

# Sample Implementation Guide



476

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## SITUATIONAL OVERVIEW



The **X** market is constantly evolving as services expand, attacks increase, and companies transform their data centers.

Meanwhile, companies also struggle to secure their diverse and proliferating endpoints.



At Company Name the brand level, awareness is low.

So we need to raise awareness of Company Name as a trusted advisor.

At the solution level, we need to communicate that Company Name has X solutions.

# TARGET AUDIENCE OVERVIEW

	Product Name			
Tier 1 Titles	TBD			
Tier 2 Titles	TBD			
Target Audience	<b>Organizations:</b> TBD	<b>New:</b> TBD	TBD	TBD
Geos	TBD			

### Who we're talking (and selling) to

#### **Personas**

- Primary TBD
- Secondary TBD

#### **Segments**

TBD

#### **Verticals**

Industries TBD

#### **Channel Partners**

#### **SAI and Alliance Partners**

# CAMPAIGN OVERVIEW

	Product Name
Campaign Objectives	✓ TBD
Existing Awareness Level	✓ TBD
Top Level Key Messages	✓ TBD
Sub messages	✓ TBD
Advantage	✓ TBD

Customers want more control and more interactions during their buying journey.

Self-Initiated



of customers initiate the first step in the buying cycle

Starts Online



the number of times a customer will “touch” a vendor before making a purchase

Integrated Journey



of customers want an integrated marketing approach

## HOW MUCH INFORMATION DO THEY WANT?

### They want time to do their homework

- IT pros download an average of 7 content pieces during the buying process
- They prefer to receive a call from the sales team only **after** they've either downloaded about five content pieces or are six days into the process
- They expect to continue receiving content for a total of 3 weeks

[2014 IDG Enterprise Customer Engagement survey](#)





# Marketing to the C-Suite

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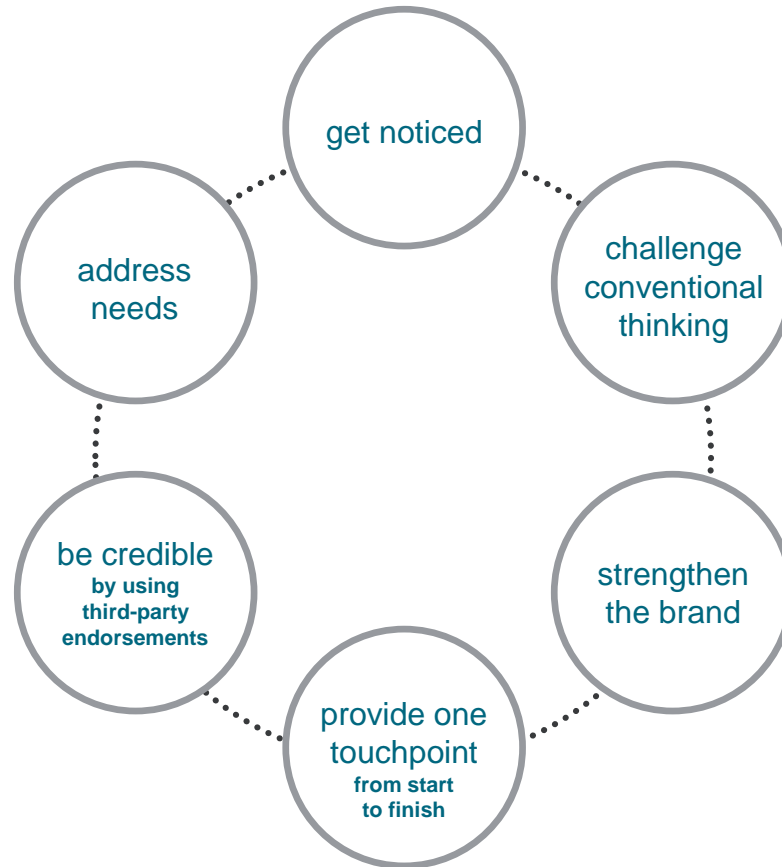
C-Suite executives are **disregarding traditional marketing efforts**

