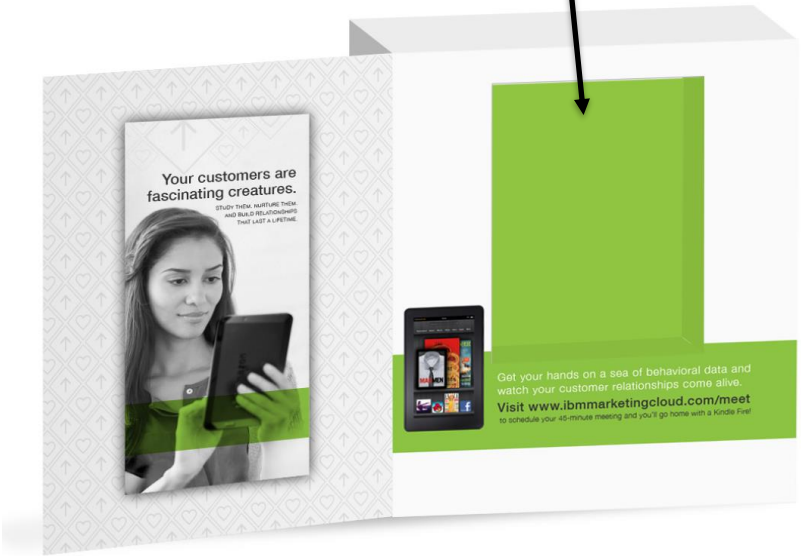
Meeting Maker 2016

Meeting Maker 2016

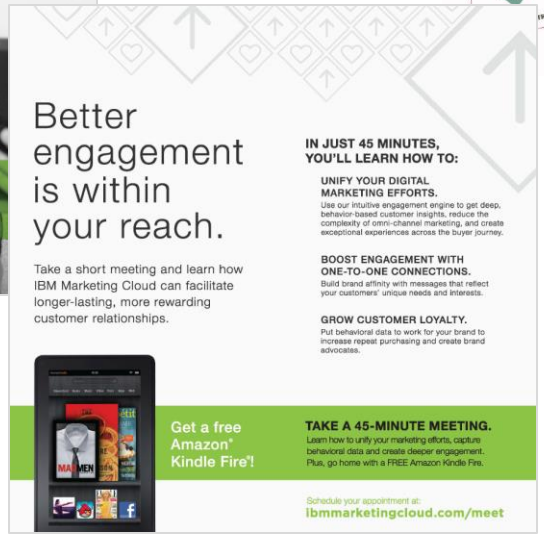
- Multi-touch "Meeting Maker" campaign to drive prospects to take a meeting with a sales rep
- Rebranding and reprint of 2016 Meeting Maker, using Sea Monkeys as the teaser and a Kindle Fire as the offer for taking a meeting
- Assets
  - Dimensional mailer
  - 2 follow up emails w/ landing pages to register for meeting
- List
  - Company provides list of 800 accounts, including:
    - 200 accounts from most recent (June 2016) research project
    - 400 – 600 accounts provided by sales team
    - Remainder (if needed) of accounts produced by Predictive Marketing project
  - R2i will develop list of 1300 contacts key decision-maker marketing contacts from the account list
- Direct Mail launch date = August 12, 2016 (hits desks August 17th)
- Follow-up emails for opt-in contacts will be sent September 1st and 8th
- Total Cost = $156k
- Expected results = 45 new opportunities; $1m opportunity pipeline

Meeting Maker Creative

Space holds Sea Monkey set with branded sticker



Meeting Maker Creative

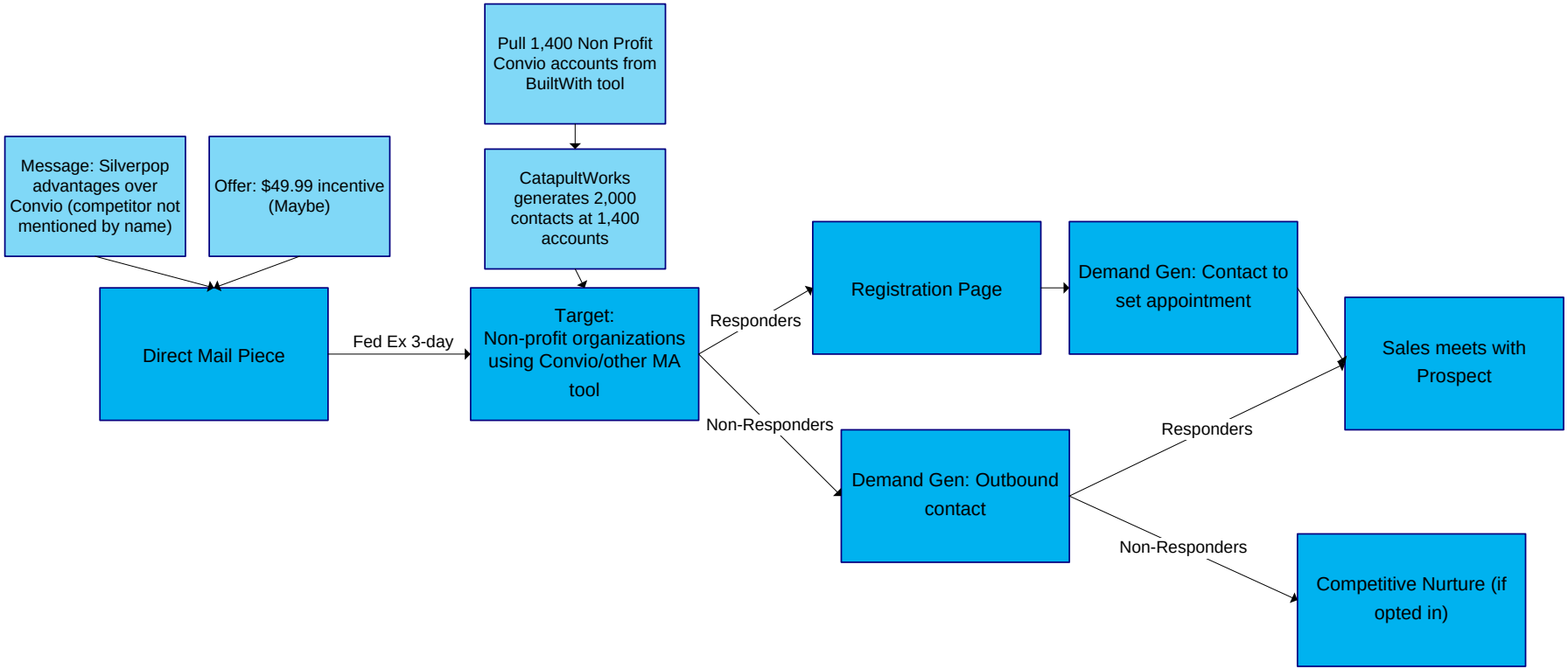


Non-Profit Competitive Take-Away Campaign

Non-Profit Competitive Takeaway Campaign

- **Goal:**
  - Win competitive business from current Non-Profit email providers
- **Mailer:**
  - Three dimensional mailer includes brochure and imprinted collapsed shopping bag
- **Plan:**
  - BuiltWith account list
    - Download list of 1,400 Non-Profit users from BuiltWith tool
      - Use annual BuiltWith subscription
      - Scrub against current customer database
  - Contact List
    - Vendor developed list of 1,800 contacts from BuiltWith account list
  - Campaign
    - Direct Mail driving to “contact me” form on landing page
    - $49.99 incentive offered – Bluetooth speaker
    - Demand Gen will follow up
      - Call all non-responders
- **Investment:**
  - Total cost is $128k
- **Outcome expected:**
  - 60 MQLs generated, worth $283k revenue

