | -              | \$ 43                  |
| Sponsored Content    | \$ 177,646          | 3,107         | 2,152                   | 466            | \$ 57                  |
| 3rd Party Webinar    | \$ 303,594          | 2,772         | 1,795                   | 443            | \$ 110                 |
| Turn-Key Webinar     | \$ 123,029          | 1,950         | 1,167                   | 384            | \$ 63                  |
| Whitepaper Promotion | \$ 45,706           | 1,587         | 833                     | 238            | \$ 29                  |
| Newsletter           | \$ 73,186           | 1,527         | 1,260                   | 229            | \$ 48                  |
| Webinar Promotion    | \$ 29,340           | 1,269         | 685                     | 190            | \$ 23                  |
| GLP Demo             | \$ 23,506           | 585           | 437                     | 414            | \$ 40                  |
| Retail Dive          | \$ 14,118           | 234           | 171                     | 35             | \$ 60                  |
|                      |                     |               |                         |                |                        |
| <b>Grand Total</b>   | <b>\$ 1,541,242</b> | <b>31,962</b> | <b>20,874</b>           | <b>4,282</b>   | <b>\$ 48</b>           |

# Q2 2016 NA Media Plan

- Q2 Media Plan – R2i

| Outlet/Event Name    | Budgeted Spend      | Projected INQ | Projected Net New Leads | Agency Projected MQLs | Realistic Projected MQLs | Best Case Projected MQLs | Cost per INQ |
|----------------------|---------------------|---------------|-------------------------|-----------------------|--------------------------|--------------------------|--------------|
| 3rd Party Webinar    | \$ 89,607           | 1,711         | 990                     | 376                   | 119                      | 198                      | \$ 52        |
| Email                | \$ 597,144          | 16,520        | 8,756                   | 4,441                 | 1051                     | 1751                     | \$ 36        |
| GLP                  | \$ 218,415          | 4,156         | 1,292                   | 2,548                 | 155                      | 258                      | \$ 53        |
| GLP Demo             | \$ 85,059           | 1,950         | 1,542                   | 1,673                 | 185                      | 308                      | \$ 44        |
| Newsletter           | \$ 103,186          | 2,229         | 1,329                   | 719                   | 159                      | 266                      | \$ 46        |
| Retail Dive          | \$ 14,118           | 234           | 171                     | 35                    | 21                       | 34                       | \$ 60        |
| Social               | \$ 85,888           | 1,633         | 862                     | 720                   | 103                      | 172                      | \$ 53        |
| Sponsored Content    | \$ 83,529           | 1,450         | 811                     | 218                   | 97                       | 162                      | \$ 58        |
| Turn-Key Webinar     | \$ 255,971          | 4,184         | 1,169                   | 1,709                 | 140                      | 234                      | \$ 61        |
| Webinar              | \$ 55,882           | 1,334         | 884                     | 200                   | 106                      | 177                      | \$ 42        |
| Webinar Promotion    | \$ 33,529           | 1,500         | 676                     | 323                   | 81                       | 135                      | \$ 22        |
| Whitepaper Promotion | \$ 36,847           | 1,449         | 439                     | 523                   | 53                       | 88                       | \$ 25        |
|                      |                     |               |                         |                       |                          |                          |              |
| <b>Grand Total</b>   | <b>\$ 1,659,175</b> | <b>38,350</b> | <b>18,921</b>           | <b>13,485</b>         | <b>2,270</b>             | <b>3,783</b>             | <b>\$ 43</b> |

# Q3 2016 NA Media Plan

- Q3 Media Plan – R2i

| Outlet/Event Name    | Budgeted Spend      | Projected INQ | Projected Net New Leads | Projected MQLs | Projected Cost per INQ |
|----------------------|---------------------|---------------|-------------------------|----------------|------------------------|
| Email                | \$ 590,673          | 16,208        | 8,138                   | 1,312          | \$ 36                  |
| GLP                  | \$ 243,794          | 4,875         | 3,843                   | 1,964          | \$ 50                  |
| GLP Demo             | \$ 113,647          | 2,625         | 2,064                   | 2,246          | \$ 43                  |
| Newsletter           | \$ 97,892           | 2,286         | 1,763                   | 339            | \$ 43                  |
| Retail Dive          | \$ 14,118           | 234           | 171                     | 35             | \$ 60                  |
| Social               | \$ 106,936          | 2,364         | 2,106                   | 259            | \$ 45                  |
| Sponsored Content    | \$ 142,353          | 2,550         | 1,405                   | 460            | \$ 56                  |
| Webinar              | \$ 297,342          | 6,095         | 3,830                   | 973            | \$ 49                  |
| Webinar Promotion    | \$ 13,412           | 600           | 324                     | 90             | \$ 22                  |
| Whitepaper Promotion | \$ 42,694           | 1,352         | 651                     | 76             | \$ 32                  |
|                      |                     |               |                         |                |                        |
| <b>Grand Total</b>   | <b>\$ 1,662,861</b> | <b>39,189</b> | <b>24,296</b>           | <b>7,754</b>   | <b>\$ 42</b>           |