The key is to **offer them something they can't get elsewhere—**relevant content

C-Suiters are constantly looking for **fresh ideas from outside sources**

**Content is the “new creative”** that gets C-Suite attention

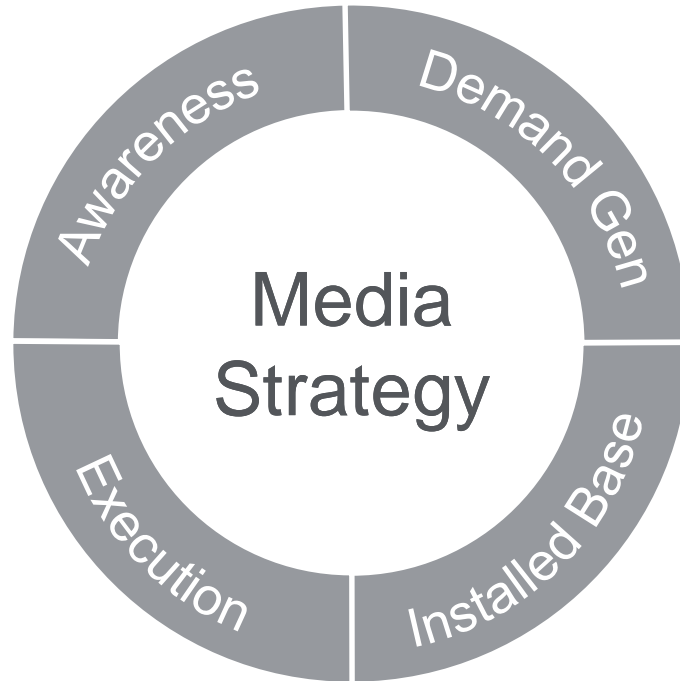
A successful content strategy must:



# Media Strategy

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When purchasing media, it is important to consider these steps:



## Step 1

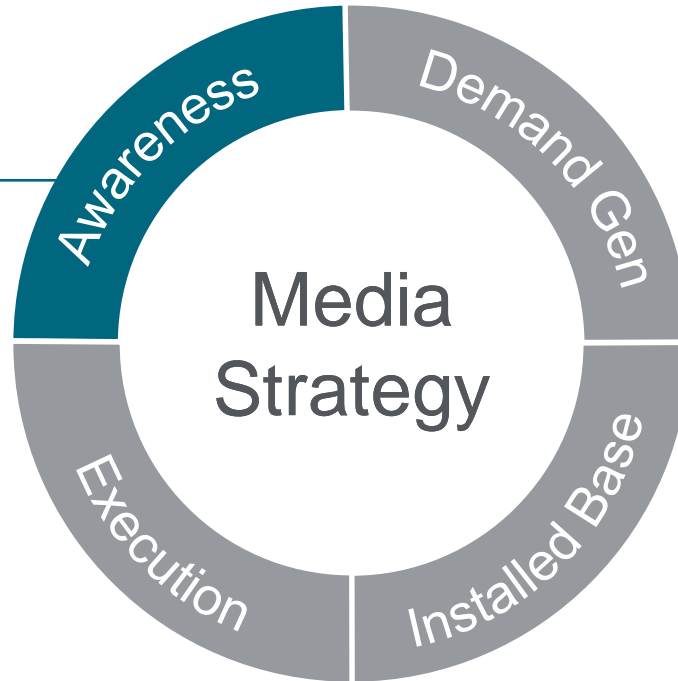
### Media

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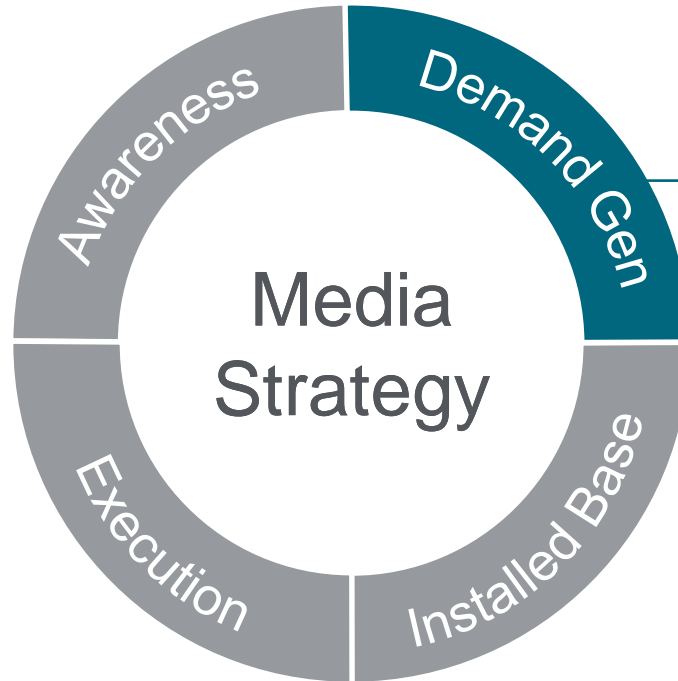
**C-Suite:** Split plan between technical publications/sites and business publications/sites. Focus on CIO/CISO/CSO sites and business sites.

