

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 17<sup>th</sup>)
- Follow-up emails for opt-in contacts will be sent September 1<sup>st</sup> and 8<sup>th</sup>
- 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

**Your customers are fascinating creatures.**

STUDY THEM. NURTURE THEM. AND BUILD RELATIONSHIPS THAT LAST A LIFETIME.



**IBM Marketing Cloud**

©Copyright IBM Corporation 2016. IBM Marketing Cloud is a trademark of IBM, registered in many jurisdictions worldwide. All other trademarks contained herein are property of their respective owners.

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

Amazon and Kindle Fire are trademarks of Amazon.com Inc. in the United States and other countries. Amazon devices are given away on behalf of IBM Marketing Cloud. Amazon is not a participant in or sponsor of this promotion.

[SEEQ]

**Better engagement is within your reach.**

Take a short meeting and learn how IBM Marketing Cloud can facilitate longer-lasting, more rewarding customer relationships.

**IN JUST 45 MINUTES, YOU'LL LEARN HOW TO:**

- UNIFY YOUR DIGITAL MARKETING EFFORTS.**  
Use our intuitive engagement engine to get deep, behavior-based customer insights, reduce the complexity of omni-channel marketing, and create exceptional experiences across the buyer journey.
- BOOST ENGAGEMENT WITH ONE-TO-ONE CONNECTIONS.**  
Build brand affinity with messages that reflect your customers' unique needs and interests.
- GROW CUSTOMER LOYALTY.**  
Put behavioral data to work for your brand to increase repeat purchasing and create brand advocates.

Get a free Amazon\* Kindle Fire!

**TAKE A 45-MINUTE MEETING.**  
Learn how to unify your marketing efforts, capture behavioral data and create deeper engagement. Plus, go home with a FREE Amazon Kindle Fire.

Schedule your appointment at [ibmmarketingcloud.com/meet](http://ibmmarketingcloud.com/meet)



**WE ARE LIVING, BREATHING CREATURES TOO.**

Some people call us sea monkeys. But you can call us "practice."

**BRING US TO LIFE!**  
All it takes to bring us to life is a cup full of water and packets #1 and #2. Bringing more creatures to life is much more complex, but with the right digital marketing solutions, it won't seem that way.

**WATCH US GROW!**  
Every other day, you'll need to feed us one small scoop of the food in packet #3. You won't need a plastic spoon to nurture your customer relationships. Instead, you'll need the power to personalize interactions in real time.

**TEACH US TRICKS!**  
We do tricks using flashlights and food. A quick web search will tell you more about that. Creating your customer behavior patterns is more complex. But deep, behavior-based customer insights will simplify things dramatically.

**INSTRUCTIONS INSIDE.**

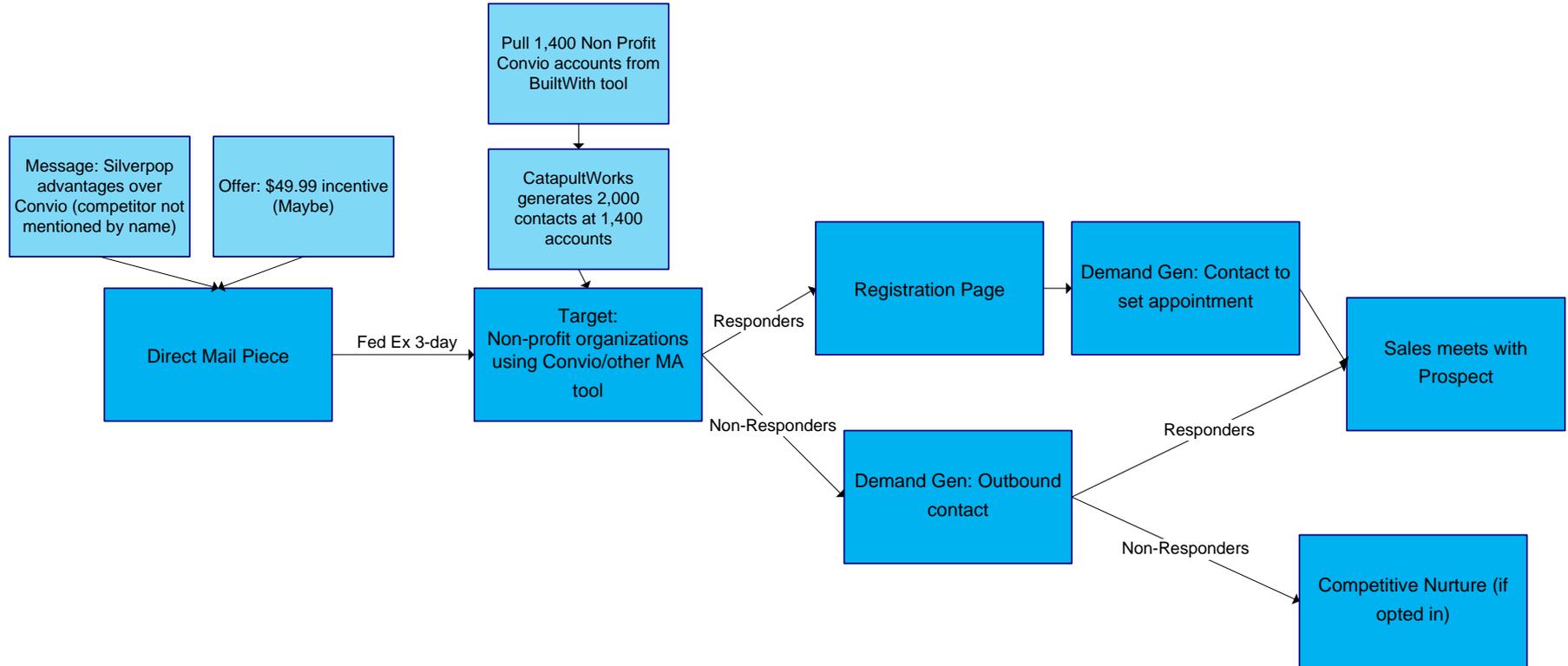


# Non-Profit Competitive Take-Away Campaign

# 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

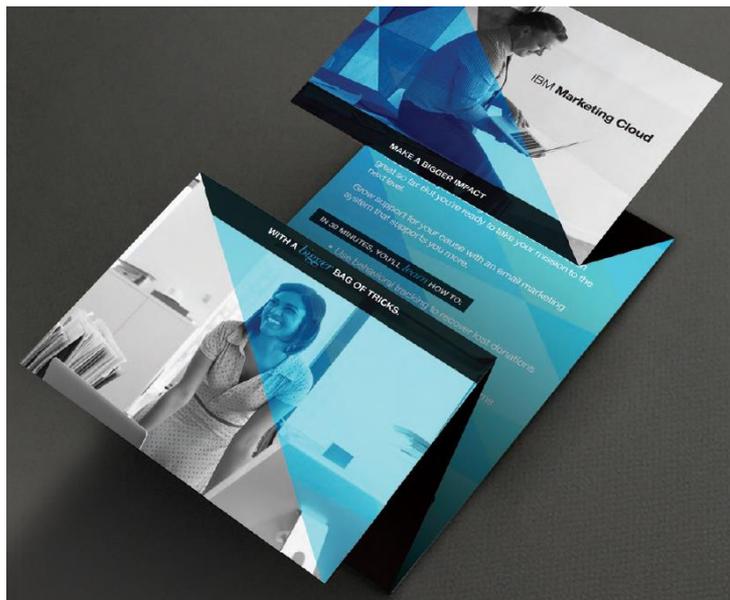


LARGE/UNFOLDED BAG

# The Brochure



# Competitive Take-Away Campaign Brochure



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.