Non-Profit Competitive Takeaway Campaign

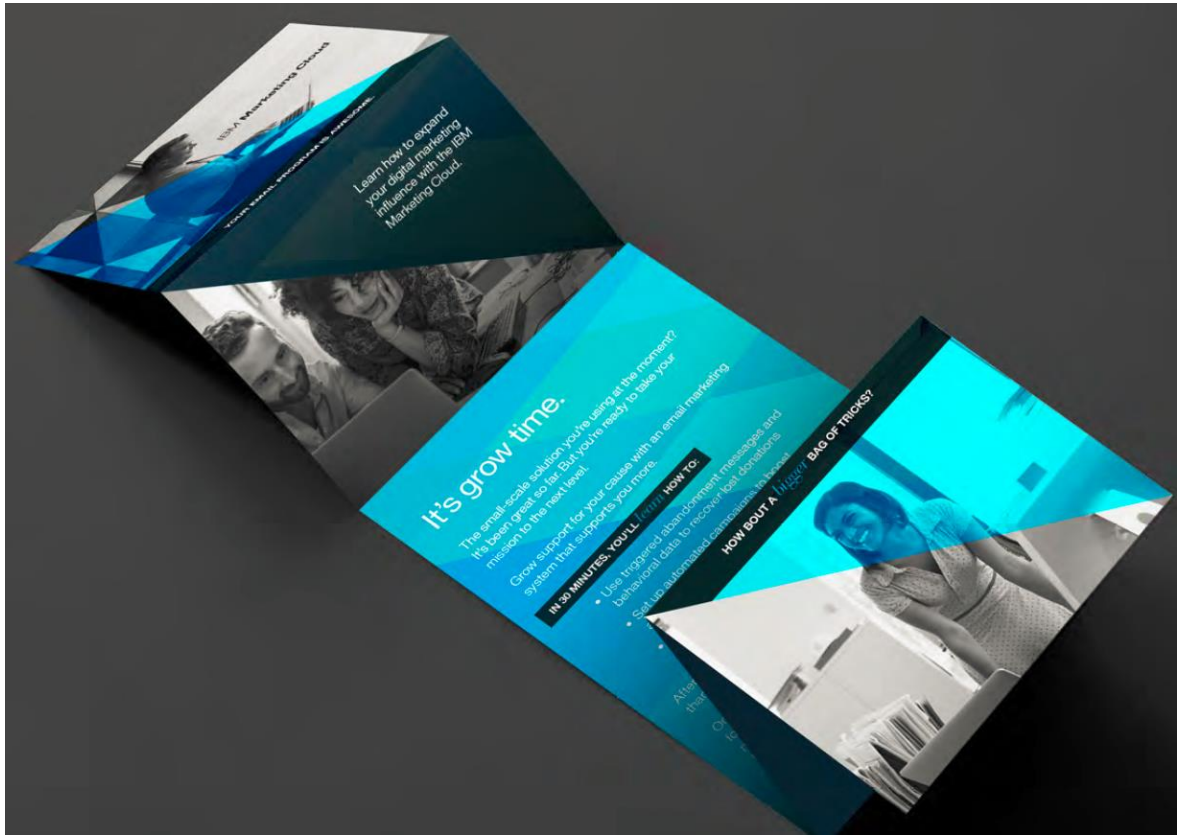


The Bag

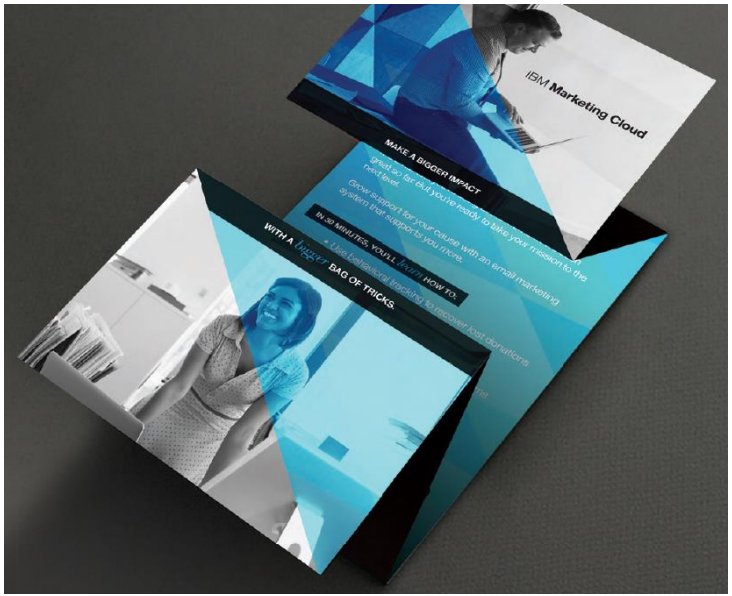
SMALL/FOLDED BAG

LARGE/UNFOLDED BAG

The Brochure



Competitive Take-Away Campaign Brochure



Inside the Brochure

It's grow time.

The email tool you're using at the moment? It's been great so far. But you're ready to take your mission to the next level.

Grow support for your cause with an email marketing system that supports you more.

Schedule a short call with one of our digital marketing experts, and we'll walk you through how the **IBM Marketing Cloud** can accelerate your marketing results and expand your influence.

IN 30 MINUTES, YOU'LL *learn* HOW TO:

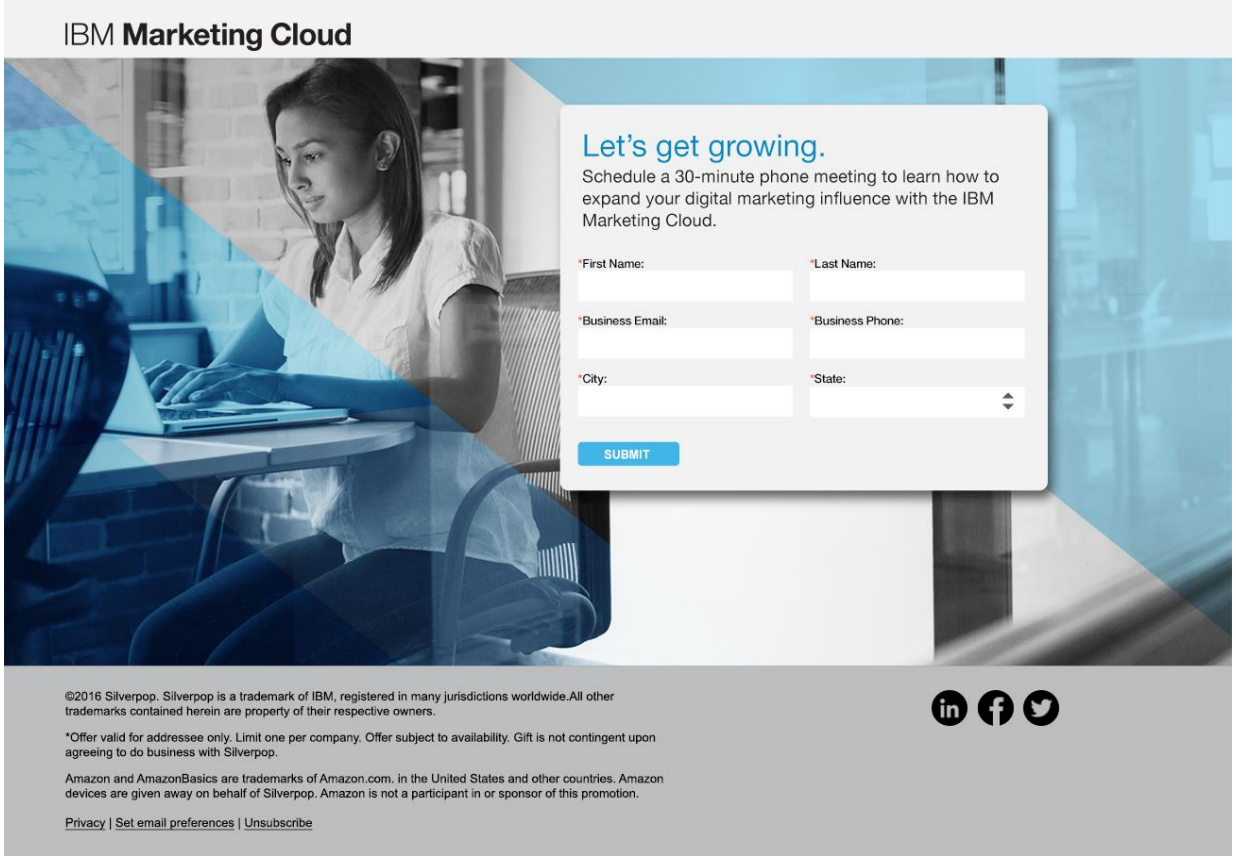
- Use behavioral tracking to recover lost donations
- Set up automated campaigns to boost awareness
- Build advocacy using a variety of data streams to personalize interactions in real time

Turn up the volume:
After our call, you'll get a **FREE** gift—our way of saying thanks for your time.