# Media Plan

- Goal: Drive net new leads and MQLs for Silverpop product
- Target: All segments, with emphasis on Strategic and Corporate segments and Net New leads
- Timing: Ongoing
- Program:
  - CatapultWorks develops monthly plan that promotes Silverpop thought leader assets through industry-specific media to drive new leads

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### 2016 Email Marketing Metrics Benchmark Study

See how you rank versus your peers on a wide range of email metrics.

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To build a world-class marketing program, it's crucial to compare yourself to the best performers – but competitor data can be scarce.

With the exclusive "2016 Email Marketing Metrics Benchmark Study," this key data – and much more – is at your fingertips. Discover how you measure up across 25 open, click-through, list churn and mobile metrics, plus get insights on:

- Industry-specific comparisons and geographic breakouts from across the world
- Device usage, holiday trends, transactional emails and engagement rates
- Benchmarks beyond "average," including median and top-performing quartiles

# Partners and Programs



- 20+ on-going, optimized properties
- ORGANIC LEAD PROGRAMS
  - *Driving and converting on Silverpop LPs*
    - HTML email
    - Banners, Newsletters and Sponsored Updates
- GUARANTEED LEAD PROGRAMS
  - *Driving and converting with application of lead filters*
    - Webinars
    - Content Syndication

# Media Plan – Programs

## LINKEDIN

### Sponsored Updates – General

- Ability to add Cloud targets to the current Sponsored Updated Program
  - Discussed for Q4, but did not have Cloud specific content
  - Able to use Chief Marketer Cloud eBook from Q4
- Targets would be mutually exclusive with current targets
- Marketing Cloud Target:
  - Geo: U.S.
  - Groups: Marketing Cloud, Adobe Marketing Cloud (formerly Omniture) Users Group, Salesforce Marketing Cloud, Cloud Marketing Society, Cloud Marketing Network, Adobe Marketing Cloud Users, Adobe Digital Marketing Cloud: Omniture Site Catalyst Analytics Test & Target Social Media Optimizer, Adobe Digital Marketing Partners, Adobe Digital Marketing Summit - Partners, Marketing & Branding, Marketing & Communication Network, Marketing Communication, Digital Marketing, Digital Advertising & Digital Media Professionals

# Media Plan – Programs

## LINKEDIN

### Sponsored Updates – Mobile

- Ability to add Mobile target to the current Sponsored Updated Program
  - Discussed for Q4, but additional budget not available
- Targets would be mutually exclusive with current targets
- Mobile Target:
  - Geo: US
  - Groups: Mobile Marketing & Advertising, Mobile Marketing Association, Mobile Content, Mobile Marketing Strategies, Mobile Marketing, Advertising & Commerce, Mobile Marketing Experts, Mobile Marketing Research Association, Mobile Advertising & Marketing, Mobile Marketing Group, Mobile Marketing Forum, Mobile Marketing Talent, Talking about Mobile Marketing, Mobile Advertising Professionals, Mobile advertising, Mobile Advertising (2059017), Mobile & Tablet Advertising

# Media Plan – Programs



- Marketing focused site, covering a range of topics
- 94% of audience is in the United States
- 60% of audience has a Manager+ title
- Test a webinar in March
  - Able to add a filter of company size 50+ and pay only for registrants that fall within that filter
  - Projected registrants: 250
  - Investment: \$13,235

## Media Plan – Programs

# DEMANDWORKS

GLP Program

- Network of 650,000 B2B Buyers
- Utilize their industry-specific bulletins via ebulletins.com to generate leads
  - Marketing Cloud update (85,000 subscribers)
  - Marketing Pro (130,000 subscribers)
  - Mobile Marketing (90,000 subscribers)
- Filters:
  - US
  - Company size 200-1,000
  - Marketing Titles

## Media Plan – Programs

# DIGIDAY

- Sponsorship in Q1 WTF: Quick Reads, a series of shorten length guides on buzzwords, technologies and topics
  - Sponsored Marketing Funnel content in Q4
- Sponsorship of *WTF is Post-Click Marketing*
  - Lead Guarantee: 500
  - CPL: \$35
  - 50% of leads are guaranteed to be from US, company size 50+

# Media Plan – Programs

## DM NEWS

Sponsored Webinar

- Sponsorship of turnkey, editorial webinar
  - Topic to be focused around Marketing Cloud,
  - DM News is responsible for content (with Silverpop's approval), speaker, moderator, webinar platform
- Option for Silverpop to participate in the 10 minute Q&A
- Live webinar to take place on 2/11/16
- Investment: \$29,382
- Guaranteed Registrants: 400
- CPL: \$73