# 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:

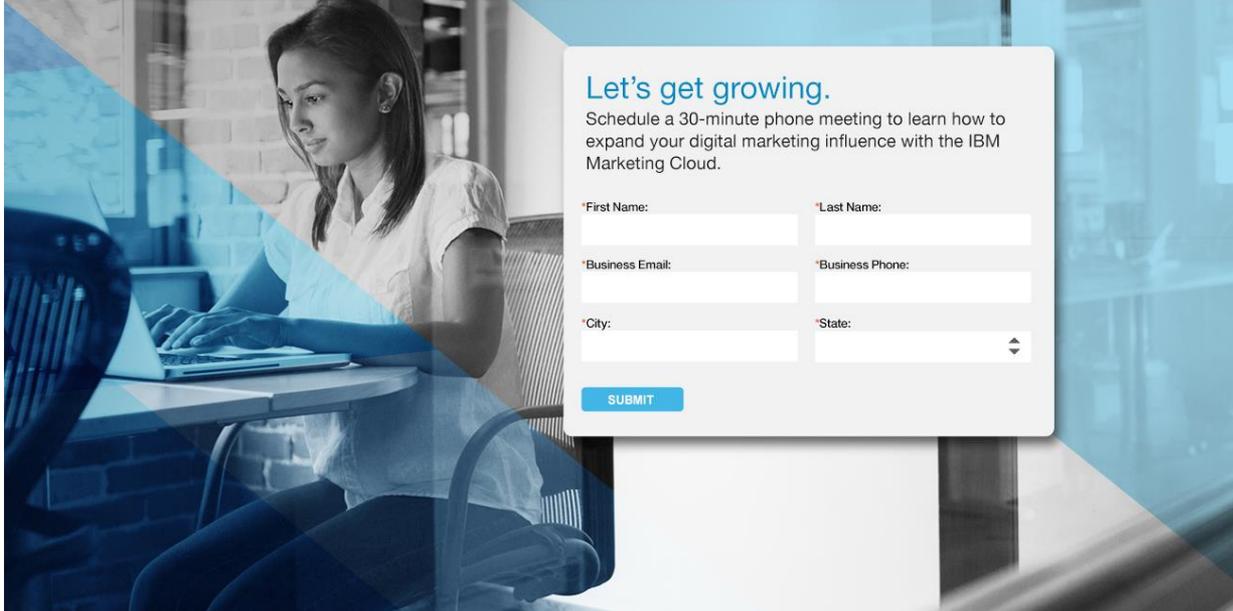
After our call, you'll get a **FREE** gift—our way of saying thanks for your time.

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



## IBM Marketing Cloud

### Let's get growing.

Schedule a 30-minute phone meeting to learn how to expand your digital marketing influence with the IBM Marketing Cloud.

\*First Name:  \*Last Name:

\*Business Email:  \*Business Phone:

\*City:  \*State:

[SUBMIT](#)

©2016 Silverpop. Silverpop is a trademark of IBM, registered in many jurisdictions worldwide. All other trademarks contained herein are property of their respective owners.

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

Amazon and AmazonBasics are trademarks of Amazon.com, in the United States and other countries. Amazon devices are given away on behalf of Silverpop. Amazon is not a participant in or sponsor of this promotion.

[Privacy](#) | [Set email preferences](#) | [Unsubscribe](#)

# Thank You Page



thank you

**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.

©2016 Silverpop. Silverpop is a trademark of IBM, registered in many jurisdictions worldwide. All other trademarks contained herein are property of their respective owners.

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

Amazon and AmazonBasics are trademarks of Amazon.com, in the United States and other countries. Amazon devices are given away on behalf of Silverpop. Amazon is not a participant in or sponsor of this promotion.

[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 competitor 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 will 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