Once you have a plan for *amping up* your non-profit marketing, keep the theme going with your

AmazonBasics
Ultra-Portable Micro
Bluetooth Speaker.

The Landing Page



Thank You Page

THANK YOU FOR REQUESTING A MEETING WITH US.

We will contact you shortly to schedule a convenient meeting time.

After we meet, you'll receive your **FREE** AmazonBasics Ultra-Portable Micro Bluetooth Speaker.

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*Offer valid for addressee only. Limit one per company. Offer subject to availability. Gift is not contingent upon agreeing to do business with Silverpop.

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Privacy | Set email preferences | Unsubscribe

Mailing Label

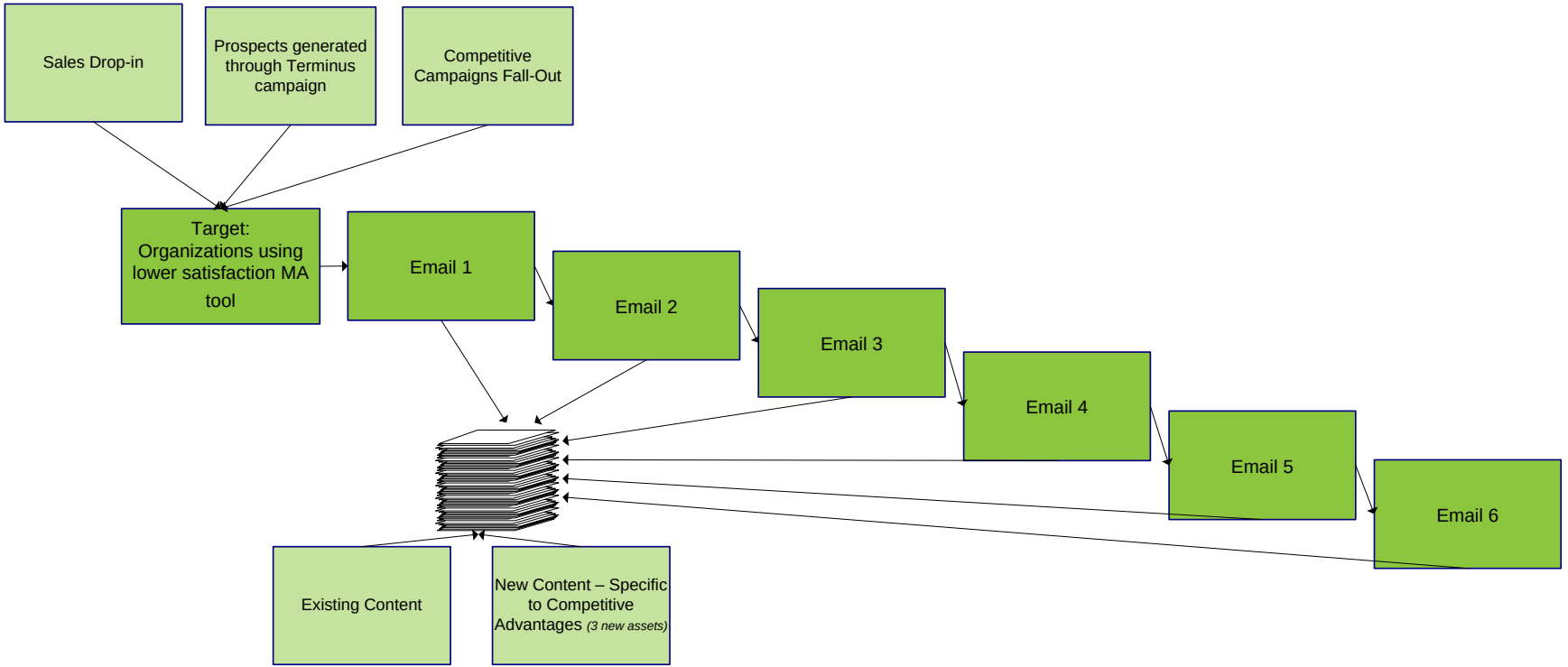
Label

Competitive Take-Away Nurture

Competitive Takeaway Nurture

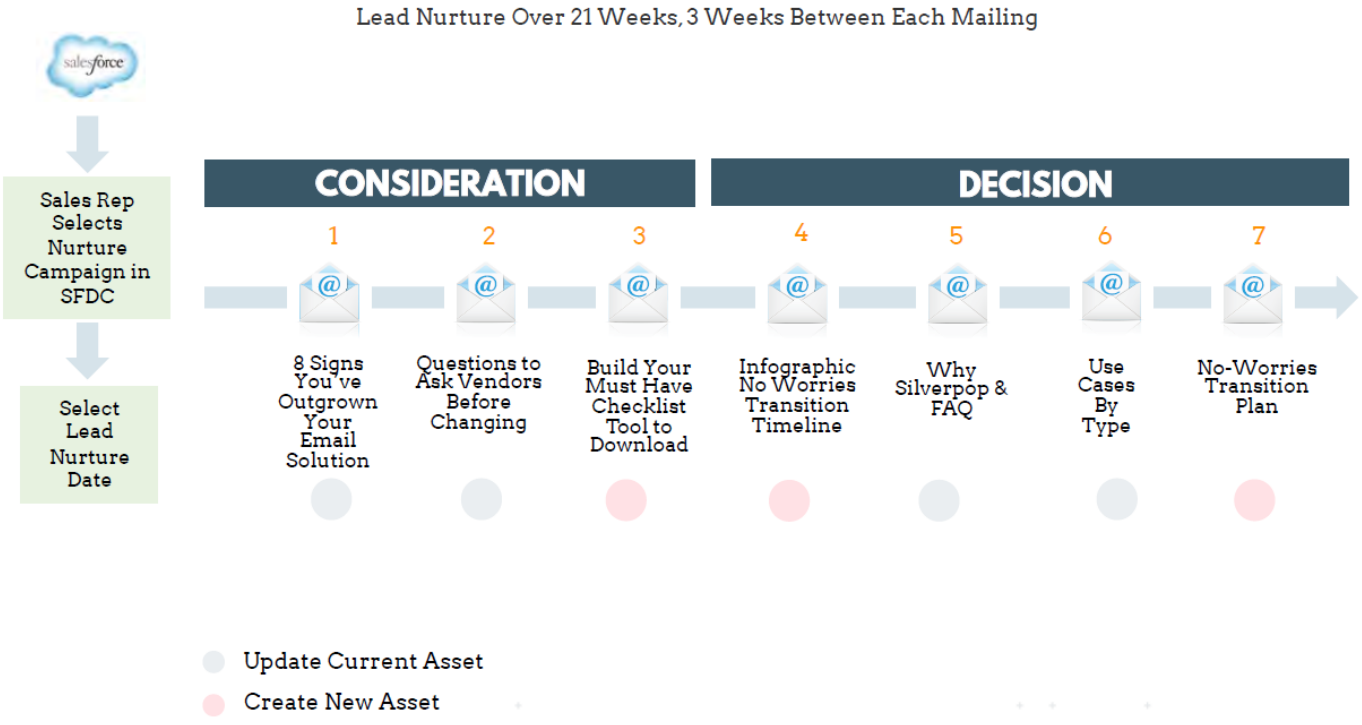
- **Goal:**
  - Build Nurture that targets users of competitive marketing automation products
- **Plan:**
  - Phase 1 will consist of general information that can be used to target customers of any competitor
    - Work with Sales to identify top 7 areas where we excel over our competitors
    - Built 7-step knowledge-based nurture, each step highlighting one of these areas
  - Phase 2 (not budgeted here) will add nurture steps specific to identified competitors
  - Besides the usual Sales Drop-ins, we will proactively push competitive leads into the nurture with the Terminus re-targeting tool
    - One Competitive asset will be used as the offer for a Terminus campaign
    - Lists of prospect URLs using specified competitors (from BuiltWith) will be placed in the Terminus campaign, which will serve the competitive offer and opt the prospect in to the Competitive Nurture upon asset download
      - This can be tailored to select the weekly/monthly competitior with current weaknesses
- **Uses:**
  - Nurture will be available to Sales as a drop-in nurture when they identify dissatisfaction with a competitor's product
  - Marketing with use BuiltWith tool to identify additional opted-in prospects who are using specific competitive solutions
    - These prospects will be dropped into the nurture stream
- **Investment:**
  - Total cost is $155k
- **Timing:**
  - Target launch date – March 15, 2016
- **Outcome Expected:**
  - 68 MQLs worth $176k (Year 1)