# Media Plan – Programs

## EMARKETER

Sponsored Webinar

- Turnkey editorial webinar in January focused on Loyalty Marketing
  - eMarketer is responsible for content, speaker, moderator, webinar platform and promotions
- Silverpop has the option to have a speaker participate for a few slides at the end of the presentation or they can just supply a slide for eMarketer to share during the live webinar
- Investment: \$58,823
- Guaranteed Registrants: 1,100
  - 900 will be US
- CPL: \$53

# Media Plan – Programs

## EMARKETER

### B2B Marketing Roundup

- eMarketer will collect various articles and research they have done around B2B Marketing and turn it into an eBook. They will then syndicate the eBook to their audience and deliver weekly lead reports
- Program to take place in February with a launch date of 2/2
- Investment: \$58,823
- Guaranteed Leads: 1,100
  - 900 will be US
- CPL: \$53

# Media Plan – Programs

## LINKEDIN

InMail

- Ran InMail programs back in 2013. Since then LinkedIn has updated the InMail product
  - Delivered only when the individual is logged in
  - Can be sent from an individual versus a company, which we have seen yield better performance; we vote for Dave Faupel
- Both new targets for Q1 (Cloud and Mobile) have scalability to run a test InMail without duplicating efforts with Sponsored Updates
- Run one test of each InMail in February and then evaluate performance
  - Strong performance in October for promoting the TED@IBM event
  - Projections done off LinkedIn averages, not the phenomenal TED performance

## Media Plan – Programs

# MARTECH ADVISOR

- B2B demand generation
- 350,000 Sales and Marketing record database
- Leads generated via email, social, and telemarketing
- Ability to promote Demo only as well as Multi-Asset
- Very efficient CPL, while still accommodating our filters
- Filters:
  - US
  - Company size 200-1,000
  - Marketing Titles

## Media Plan – Programs

# MARTECH ADVISOR

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- Filters:
  - US
  - Company size 200-1,000
  - Marketing Titles

## Media Plan – Programs

# TARGET MARKETING

Sponsored Webinar

- Sponsorship of turnkey, editorial webinar
  - Topic to be focused around Marketing Cloud;
  - Target Marketing is responsible for content (with Silverpop's approval), speaker, moderator, webinar platform
  - No participation from Silverpop required
- Live webinar to take place on 2/2/16
- Investment: \$14,824
- Guaranteed Registrants: 250
- CPL: \$59

## Media Plan – Programs

# TARGET MARKETING

Sponsored Webinar – Proposed Topics

### **Marketing in a Mobile World: 7 ways to connect with customers across channels and devices**

Focuses on tips and tactics to leverage the always connected customer relationship to increase sales, and delves into some problems and solutions of talking to them across devices, cross-device tracking, etc.

### **You Are the Cloud: How to build the relationship your customers want to have**

This webinar will look at the changing customer relationship and how marketers can engage with customers/prospects/fans across all touchpoints in a way that keeps the brand always at their fingertips, but also out of their way until the time is right. In essence, how to have the right impact on your customer's lives, and still improve ROI.

## Media Plan – Programs

# TARGET MARKETING

Sponsored Webinar – Proposed Topics

### **How to Make Them Buy: Psychological marketing across channels and down the sales funnel**

Using psychological marketing techniques to motivate closer relationships and sales using what each channel does best. So looking at how you would leverage psychology differently on social media vs. email, or on with a desktop user vs. a mobile user.

### **Marketing Beyond the Message: Why your customer's journey is more important than the destination**

Mapping the customer journey and applying those learning to your multichannel marketing strategy so you customers have the right experience at different points in the journey. It's a similar approach to "You Are the Cloud." Sponsorship of turnkey, editorial webinar

## Media Plan – Programs

# TECHNOLOGY EVALUATION CENTERS

- Independent source for researching and evaluating Enterprise software
  - 3.6 million worldwide members
  - 2 million unique monthly page views
- Efficient CPL, on the lower end of our average range
- Filters:
  - US
  - Company size 200-1,000
  - Marketing Titles

## Media Plan – Programs

# VENTURE BEAT

### Sponsored Webinar

- Sponsorship of turnkey, editorial webinar in Q1
  - Sponsored an editorial webinar on the State of Marketing Tech in Q1 2015
- Sponsorship of Marketing Cloud focused webinar in March 2016
  - Final abstract still being developed
  - Turnkey event, no participation from Silverpop required
- Live Webinar to take place on 3/17/16
- Investment: \$20,000
- Guaranteed Registrants: 200
  - Saw over 400 in Q1 2015
- CPL: \$100