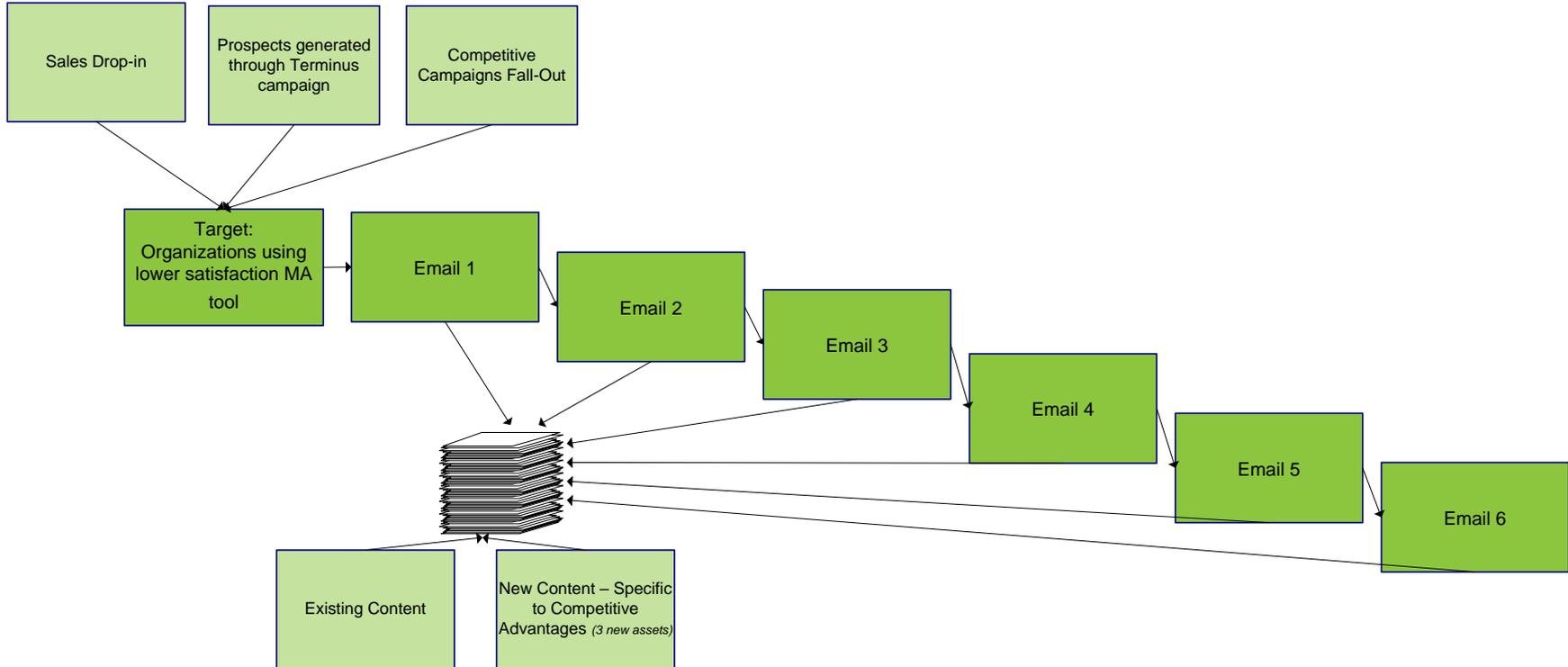
## ■ **Timing:**

- Target launch date – March 15, 2016

## ■ **Outcome Expected:**

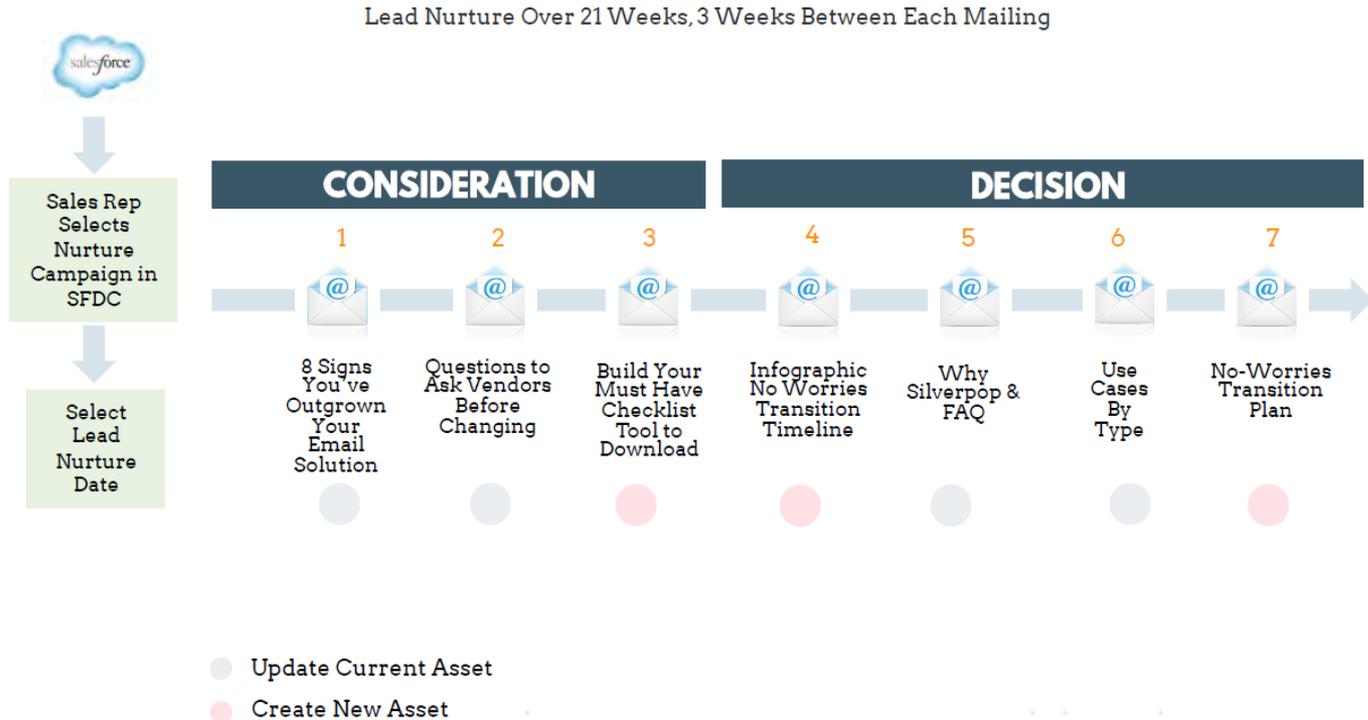
- 68 MQLs worth \$176k (Year 1)

# 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

**Download "10 Signs You've Outgrown Your Digital Marketing Solution."**

## IBM Marketing Cloud

### Considering upgrading your digital marketing platform?

10 signs it's time to *migrate*.

Want more automation? What about multichannel capabilities? How do you know when you're ready for a more sophisticated solution? [Check out these 10 signs](#) and you'll know if the time has come to make your move.

**With a more sophisticated digital marketing solution, you'll have:**

- Better deliverability with a team dedicated to ongoing delivery optimization.
- Automation that enables more intelligent campaigns and timely messages that engage your customers and prospects on a deeper level.
- Advanced testing to help you improve conversions, gain insights, and find out how your audience is responding to changes in messaging.
- The ability to provide seamless customer experiences with a platform that allows you to automate relevant, cross-channel interactions.

[Download the Tip Sheet](#)

**Download the Cheat Sheet**

Streamline your evaluation process with this printable guide.

**Download "What to Ask When Evaluating Digital Marketing Solutions."**

## IBM Marketing Cloud

### Looking into digital marketing solutions?

Say it with us, "Evaluation simplification."

Getting ready to move to a new digital marketing solution? This evaluation [cheat sheet](#) will help you get organized. Use it to guide your conversations with solution providers and take notes as you go.

**Before you decide on a new digital marketing solution, you'll want to:**

- Decide what you're looking for in a solution. What features do you need? What specific use cases are you trying to solve?
- Interview potential providers and use our cheat sheet to help you stay organized along the way.
- Compare your options. Make sure to consider pricing, features and functionality, as well as long-term growth potential.

[Download the Cheat Sheet](#)

Streamline your evaluation process with this printable guide.

**Download "How Digital Marketing Solution Users Have Checked."**

## IBM Marketing Cloud

### What's *missing* from your current digital marketing solution?

Make your list.

Figure out exactly what you want from a new digital marketing solution with this helpful [checkboxlist generator](#).

**What can you do with a more sophisticated digital marketing solution?**

- Boost deliverability with a team dedicated to ongoing delivery optimization.
- Create intelligent automated campaigns and timely messages to engage your people on a deeper level.
- Use advanced testing to improve conversions, gain insights and find out how your audience is responding to changes in messages.
- Provide seamless customer experiences with a platform that allows you to automate relevant, cross-channel interactions.

[Create Your Checklist](#)

Create and print your digital marketing solution user checklist and simplify your evaluation process.

**Get the most exact transition plan for a new digital marketing solution.**

## IBM Marketing Cloud

### Evaluating a new digital marketing solution?

We'll show you the way.

Migration. It's the process of moving from one digital marketing solution to another. Looking for more detail about what to expect during yours? Look no further. [This expert case study](#) will walk *us* the way.

**Make it a smooth move. Start the evaluation process with a clear view of what's ahead. Be prepared to:**

- Identify your business goals and how your campaigns can help you get there.
- Set up your system to ensure your ability to do list segmentation and email subscription customizations.
- Launch your first campaign, celebrate achievements and find areas to improve.

[Check Out the Transition Plan](#)

Get an at-a-glance view of what a transition looks like. Plus, get insider details about what to expect when you move to a new digital marketing solution.

[Get the Full FAQ](#)

It's all here. Get the answers to marketers' most common IBM Marketing Cloud questions.

**Download the FAQ "Why IBM Marketing Cloud?"**

## IBM Marketing Cloud

### Get to know IBM Marketing Cloud.

See our answers to commonly asked *questions*.

Curious about IBM Marketing Cloud? [Check out our FAQ](#) to get all of your questions answered. Plus, you'll see how a sophisticated digital marketing solution can help you and your business achieve your marketing goals.

**With IBM Marketing Cloud, you can:**

- Choose from a variety of flexible support options.
- Share data with your CRM.
- Score leads and nurture your best potential customers.

[Get the Full FAQ](#)

It's all here. Get the answers to marketers' most common IBM Marketing Cloud questions.

**Read how six marketers transformed business with digital marketing.**

## IBM Marketing Cloud

### These digital marketers are getting it *right*.

6 stories about marketing teams who are winning with IBM Marketing Cloud.