Competitive Takeaway Nurture

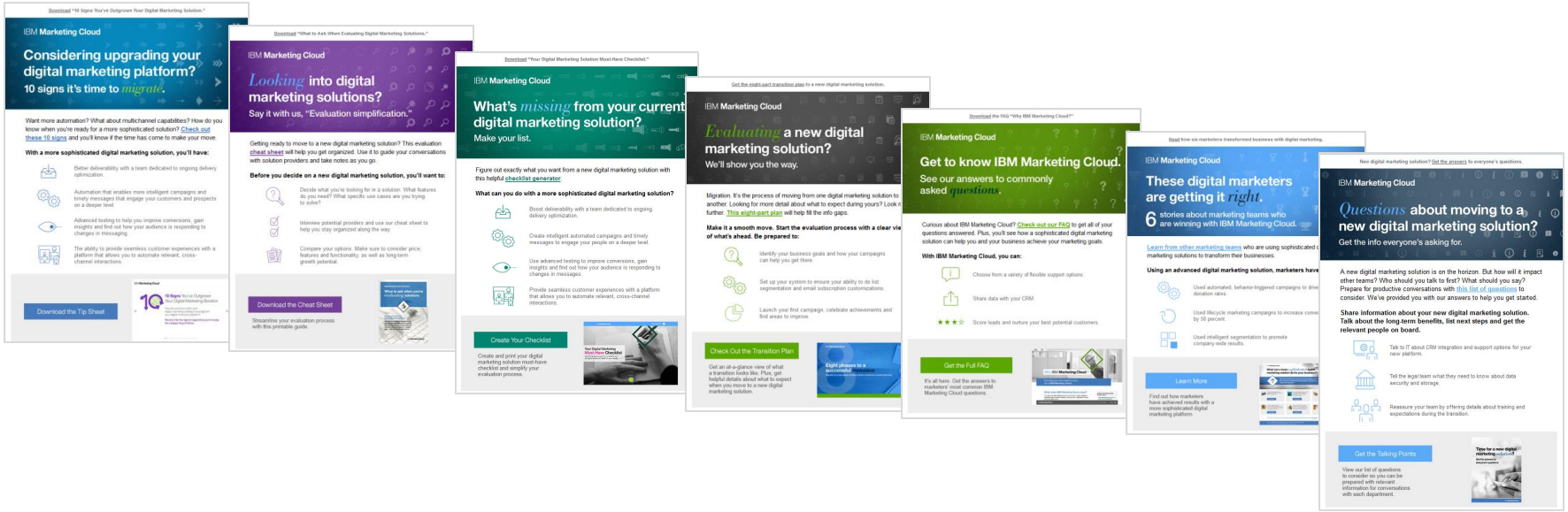


Competitive Nurture – Preliminary Proposal

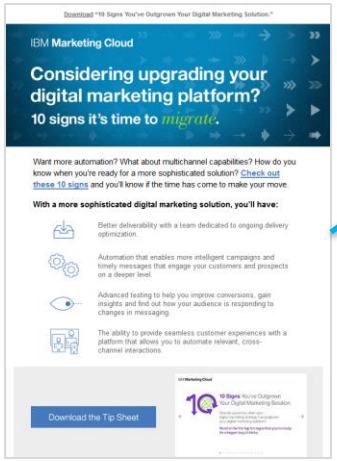
- Nurture focuses on why the prospect should switch, and provides information to help start transition
- Begins with one generic email stream
- Phase 2 (not yet funded) will bring in competitor-specific messaging



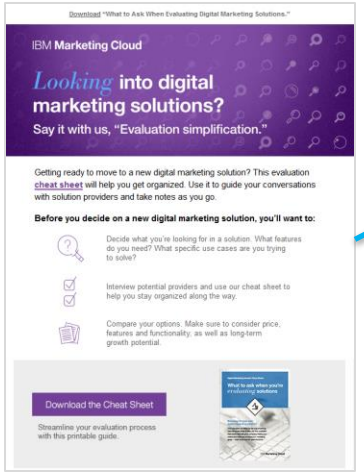
Competitive Nurture Emails

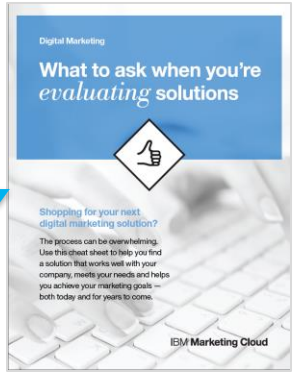


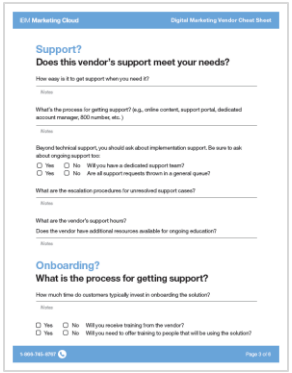
Email/Asset #1 – 10 Signs You've Outgrown Your Provider

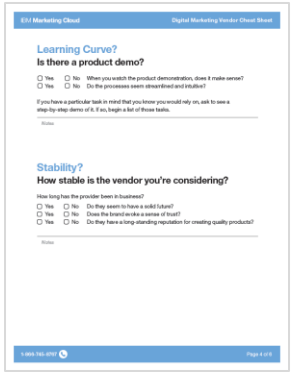


Email/Asset #2 – Solution Evaluation Survey

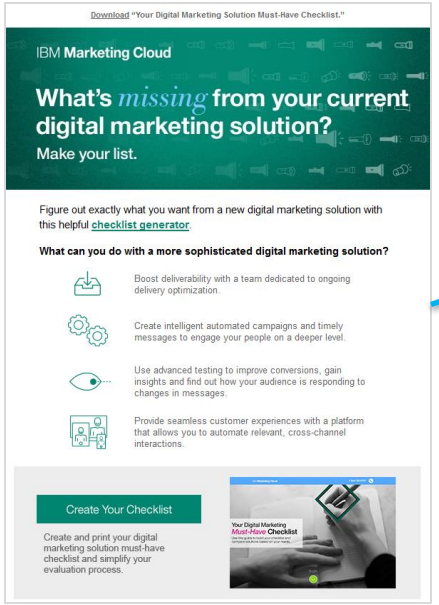




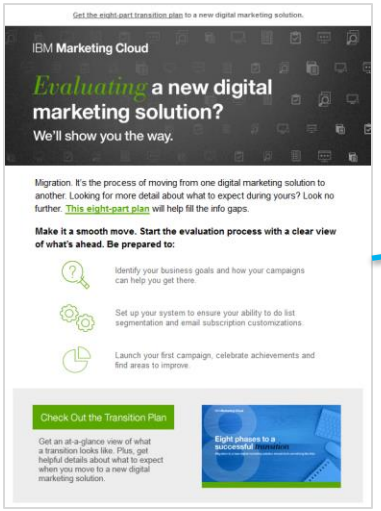




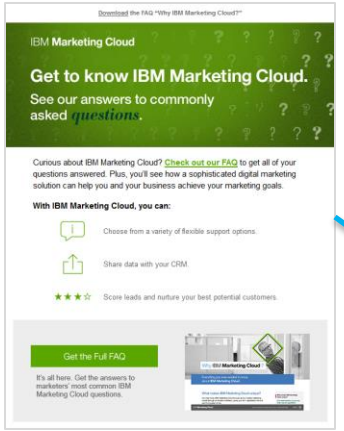
Email/Asset #3 – Printable Needs Evaluation Tool