# Media Plan – Programs



- Testing Dedicated Email send in July
- Test Editorial Webinar in Q4
  - IBM Marketing Cloud has input on topic and speaker
  - CMI creates content, recruits speaker, provides moderator and webinar platform and handles all promotions
  - Option to have IBM speaker on the webinar or as a part of Q&A
- Guaranteed Registrants: 400
- Total Investment: \$22,941
- CPL: \$57

# Media Plan – Programs



- Test Editorial Webinar in Q4
  - IBM Marketing Cloud will have input on topic and speaker
  - Marketing Profs creates content, recruits speaker, provides moderator and webinar platform and handles all promotions
  - No option for Q&A
- Total Investment: \$30,000
- Guaranteed Registrants: 500
- CPL: \$60

## **DIGIDAY**

- Test Editorial Webinar in Q4
  - IBM Marketing Cloud will have input on topic and speaker
  - Digiday creates content, recruits speaker, provides moderator and webinar platform and handles all promotions
  - Option to have IBM speaker on webinar or as a part of Q&A
- Total Investment: \$23,529
- Guaranteed Registrants: 350
- CPL: \$67

## MEDIA PLACEMENT EXAMPLE

**DMN** Whitepaper of the Day     

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### Transactional Emails: 10 Tips for Driving More Value and Engagement

Learn how you can optimize your transactional emails to improve performance.

[Download now](#)



Transactional emails typically generate more than double the open and click-through rates of other messages.

Unfortunately, many marketers don't take full advantage of this opportunity. Discover how you can fine-tune your transactional emails to increase engagement and revenue. Get tips for:

- Optimizing the sender name, subject line and preheader
- Answering your recipients' key transaction-related questions
- Adding cross-sell and upsell offers while complying with email laws
- Incorporating content that increases customer satisfaction and loyalty

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## Transactional Emails: 10 Tips for Driving Value and Engagement

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IBM Marketing Cloud

## Transactional Emails: 10 Tips for Driving More Value and Engagement

Transactional emails are a digital marketer's best friend. They are typically the most relevant emails you can send to your customers because they reflect what your contacts have actually done – purchased, downloaded content, signed up for a new account, entered a contest, etc.

The engagement metrics for transactional emails bear this out, with these messages driving off-the-charts performance, especially for the top 25 percent of marketers. Check out these stats from the [2016 Email Marketing Metrics Benchmark Study](#):

- **Transactional emails generated an average 44.9 percent open rate** (20.8 percent for nontransactional emails). They did even better for top email marketers, with a 72.2 percent open rate (40.8 percent for nontransactionals).
- **The click-through rate on transactional emails was an average 40.4 percent** (3.2 percent for nontransactionals) and 30.2 percent for top emailers (9.2 percent for top nontransactionals).
- **Transactional emails also generate a high click-to-open rate** (how many email openers also click through): 20.1 percent compared to 12.5 percent for nontransactionals and 51.2 percent for top emailers (28.5 percent for nontransactional email).

A transactional email is triggered by behavior such as a purchase, free trial sign-up, account creation or customer-support contact. B2B transactional emails can include a link to a downloadable white paper or slide presentation or confirm a webinar registration.

If you've already sold on transactional emails, don't rest on your laurels. Instead, step up your game. These 10 tips will help you turn these engaging emails into opportunities to achieve your goals – first purchases, next purchases, sales contact, or whatever you need to take your business to a higher level.

- 1 **Send transactional emails ASAP.**  
Your customers expect to see confirmation, follow-up or notification emails in their inboxes immediately or as soon as possible. That reduces their "FUD" (fear, uncertainty and doubt). Customers who do business on their phones will appreciate a prompt acknowledgement that their transactions went through successfully.
- 2 **Use a readily identifiable sender name.**  
Most recipients look first at the sender, or "From" name, when deciding whether to open or trash your email. Put yourself in their shoes. Which would you recognize faster: "customerservice@xyz.com" or "POE Payments"? Does "DoNotReplyCampusMessenger@xyz.com" inspire confidence?

Always choose a sender name that conveys immediate recognition and brand identification, such as the one highlighted in the example below:

Your Weekend Warrior Recreational Mountain Bike receipt from The Gentleman Cyclist

**Gentleman Cyclist Online** [info@thegentlemancyclist.com](mailto:info@thegentlemancyclist.com) Oct 29 at 10

**the gentleman cyclist .con**  
YOUR ACCOUNT / YOUR ACCOUNT / THEGENTLEMANCYCLIST

Hello Michael Collins,  
Thanks for your purchase of the Weekend Warrior Recreational Mountain Bike! We're packaging up your gear now and will notify you when the item has shipped.

Happy biking!

Summary  
Item \_\_\_\_\_ City \_\_\_\_\_ Price \_\_\_\_\_