[Learn from other marketing teams](#) who are using sophisticated marketing solutions to transform their businesses.

**Using an advanced digital marketing solution, marketers have:**

- Used automated, behavior-triggered campaigns to drive double sales.
- Used lifecycle marketing campaigns to increase conversions by 50 percent.
- Used intelligent segmentation to personalize company-wide results.

[Learn More](#)

Find out how marketers have achieved results with a more sophisticated digital marketing platform.

**Need digital marketing solutions? Get the answers to everyone's questions.**

## IBM Marketing Cloud

### Questions about moving to a new digital marketing solution?

Get the info everyone's asking for.

A new digital marketing solution is on the horizon. But how will it impact other teams? Who should you talk to first? What should you say? Prepare for productive conversations with this [list of questions](#) to consider. We've provided you with our answers to help you get started.

**Share information about your new digital marketing solution. Talk about the long-term benefits, list next steps and get the relevant people on board.**

- Talk to IT about CRM integration and support options for your new platform.
- Tell the legal team what they need to know about data security and storage.
- Reassure your team by offering details about training and expectations during the transition.

[Get the Talking Points](#)

Use our list of questions to consider so you can be prepared with relevant information for conversations with each department.

[View for a new digital marketing solution](#)

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

Standard 10 Signs You've Outgrown Your Digital Marketing Solution.

## IBM Marketing Cloud

### Considering upgrading your digital marketing platform? 10 signs it's time to *migrate*.

Want more automation? What about multichannel capabilities? How do you know when you're ready for a more sophisticated solution? [Click out these 10 signs](#) and you'll know if the time has come to make your move.

With a more sophisticated digital marketing solution, you'll have:

- Better deliverability with a team dedicated to ongoing delivery optimization
- Automation that enables more intelligent campaigns and timely messages that engage your customers and prospects on a deeper level.
- Advanced testing to help you improve conversions, gain insights and find out how your audience is responding to changes in messaging.
- The ability to provide seamless customer experiences with a platform that allows you to automate relevant, cross-channel interactions.

[Download the Tip Sheet](#)

### IBM Marketing Cloud

#### 10 Signs You've Outgrown Your Digital Marketing Solution

How do you know when your digital marketing strategy has outgrown your digital marketing solution? Read on for the top 10 signs that you're ready for a bigger bag of tricks.

### IBM Marketing Cloud | Digital Marketing Solution

#### 10 Signs You've Outgrown Your Digital Marketing Solution

- You need to remove manual processes from your marketing efforts.
- You need to send relevant messages based on customer actions.
- You need to be able to communicate across all channels and devices.
- You need to be able to communicate across all devices and channels.
- You need to be able to understand how your audience is responding to changes in messaging.
- You need to be able to understand how your audience is responding to changes in messaging.
- You need to be able to understand how your audience is responding to changes in messaging.
- You need to be able to understand how your audience is responding to changes in messaging.
- You need to be able to understand how your audience is responding to changes in messaging.
- You need to be able to understand how your audience is responding to changes in messaging.

### IBM Marketing Cloud | Digital Marketing Solution

#### 1

##### You need to remove manual processes from your marketing efforts.

You no longer have time to manually manage your marketing efforts. You need a solution that can automate repetitive tasks and free up your time to focus on more strategic initiatives.

### IBM Marketing Cloud | Digital Marketing Solution

#### 2

##### You need to send relevant messages based on customer actions.

You need to be able to understand how your audience is responding to changes in messaging. You need a solution that can track customer actions and send relevant messages based on those actions.

### IBM Marketing Cloud | Digital Marketing Solution

#### 3

##### You need to be able to communicate across all channels and devices.

Your customers have a right to be able to reach you. They want to be able to reach you on their terms, on their devices, and on their schedule. You need a solution that can communicate across all channels and devices.

### IBM Marketing Cloud | Digital Marketing Solution

#### 4

##### You need enterprise-level deliverability, security and privacy.

You need to be able to deliver your messages to your customers. You need a solution that can ensure your messages are delivered to your customers' inboxes, and that your messages are secure and private.

### IBM Marketing Cloud | Digital Marketing Solution

#### 5

##### You need to better understand your customers.

You need to be able to understand your customers better. You need a solution that can help you understand your customers' needs, preferences, and behaviors.

### IBM Marketing Cloud | Digital Marketing Solution

#### 6

##### You need the ability to test and optimize based on real-time results.

You need to be able to test and optimize your marketing efforts. You need a solution that can help you test and optimize your marketing efforts based on real-time results.

### IBM Marketing Cloud | Digital Marketing Solution

#### 7

##### You need better insight into how your campaign is performing.

You need to be able to understand how your campaign is performing. You need a solution that can help you understand how your campaign is performing and make adjustments as needed.

### IBM Marketing Cloud | Digital Marketing Solution

#### 8

##### You want your vendor to be more than a provider — you want a true partnership.

You want your vendor to be more than a provider. You want a true partnership. You need a solution that can help you build a true partnership with your vendor.

### IBM Marketing Cloud | Digital Marketing Solution

#### 9

##### You and your team need a way to effectively and efficiently collaborate on projects and campaigns.

You and your team need a way to effectively and efficiently collaborate on projects and campaigns. You need a solution that can help you collaborate on projects and campaigns.

### IBM Marketing Cloud | Digital Marketing Solution

#### 10

##### You need to remove multiple data silos so you can leverage all of your data.

You need to be able to remove multiple data silos. You need a solution that can help you remove multiple data silos and leverage all of your data.

### IBM Marketing Cloud | Digital Marketing Solution

#### What's Next?

Discover these signs for yourself. If you know you're ready for a more sophisticated solution, you need a solution that can help you upgrade your digital marketing solution.

For more information about IBM Marketing Cloud, contact us today.

[Contact Us](#)

# Email/Asset #2 – Solution Evaluation Survey

Download "What to Ask When Evaluating Digital Marketing Solutions."

**IBM Marketing Cloud**

## Looking into digital marketing solutions?

Say it with us, "Evaluation simplification."

Getting ready to move to a new digital marketing solution? This evaluation **cheat sheet** will help you get organized. Use it to guide your conversations with solution providers and take notes as you go.

**Before you decide on a new digital marketing solution, you'll want to:**

- Decide what you're looking for in a solution. What features do you need? What specific use cases are you trying to solve?
- Interview potential providers and use our cheat sheet to help you stay organized along the way.
- Compare your options. Make sure to consider price, features and functionality, as well as long-term growth potential.

[Download the Cheat Sheet](#)

Streamline your evaluation process with this printable guide.



Digital Marketing

## What to ask when you're evaluating solutions



Shopping for your next digital marketing solution?

The process can be overwhelming. Use this cheat sheet to help you find a solution that works well with your company, meets your needs and helps you achieve your marketing goals — both today and for years to come.

**IBM Marketing Cloud**

**IBM Marketing Cloud** Digital Marketing Vendor Cheat Sheet

### Complete Solution?

Does this solution cover all your digital marketing needs, or will you need to look for other solutions to fill the gaps?

How well the solution serves your email marketing, automation, SEO, mobile and social marketing. Just the top 5 to break down these four areas of the solution's functionality:

- 1. Email marketing
- 2. Marketing automation
- 3. Mobile
- 4. Social

To make sure you know what you need from your solution, ask yourself:

What are my business goals?