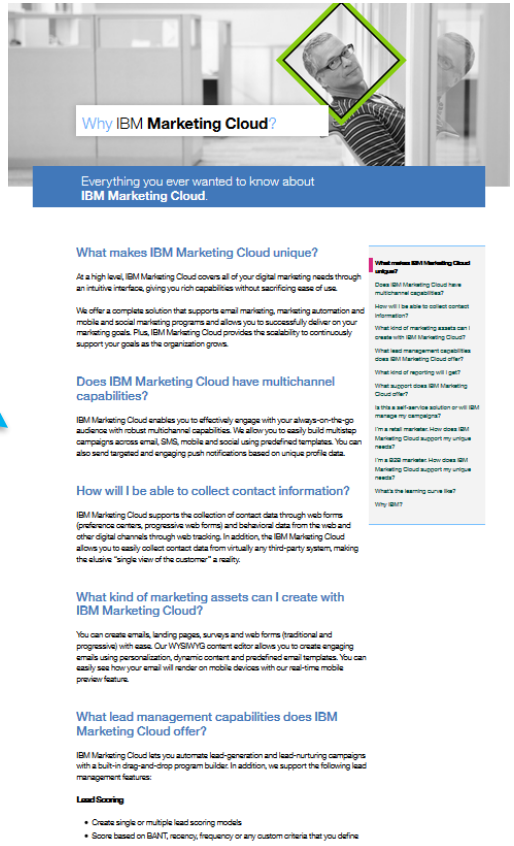


Email/Asset #4 – Eight phases to a successful transition

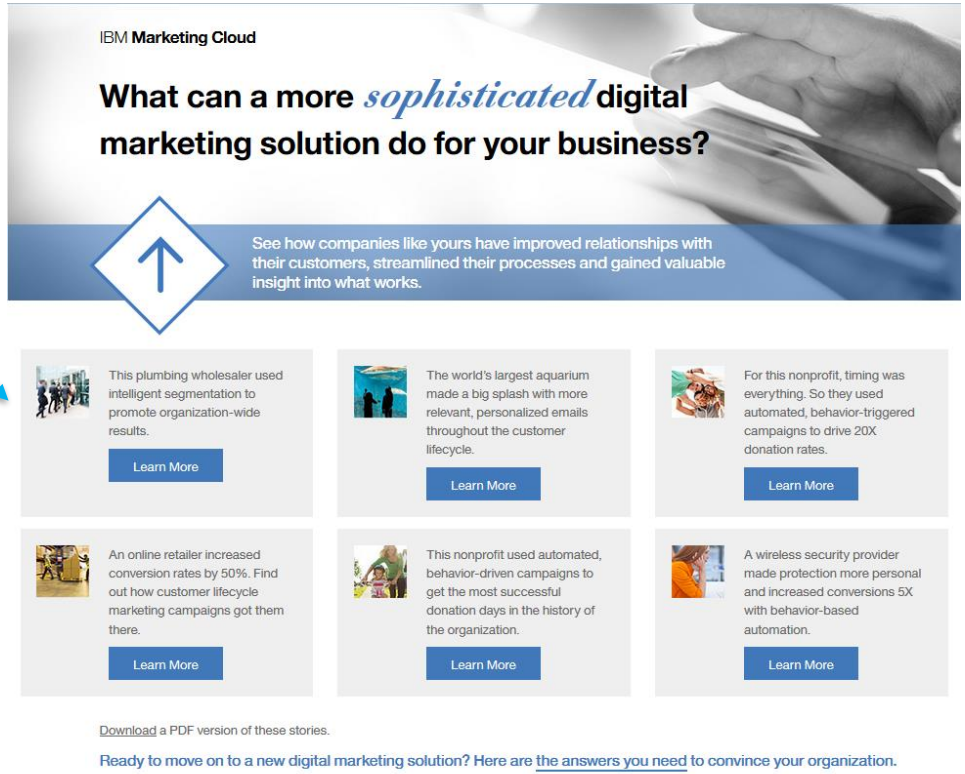


Email/Asset #5 – Get to know IBM Marketing Cloud - FAQ

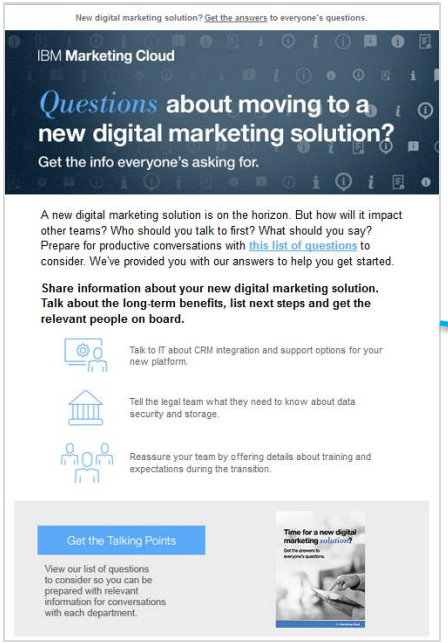


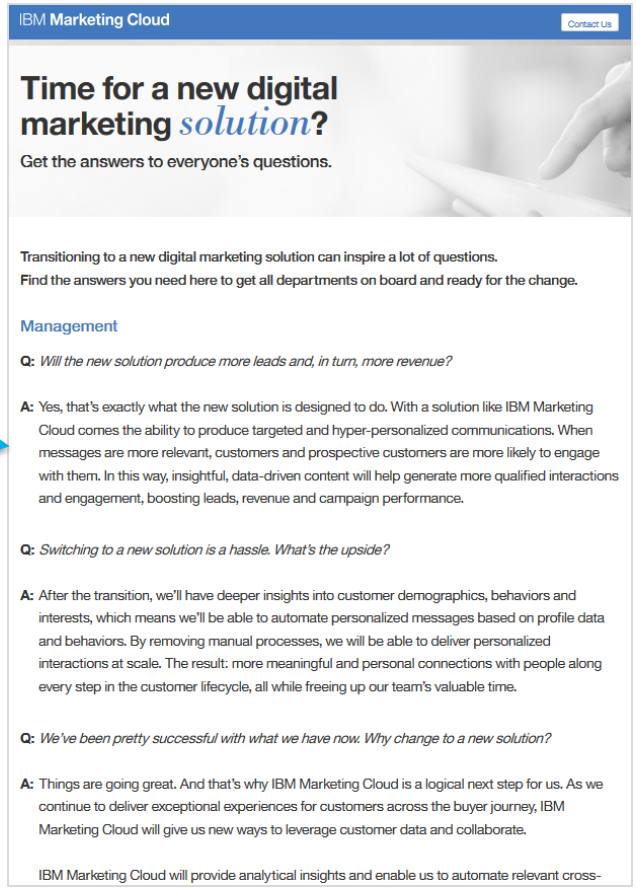


Email/Asset #6 – IBM Marketing Cloud Success Stories



Email/Asset #7 – Answering questions within your organization





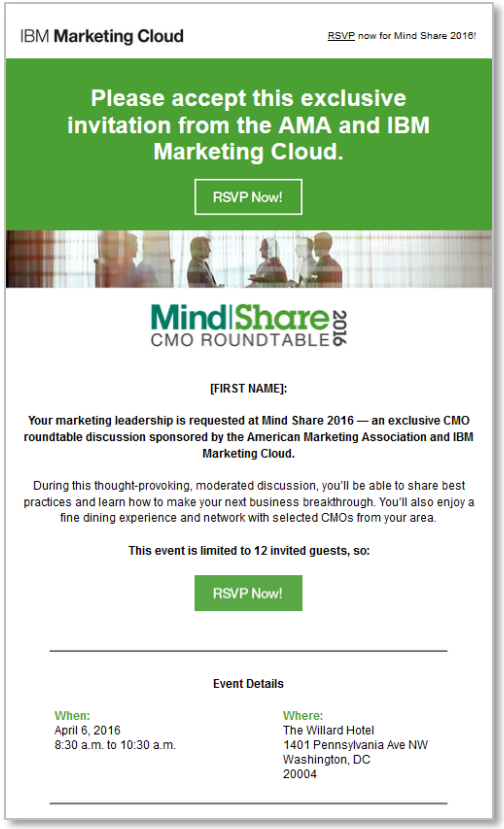
CMO Roundtable Event

CMO Roundtable Event Pilot

- **Goal:**
  - Build brand awareness of company 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 website
    - 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 brand among target audience
  - 14 MQLs worth $68k (Year 1)

CMO Roundtable Event Invite - Mailer

CMO Roundtable Event Invite - Email



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RSVP now for Mind Share 2016!

