

Use Case Videos – The 4 Week Customer Journey Course

Use Case Videos Campaign

- **Goal:** Communicate high-level Engage message to drive new top-of-funnel leads
- **Target:** General marketing automation prospects; Businesses with B2C customers, especially Retail
- **Budget:** \$100,000
- **Timing:** Videos completed early 2015; Web pages and Hero Banners launched August, 2015; Email campaign launched in Q1 2016
- **Program:**
 - Produce 4 Use Case Videos
 - Publish 4 web pages with copy and suggested additional content
 - Develop 4 Hero Banners that will direct to the web pages
 - Create custom confirmation page to encourage additional touches
 - Build Use Case email campaign with send strategy
 - Update Retail and eCommerce page
 - Develop related slideware to be used in sales decks
- **Expected outcomes:**
 - 75 new opportunities
 - \$2,625,000 million pipeline
 - \$236,250 future bookings

Planned Deliverables

- Customer Journey 4 Part Email Course
- Hero Banner
- Custom Web Page
- Terminus Ad Campaign
- Customer Journey Workbook

Customer Journey Email Course

- The primary deliverable in this campaign will be in the form of an Email Nurture that will act as a 4-week educational course on Customer Journey, the dominant theme of the 4 Use Case Videos.
- The first Use Case Video will be offered ungated along with a subscription form to sign up to receive the rest of the Use Case series in email form along with educational copy and supporting whitepaper assets.

Hero Banner + Web Page

- A new hero banner will be created to drive prospects to the web page that will be advertising both the email series and the customer journey workbook. This will allow prospects to digest the content at their preferred pace.

Terminus Ad Campaign

- In addition to the retail query that we will be using for the nurture, we will also be targeting retailers via a terminus ad campaign. This will drive prospects to the custom webpage where they will be able to sign up for the nurture or download the workbook.

Customer Journey Workbook

- We will be creating a customer journey workbook that highlights all 4 use case videos, content from several whitepaper assets and several case studies. This will be offered as a secondary option to the email nurture should the prospect want to digest the content in a quicker fashion.