How do I expect my digital marketing solution to help me achieve them?

How do I market now?

How do I want to market in the future?

Ask these same questions of the vendors you're evaluating. Helpful! Anything to do is build your must-have checklist (see page 4 for a list to help you get started).

[View this cheat sheet](#) Page 1 of 6

**IBM Marketing Cloud** Digital Marketing Vendor Cheat Sheet

### Support?

Does this vendor's support meet your needs?

How easy is it to get support when you need it?

What is the process for getting support? (e.g., online content, support portal, dedicated account manager, 800 number, etc.)

Beyond technical support, you should ask about implementation support. Be sure to ask about ongoing support too.

What are the vendor's support hours?

Does the vendor have additional resources available for ongoing education?

What are the escalation procedures for unresolved support cases?

### Onboarding?

What is the process for getting support?

How much time do customers typically invest in onboarding the solution?

Will you receive training from the vendor?

Will you need to offer training to people that will be using the solution?

[View this cheat sheet](#) Page 1 of 6

**IBM Marketing Cloud** Digital Marketing Vendor Cheat Sheet

### Learning Curve?

Is there a product demo?

When you watch the product demonstration, does it make sense?

Do the processes seem clear and not too difficult?

If you have a particular task in mind that you would only do, ask to see a step-by-step demo of it. If so, begin a list of those tasks.

### Stability?

How stable is the vendor you're considering?

How long has the provider been in business?

Do they seem to have a solid future?

Do they have a long-standing reputation for creating quality products?

[View this cheat sheet](#) Page 1 of 6

**IBM Marketing Cloud** Digital Marketing Vendor Cheat Sheet

### Longevity?

What's the longevity of this solution?

How innovative is the organization?

Does the new provider release updates to their software often?

Can the solution grow with your needs?

Is this provider an industry leader who will process you the tasks you need to stay ahead of the pack?

What are your must-have features?

Prepare to ask evaluating marketing automation solutions with the following checklist (provided below):

[XXXXXXXXXXXXXXXXXXXX](#)

[View this cheat sheet](#) Page 1 of 6

**IBM Marketing Cloud** Digital Marketing Vendor Cheat Sheet

Copyright IBM Corporation 2016.  
IBM Corporation  
Route 101  
Somers, NY 10589

Printed in the United States of America  
March 2016

IBM, the IBM logo, Business and Strategic are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries or both. If there are other IBM trademarks here, they are marked as such for convenience in the information with a trademark symbol (™). These trademarks are the property of International Business Machines Corporation. All other trademarks are the property of their respective owners. A current list of IBM trademarks is available on the Web at [http://www.ibm.com/legal/copytrade.shtml](#). All other trademarks are the property of their respective owners. Some product names may be trademarks or service marks of others.

This document is current as of the date of publication and may be changed by IBM at any time, without notice, and without liability to users. IBM makes no warranty.

The performance data and other examples given are provided for illustrative purposes only. Actual performance results may vary depending on the specific configurations and operating conditions. IBM is not responsible for any errors or omissions in this document or any other products or programs from IBM product programs. IBM and the IBM logo are trademarks of International Business Machines Corporation. © 2016 IBM CORPORATION. ALL RIGHTS RESERVED. NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT, OR ANY WARRANTIES OF TITLE OR AUTHORITY, ARE MADE BY OR FOR IBM CORPORATION. IBM products are warranted according to the terms and conditions of the applicable order when they are provided.

[View this cheat sheet](#) Page 1 of 6

# Email/Asset #3 – Printable Needs Evaluation Tool

Download "Your Digital Marketing Solution Must-Have Checklist."

IBM Marketing Cloud

## What's *missing* from your current digital marketing solution?

Make your list.

Figure out exactly what you want from a new digital marketing solution with this helpful [checklist generator](#).

**What can you do with a more sophisticated digital marketing solution?**

-  Boost deliverability with a team dedicated to ongoing delivery optimization.
-  Create intelligent automated campaigns and timely messages to engage your people on a deeper level.
-  Use advanced testing to improve conversions, gain insights and find out how your audience is responding to changes in messages.
-  Provide seamless customer experiences with a platform that allows you to automate relevant, cross-channel interactions.

[Create Your Checklist](#)

Create and print your digital marketing solution must-have checklist and simplify your evaluation process.



IBM Marketing Cloud [Contact us](#)



## Your Digital Marketing *Must-Have* Checklist

Use this guide to build your checklist and compare solutions based on your needs.

[Begin](#)

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

Get the eight-part transition plan to a new digital marketing solution.



## Evaluating a new digital marketing solution?

We'll show you the way.

Migration. It's the process of moving from one digital marketing solution to another. Looking for more detail about what to expect during yours? Look no further. [This eight-part plan](#) will help fill the info gaps.

**Make it a smooth move. Start the evaluation process with a clear view of what's ahead. Be prepared to:**

- Identify your business goals and how your campaigns can help you get there.
- Set up your system to ensure your ability to do list segmentation and email subscription customizations.
- Launch your first campaign, celebrate achievements and find areas to improve.

[Check Out the Transition Plan](#)



IBM Marketing Cloud

## Eight phases to a successful transition

Migration to a new digital marketing solution should look something like this:



### Preparation

The first phase of your migration should be devoted to discovery and provisioning. Take inventory of your current marketing operations and processes so that you can prepare for a transition to a new digital marketing solution.

During this stage, you should determine your goals, what you're doing now and what you want to go. Then, you can work toward mapping a plan to get you there.

### Personalization



Once you've determined your marketing goals, you can start personalizing your system. This involves things like list segmentation and email subscription customization — so you can target the right segments. It's also important to evaluate if your subscription management system and select an option that best suits your business needs.



### Delivery Optimization

During this phase, you'll want to set up your new solution to optimize message delivery rates. This requires you to start communicating with your customers before you launch your first campaign. Make sure you think out your IP allocation so that you can expect for deliverability with best practices and whitelisting.

Check if your solution provider has a support team that will help you see real-time insights on your email delivery and optimize your messages for deliverability.

### Templates



Templates help streamline your marketing processes and will save you time by being reusable, meaning you don't have to spend the whole every time you want to launch a campaign. Creating them is an important phase of your migration. Your templates should adhere to brand guidelines, use responsive design so that they render properly on any device and follow marketing best practices.



### Campaigns

Once all of your messages are loaded into your new digital marketing system, you can begin setting up your campaigns. Some aspects of your campaigns are fixed and others are up to you. So, to help, components like your preferred methods of distribution, web tracking, lead scoring, behavioral triggers and more, will need to be set up before you can begin to monitor and optimize them. Some providers will offer program building — templates and suggested flows for common nurture programs — which can help you get up and running quickly with automated programs.

### Analytics and Reporting



What types of data are most important to you? What do you want to measure? What can you learn about your prospects and customers by using your new digital marketing solution? This phase should be devoted to identifying your key analytics and reporting needs and preparing ahead to pull as much insight and value out of your campaigns as possible.



### Go Live

After thorough testing, it's finally time to launch your first campaign with your new digital marketing provider. Be sure to celebrate your achievements with your team and then be prepared to train and monitor its progress. It is recommended that, once a program is complete, the entire team gather to review success that occurred and those that didn't, so that you can improve over time.