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

RSVP Now!

Mind|Share 2016
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:

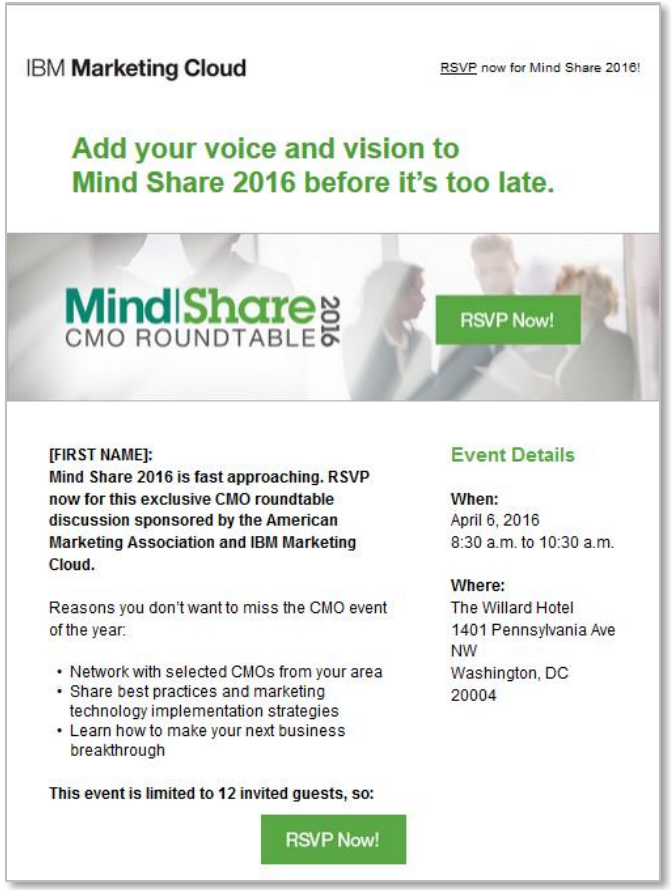
RSVP Now!

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.

Mind|Share 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:

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 – Registration Page

IBM Marketing Cloud

AMADC

Register now for Mind Share 2016.

Secure your spot at this landmark event.

MindShare 2016 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:
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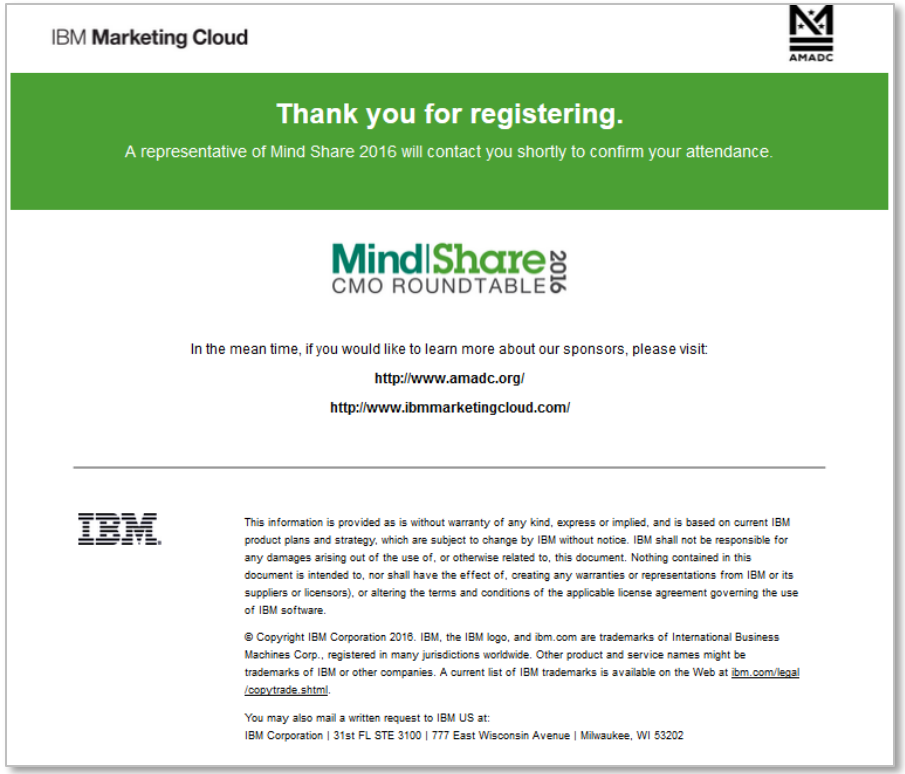
CMO Roundtable Event – Confirmation Page



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Thank you for registering.

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

MindShare 2016
CMO ROUNDTABLE

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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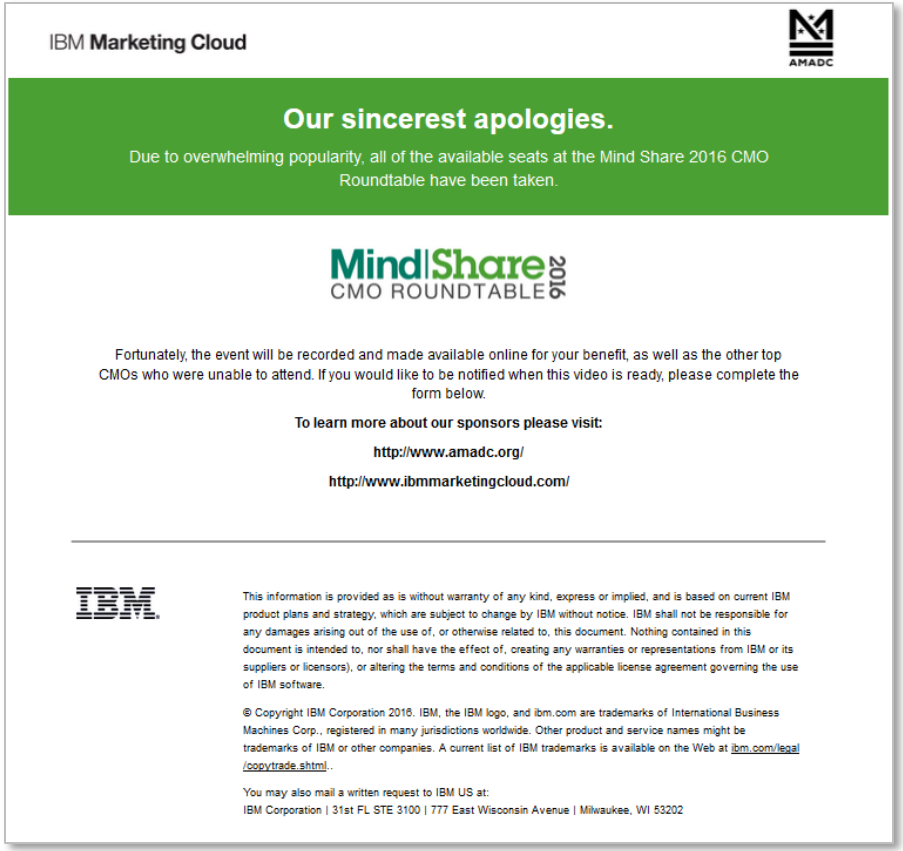
CMO Roundtable Event – Denied Page



IBM **Marketing Cloud**

AMADC

Our sincerest apologies.

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

MindShare 2016 CMO ROUNDTABLE

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.

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http://www.amadc.org/

http://www.ibmmarketingcloud.com/

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CMO Roundtable – Follow-up Campaign Direct Mail

Printed envelope with messaging

Brochure cover

Brochure inside spread

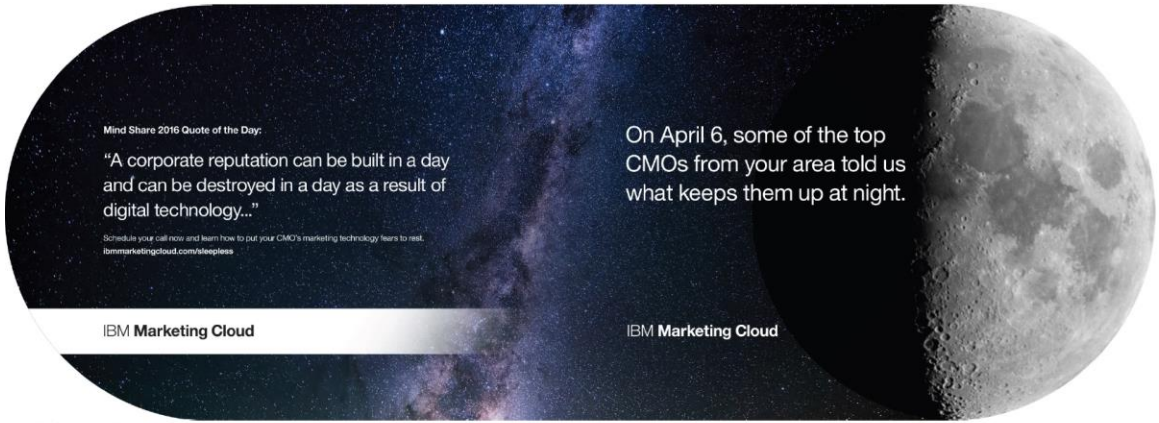
Brochure cover:

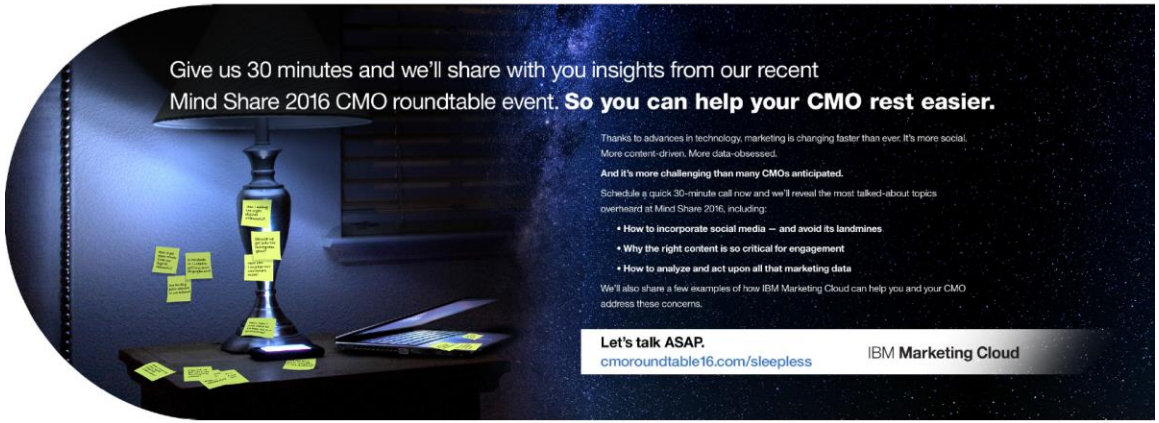
Headline:
On April 6th, the top CMOs from your area told us what keeps them up at night.

Brochure inside spread:

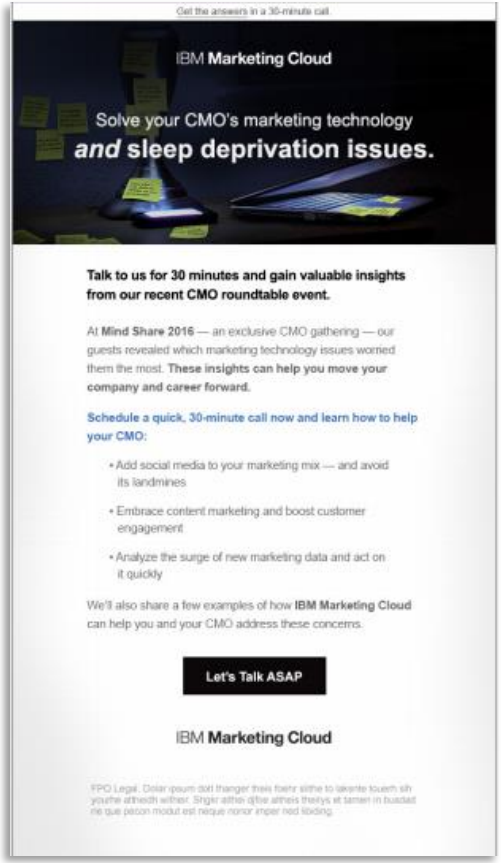
Subhead:
Give us 30 minutes and we'll share with you insights from our recent Mind Share 2016 CMO roundtable event. So you can help your CMO rest easier.