### Ongoing Relationship



For the life of your new marketing solution, your digital marketing provider should be devoted to answering questions, providing on-site support and offer educational content so that you get the most out of your campaigns and to set up more specialized campaigns over time. For more comprehensive or hands-on support, the help creating and launching campaigns, your provider may offer flexible packages for purchase.

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

Download the FAQ "Why IBM Marketing Cloud?"

## IBM Marketing Cloud

### Get to know IBM Marketing Cloud.

See our answers to commonly asked *questions*.

Curious about IBM Marketing Cloud? [Check out our FAQ](#) to get all of your questions answered. Plus, you'll see how a sophisticated digital marketing solution can help you and your business achieve your marketing goals.

**With IBM Marketing Cloud, you can:**

- Choose from a variety of flexible support options.
- Share data with your CRM.
- Score leads and nurture your best potential customers.

[Get the Full FAQ](#)



## Why IBM Marketing Cloud?

Everything you ever wanted to know about **IBM Marketing Cloud.**

### What makes IBM Marketing Cloud unique?

At a high level, IBM Marketing Cloud covers all of your digital marketing needs through an intuitive interface, giving you rich capabilities without sacrificing ease of use.

We offer a complete solution that supports email marketing, marketing automation and mobile and social marketing programs and allows you to successfully deliver on your marketing goals. Plus, IBM Marketing Cloud provides the scalability to continuously support your goals as the organization grows.

### Does IBM Marketing Cloud have multichannel capabilities?

IBM Marketing Cloud enables you to effectively engage with your always-on-the-go audience with robust multichannel capabilities. We allow you to easily build multistep campaigns across email, SMS, mobile and social using predefined templates. You can also send targeted and engaging push notifications based on unique profile data.

### How will I be able to collect contact information?

IBM Marketing Cloud supports the collection of contact data through web forms (preference centers, progressive web forms) and behavioral data from the web and other digital channels through web tracking. In addition, the IBM Marketing Cloud allows you to easily collect contact data from virtually any third-party system, making the elusive "single view of the customer" a reality.

### What kind of marketing assets can I create with IBM Marketing Cloud?

You can create emails, landing pages, surveys and web forms (traditional and progressive) with ease. Our WYSIWYG content editor allows you to create engaging emails using personalization, dynamic content and predefined email templates. You can easily see how your email will render on mobile devices with our real-time mobile preview feature.

### What lead management capabilities does IBM Marketing Cloud offer?

IBM Marketing Cloud lets you automate lead-generation and lead-nurturing campaigns with a built-in drag-and-drop program builder. In addition, we support the following lead management features:

#### Lead Scoring

- Create single or multiple lead scoring models
- Score based on BANT, recency, frequency or any custom criteria that you define

#### What makes IBM Marketing Cloud unique?

At a high level, IBM Marketing Cloud covers all of your digital marketing needs through an intuitive interface, giving you rich capabilities without sacrificing ease of use.

We offer a complete solution that supports email marketing, marketing automation and mobile and social marketing programs and allows you to successfully deliver on your marketing goals. Plus, IBM Marketing Cloud provides the scalability to continuously support your goals as the organization grows.

#### Does IBM Marketing Cloud have multichannel capabilities?

IBM Marketing Cloud enables you to effectively engage with your always-on-the-go audience with robust multichannel capabilities. We allow you to easily build multistep campaigns across email, SMS, mobile and social using predefined templates. You can also send targeted and engaging push notifications based on unique profile data.

#### How will I be able to collect contact information?

IBM Marketing Cloud supports the collection of contact data through web forms (preference centers, progressive web forms) and behavioral data from the web and other digital channels through web tracking. In addition, the IBM Marketing Cloud allows you to easily collect contact data from virtually any third-party system, making the elusive "single view of the customer" a reality.

#### What kind of marketing assets can I create with IBM Marketing Cloud?

You can create emails, landing pages, surveys and web forms (traditional and progressive) with ease. Our WYSIWYG content editor allows you to create engaging emails using personalization, dynamic content and predefined email templates. You can easily see how your email will render on mobile devices with our real-time mobile preview feature.

#### What lead management capabilities does IBM Marketing Cloud offer?

IBM Marketing Cloud lets you automate lead-generation and lead-nurturing campaigns with a built-in drag-and-drop program builder. In addition, we support the following lead management features:

#### Lead Scoring

- Create single or multiple lead scoring models
- Score based on BANT, recency, frequency or any custom criteria that you define

# Email/Asset #6 – IBM Marketing Cloud Success Stories

Read how six marketers transformed business with digital marketing.

IBM Marketing Cloud

These digital marketers are getting it *right*.

6 stories about marketing teams who are winning with IBM Marketing Cloud.

[Learn from other marketing teams](#) who are using sophisticated digital marketing solutions to transform their businesses.

Using an advanced digital marketing solution, marketers have:

- Used automated, behavior-triggered campaigns to drive 20X donation rates.
- Used lifecycle marketing campaigns to increase conversion by 50 percent.
- Used intelligent segmentation to promote company-wide results.

[Learn More](#)

Find out how marketers have achieved results with a more sophisticated digital marketing platform.



IBM Marketing Cloud

## What can a more *sophisticated* digital marketing solution do for your business?



See how companies like yours have improved relationships with their customers, streamlined their processes and gained valuable insight into what works.



This plumbing wholesaler used intelligent segmentation to promote organization-wide results.

[Learn More](#)



The world's largest aquarium made a big splash with more relevant, personalized emails throughout the customer lifecycle.

[Learn More](#)



For this nonprofit, timing was everything. So they used automated, behavior-triggered campaigns to drive 20X donation rates.

[Learn More](#)



An online retailer increased conversion rates by 50%. Find out how customer lifecycle marketing campaigns got them there.

[Learn More](#)



This nonprofit used automated, behavior-driven campaigns to get the most successful donation days in the history of the organization.

[Learn More](#)



A wireless security provider made protection more personal and increased conversions 5X with behavior-based automation.

[Learn More](#)

[Download](#) a PDF version of these stories.

Ready to move on to a new digital marketing solution? Here are [the answers you need to convince your organization](#).

# Email/Asset #7 – Answering questions within your organization

New digital marketing solution? [Get the answers](#) to everyone's questions.

IBM Marketing Cloud

## Questions about moving to a new digital marketing solution?

Get the info everyone's asking for.

A new digital marketing solution is on the horizon. But how will it impact other teams? Who should you talk to first? What should you say? Prepare for productive conversations with [this list of questions](#) to consider. We've provided you with our answers to help you get started.

**Share information about your new digital marketing solution. Talk about the long-term benefits, list next steps and get the relevant people on board.**

-  Talk to IT about CRM integration and support options for your new platform.
-  Tell the legal team what they need to know about data security and storage.
-  Reassure your team by offering details about training and expectations during the transition.

[Get the Talking Points](#)

View our list of questions to consider so you can be prepared with relevant information for conversations with each department.



IBM Marketing Cloud [Contact Us](#)

## Time for a new digital marketing *solution*?

Get the answers to everyone's questions.

Transitioning to a new digital marketing solution can inspire a lot of questions. Find the answers you need here to get all departments on board and ready for the change.

### Management

**Q:** *Will the new solution produce more leads and, in turn, more revenue?*

**A:** Yes, that's exactly what the new solution is designed to do. With a solution like IBM Marketing Cloud comes the ability to produce targeted and hyper-personalized communications. When messages are more relevant, customers and prospective customers are more likely to engage with them. In this way, insightful, data-driven content will help generate more qualified interactions and engagement, boosting leads, revenue and campaign performance.