CMO Roundtable – Follow-up Campaign Direct Mail

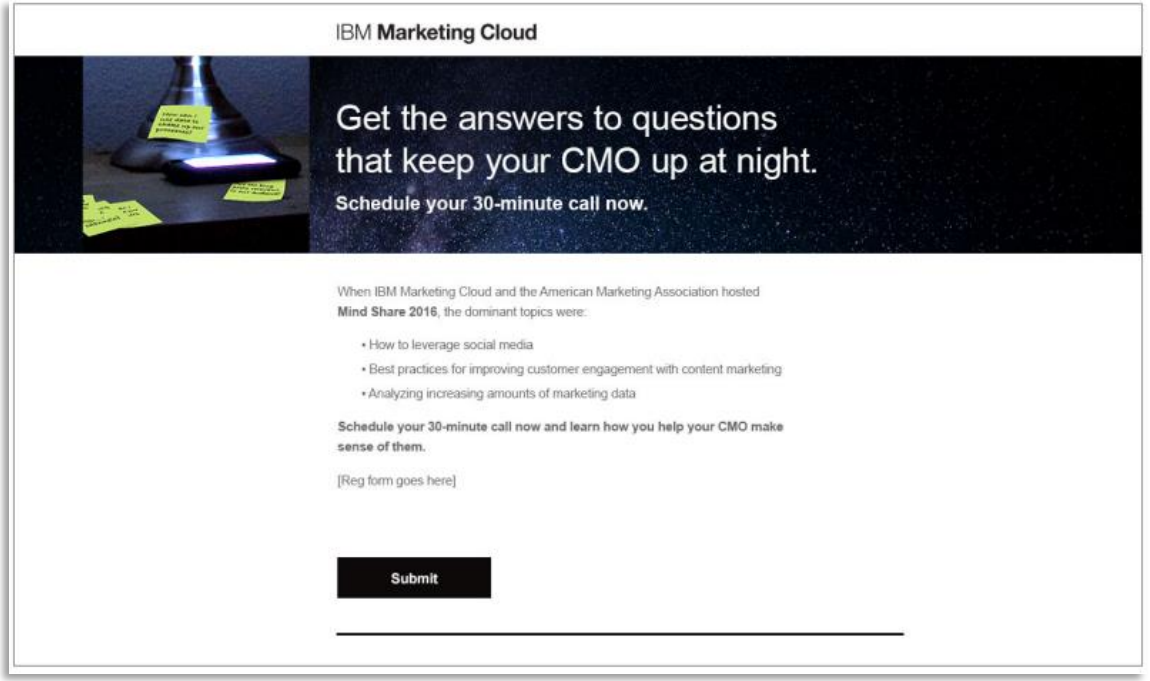




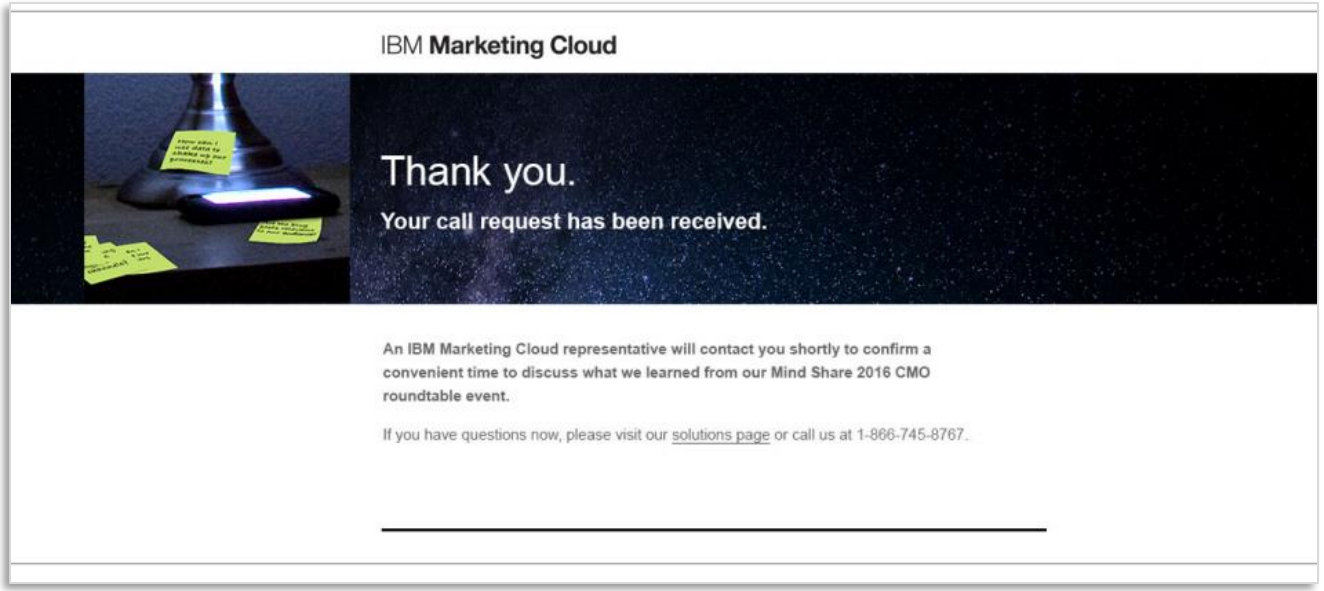
CMO Roundtable – Follow-up Campaign Email



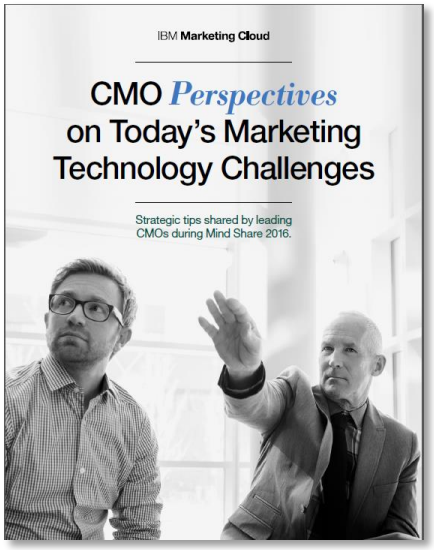
CMO Roundtable – Follow-up Campaign Landing Page



CMO Roundtable – Follow-up Campaign Thank You Page



CMO Roundtable – Assets



Digital Meeting Maker Campaign

Digital Meeting Maker – Overview

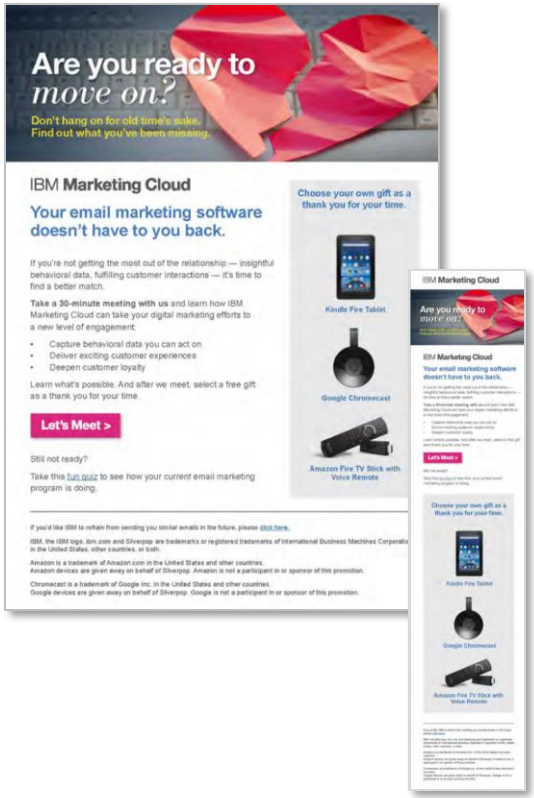
It's Time To Move On

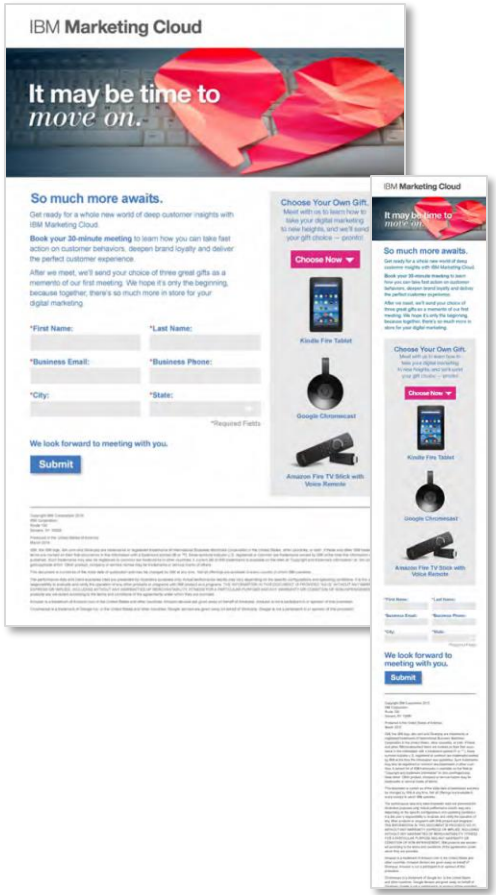
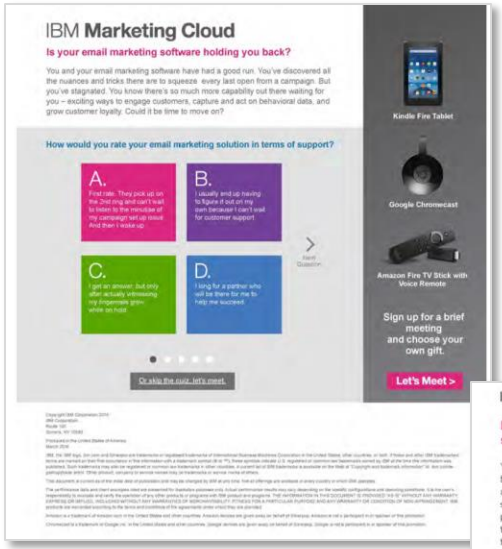
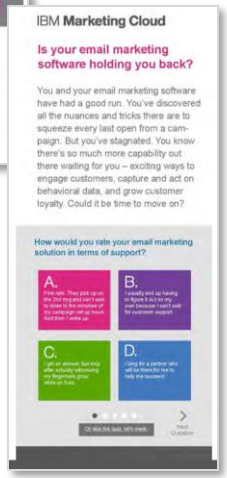
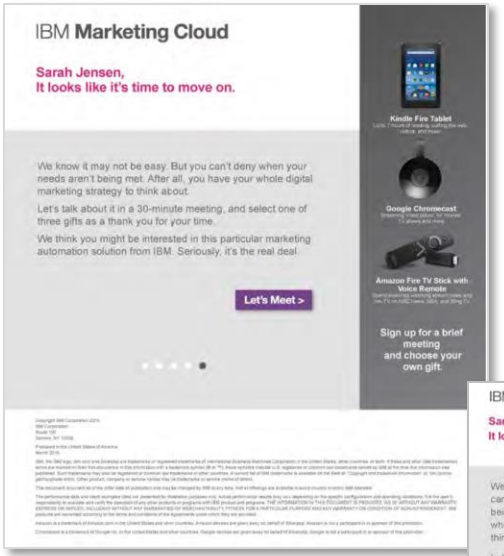
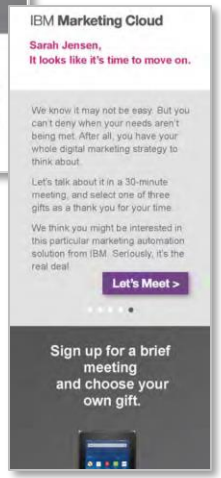
This approach challenges the target audience to question their current email solution with a playful nod to matters of the heart. This audience isn't particularly compelled to upgrade their email marketing solution for fear of the unknown. This mailer makes them question their status quo by lightly comparing 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 – Direct Mail

Digital Meeting Maker – Email Kit





Digital Meeting Maker – Landing Site