**Q:** *Switching to a new solution is a hassle. What's the upside?*

**A:** After the transition, we'll have deeper insights into customer demographics, behaviors and interests, which means we'll be able to automate personalized messages based on profile data and behaviors. By removing manual processes, we will be able to deliver personalized interactions at scale. The result: more meaningful and personal connections with people along every step in the customer lifecycle, all while freeing up our team's valuable time.

**Q:** *We've been pretty successful with what we have now. Why change to a new solution?*

**A:** Things are going great. And that's why IBM Marketing Cloud is a logical next step for us. As we continue to deliver exceptional experiences for customers across the buyer journey, IBM Marketing Cloud will give us new ways to leverage customer data and collaborate.

IBM Marketing Cloud will provide analytical insights and enable us to automate relevant cross-

# 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

IBM Marketing Cloud RSVP now for Mind Share 2016!

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

RSVP Now!



**MindShare** 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**

<b>When:</b> April 6, 2016 8:30 a.m. to 10:30 a.m.	<b>Where:</b> 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.**



**MindShare** 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:**

**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

**RSVP Now!**

# CMO Roundtable Event – Registration Page

IBM Marketing Cloud



**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:**  
American Marketing Association  
IBM Marketing Cloud



This information is provided as is without warranty of any kind, express or implied, and is based on current IBM product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this document. Nothing contained in this document is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

# CMO Roundtable Event – Confirmation Page

IBM Marketing Cloud



**Thank you for registering.**

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

**MindShare**  
CMO ROUNDTABLE 2016

In the mean time, if you would like to learn more about our sponsors, please visit:

<http://www.amadc.org/>

<http://www.ibmmarketingcloud.com/>



This information is provided as is without warranty of any kind, express or implied, and is based on current IBM product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this document. Nothing contained in this document is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

© Copyright IBM Corporation 2016. IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml).

You may also mail a written request to IBM US at:  
IBM Corporation | 31st FL STE 3100 | 777 East Wisconsin Avenue | Milwaukee, WI 53202

# CMO Roundtable Event – Denied Page

IBM Marketing Cloud



## 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.

To learn more about our sponsors please visit:

<http://www.amadc.org/>

<http://www.ibmmarketingcloud.com/>

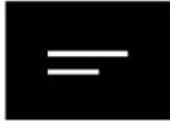


This information is provided as is without warranty of any kind, express or implied, and is based on current IBM product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this document. Nothing contained in this document is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.

© Copyright IBM Corporation 2016. IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml).

You may also mail a written request to IBM US at:  
IBM Corporation | 31st FL STE 3100 | 777 East Wisconsin Avenue | Milwaukee, WI 53202

# CMO Roundtable – Follow-up Campaign Direct Mail



Printed envelope with messaging



Brochure cover

## 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.



Brochure inside spread

# CMO Roundtable – Follow-up Campaign Direct Mail



Mind Share 2016 Quote of the Day

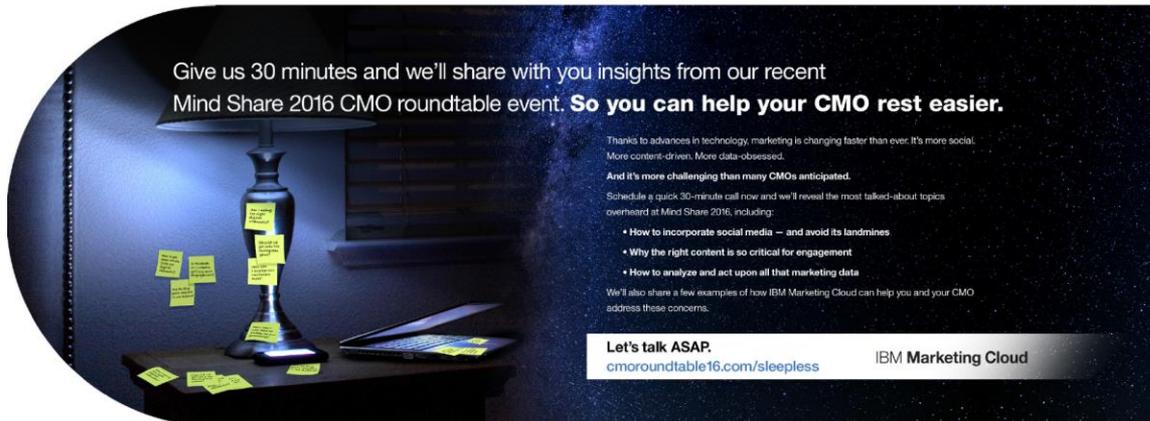
“A corporate reputation can be built in a day and can be destroyed in a day as a result of digital technology..”

Schedule your call now and learn how to put your CMO's marketing technology fears to rest.  
[ibmmarketingcloud.com/sleepless](http://ibmmarketingcloud.com/sleepless)

On April 6, some of the top CMOs from your area told us what keeps them up at night.

IBM Marketing Cloud

IBM Marketing Cloud



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.**

Thanks to advances in technology, marketing is changing faster than ever. It's more social. More content-driven. More data-obsessed.

**And it's more challenging than many CMOs anticipated.**

Schedule a quick 30-minute call now and we'll reveal the most talked-about topics overheard at Mind Share 2016, including:

- How to incorporate social media – and avoid its landmines
- Why the right content is so critical for engagement
- How to analyze and act upon all that marketing data

We'll also share a few examples of how IBM Marketing Cloud can help you and your CMO address these concerns.

**Let's talk ASAP.**  
[cmroundtable16.com/sleepless](http://cmroundtable16.com/sleepless)

IBM Marketing Cloud

# CMO Roundtable – Follow-up Campaign Email

Get the answers in a 30-minute call



**IBM Marketing Cloud**

Solve your CMO's marketing technology  
**and sleep deprivation issues.**

**Talk to us for 30 minutes and gain valuable insights from our recent CMO roundtable event.**

At Mind Share 2016 — an exclusive CMO gathering — our guests revealed which marketing technology issues worried them the most. **These insights can help you move your company and career forward.**

**Schedule a quick, 30-minute call now and learn how to help your CMO:**

- Add social media to your marketing mix — and avoid its landmines
- Embrace content marketing and boost customer engagement
- Analyze the surge of new marketing data and act on it quickly

We'll also share a few examples of how **IBM Marketing Cloud** can help you and your CMO address these concerns.

**Let's Talk ASAP**

**IBM Marketing Cloud**

© 2016 IBM Corp. All rights reserved. IBM, the IBM logo, and IBM Marketing Cloud are trademarks of International Business Machines Corporation. All other marks are the property of their respective owners.

# CMO Roundtable – Follow-up Campaign Landing Page

IBM Marketing Cloud



Get the answers to questions that keep your CMO up at night.  
Schedule your 30-minute call now.

When IBM Marketing Cloud and the American Marketing Association hosted **Mind Share 2016**, the dominant topics were:

- How to leverage social media
- Best practices for improving customer engagement with content marketing
- Analyzing increasing amounts of marketing data

Schedule your 30-minute call now and learn how you help your CMO make sense of them.

[Reg form goes here]

Submit

---

# CMO Roundtable – Follow-up Campaign Thank You Page

IBM Marketing Cloud



Thank you.

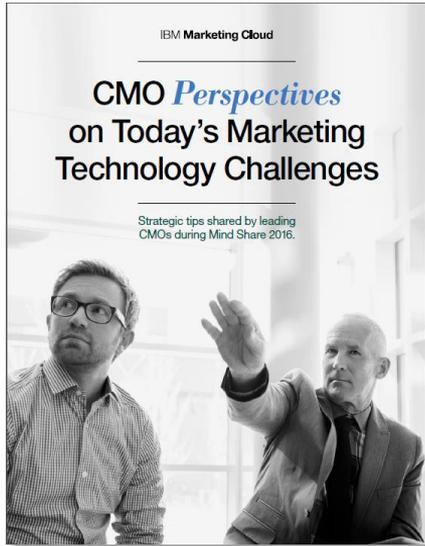
Your call request has been received.

An IBM Marketing Cloud representative will contact you shortly to confirm a convenient time to discuss what we learned from our Mind Share 2016 CMO roundtable event.

If you have questions now, please visit our [solutions page](#) or call us at 1-866-745-8767.

---

# 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

*It may be time to move on.*

Is your current email marketing platform holding you back?

IBM Marketing Cloud

See how your relationship stacks up at [MoreAwaits.com/SarahJensen](http://MoreAwaits.com/SarahJensen)

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

<b>A.</b> You can't remember the last time you had the thrill of seeing the click rate of a new campaign.	<b>B.</b> You find yourself having to compromise to please all subscribers to build stronger relationships and improve engagement.	<b>C.</b> You believe there's a better way, including more targeted, personalized, and timely content.	<b>D.</b> It's all about you. You're going to give it a try.
--	---	---	---

If you answered D, we already 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](http://MoreAwaits.com/SarahJensen)

IBM Marketing Cloud

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

<b>How to leverage data and insights</b> to deliver exceptional customer experiences across the entire buyer journey.	<b>How to execute your multi-channel marketing programs</b> using analytics to make informed decisions.	<b>Ways to use features like advanced segmentation and lead scoring</b> to take your campaigns to the next level.	<b>Learn all of the above.</b> Let's talk. And to thank you for your time, choose your own gift!
---	---	---	--

See how your relationship stacks up at [MoreAwaits.com/SarahJensen](http://MoreAwaits.com/SarahJensen)

IBM Marketing Cloud

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

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

IBM Marketing Cloud

© 2015 IBM Marketing Cloud. All rights reserved. IBM Marketing Cloud is a trademark of International Business Machines Corporation. All other trademarks are the property of their respective owners.

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

<b>Kindle Fire Tablet</b> Get a 7" tablet with 16GB storage, 32GB expandable storage, and a free Kindle e-reader.	<b>Google Chromecast</b> Stream your favorite content to your TV.	<b>Amazon Fire TV Stick</b> Stream your favorite content to your TV.	<b>Ready to get personal?</b> Learn how to use our advanced segmentation and lead scoring to take your campaigns to the next level.
--	--	---	--

See how your relationship stacks up at [MoreAwaits.com/SarahJensen](http://MoreAwaits.com/SarahJensen)

# Digital Meeting Maker – Email Kit



Are you ready to *move on?*

Don't hang on for old time's sake. Find out what you've been missing.

## IBM Marketing Cloud

Your email marketing software doesn't have to you back.

If you're not getting the most out of the relationship — insightful behavioral data, fulfilling customer interactions — it's time to find a better match.

Take a 30-minute meeting with us and learn how IBM Marketing Cloud can take your digital marketing efforts to a new level of engagement:

- Capture behavioral data you can act on
- Deliver exciting customer experiences
- Deepen customer loyalty

Learn what's possible. And after we meet, select a free gift as a thank you for your time.

[Let's Meet >](#)

Still not ready?

Take this [link](#) to see how your current email marketing program is doing.

If you'd like IBM to refrain from sending you similar emails in the future, please [click here](#).

IBM, the IBM logo, IBM.com and iStockphoto are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both.

Amazon is a trademark of Amazon.com in the United States and other countries. Amazon devices are given away on behalf of iStockphoto. Amazon is not a participant in or sponsor of this promotion.

Chromecast is a trademark of Google Inc. in the United States and other countries. Google devices are given away on behalf of iStockphoto. Google is not a participant in or sponsor of this promotion.

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



Kindle Fire Tablet



Google Chromecast



Amazon Fire TV Stick with Voice Remote

## IBM Marketing Cloud



Are you ready to *move on?*

IBM Marketing Cloud  
Your email marketing software doesn't have to you back.

[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



## 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](#)

IBM Marketing Cloud is a registered trademark of International Business Machines Corporation. © 2015 IBM Corporation. All rights reserved. IBM, the IBM logo, IBM.com and iStockphoto are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. Amazon is a trademark of Amazon.com in the United States and other countries. Amazon devices are given away on behalf of iStockphoto. Amazon is not a participant in or sponsor of this promotion. Chromecast is a trademark of Google Inc. in the United States and other countries. Google devices are given away on behalf of iStockphoto. Google is not a participant in or sponsor of this promotion.

## IBM Marketing Cloud

Choose Your Own Gift. Most welcome to learn how to take your digital marketing to new heights, and we'll send your gift choice — yours!

[Choose Now >](#)



Kindle Fire Tablet



Google Chromecast



Amazon Fire TV Stick with Voice Remote

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.

Choose Your Own Gift. Most welcome to learn how to take your digital marketing to new heights, and we'll send your gift choice — yours!



Kindle Fire Tablet



Google Chromecast



Amazon Fire TV Stick with Voice Remote

[Choose Now >](#)

We look forward to meeting with you.

[Submit](#)

IBM Marketing Cloud is a registered trademark of International Business Machines Corporation. © 2015 IBM Corporation. All rights reserved. IBM, the IBM logo, IBM.com and iStockphoto are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. Amazon is a trademark of Amazon.com in the United States and other countries. Amazon devices are given away on behalf of iStockphoto. Amazon is not a participant in or sponsor of this promotion. Chromecast is a trademark of Google Inc. in the United States and other countries. Google devices are given away on behalf of iStockphoto. Google is not a participant in or sponsor of this promotion.



## IBM Marketing Cloud

Thank You.

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.



Amazon Fire TV Stick with Voice Remote

IBM Marketing Cloud is a registered trademark of International Business Machines Corporation. © 2015 IBM Corporation. All rights reserved. IBM, the IBM logo, IBM.com and iStockphoto are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. Amazon is a trademark of Amazon.com in the United States and other countries. Amazon devices are given away on behalf of iStockphoto. Amazon is not a participant in or sponsor of this promotion. Chromecast is a trademark of Google Inc. in the United States and other countries. Google devices are given away on behalf of iStockphoto. Google is not a participant in or sponsor of this promotion.

## IBM Marketing Cloud



Thank You.

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.



Amazon Fire TV Stick with Voice Remote

IBM Marketing Cloud is a registered trademark of International Business Machines Corporation. © 2015 IBM Corporation. All rights reserved. IBM, the IBM logo, IBM.com and iStockphoto are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. Amazon is a trademark of Amazon.com in the United States and other countries. Amazon devices are given away on behalf of iStockphoto. Amazon is not a participant in or sponsor of this promotion. Chromecast is a trademark of Google Inc. in the United States and other countries. Google devices are given away on behalf of iStockphoto. Google is not a participant in or sponsor of this promotion.