Consider high visibility activities such as print and digital signage. Provide 3<sup>rd</sup> party content to validate messaging.

**Operations:** Disruptive digital campaign including mobile and social.



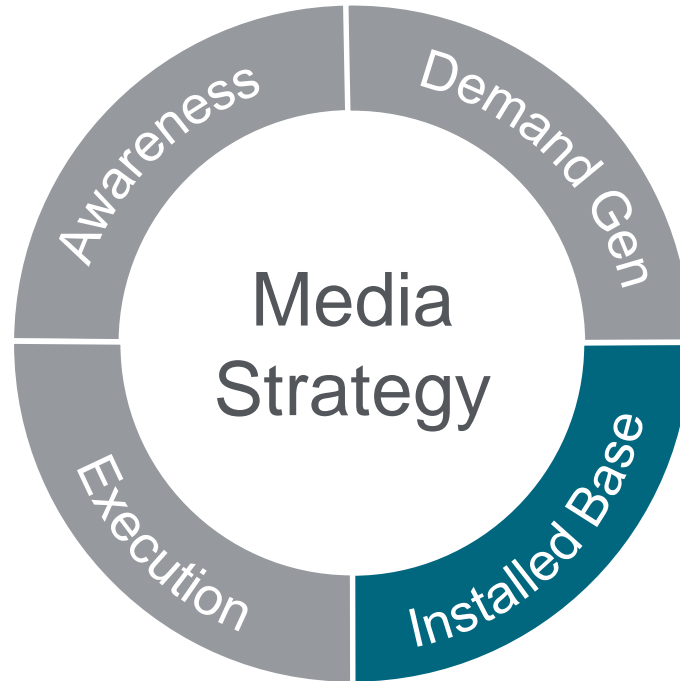
## Step 2



Develop and promote extensive content library hosted on 3rd party sites to support current consumption trends.

Implement nurture stream communications plan.

### Step 3

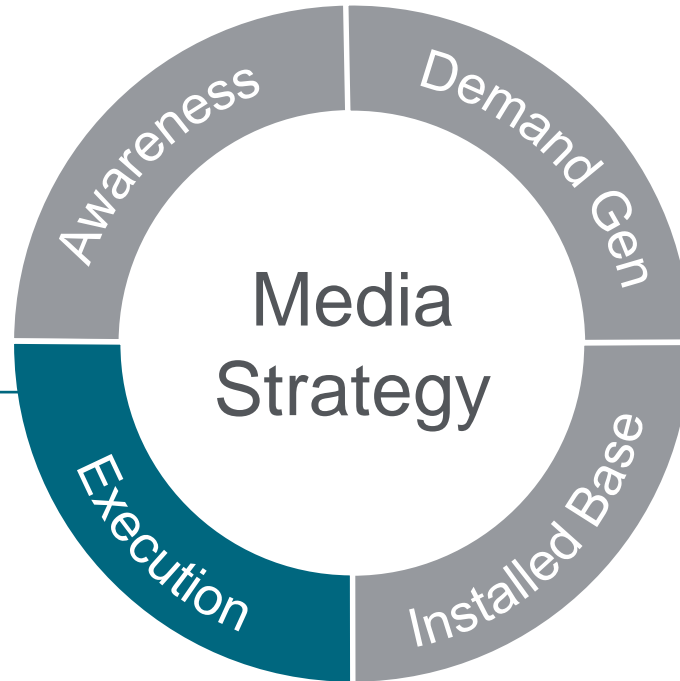


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Target by product  
installation, account name,  
competitive products.



## Step 4



Leverage the flow of the implementation plan to avoid serving up multiple conflicting messages. Awareness components must be sequential and integrated.

# Implementation Overview

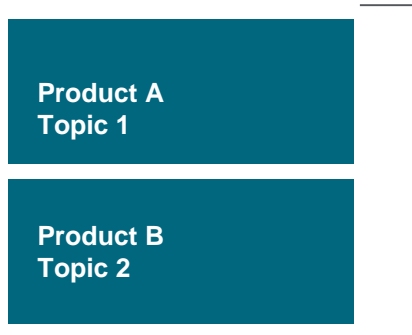
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### Campaign Includes Multiple Messaging Opportunities

Each topic highlights a unique content asset allowing a prospect to consume the content in varied environments.

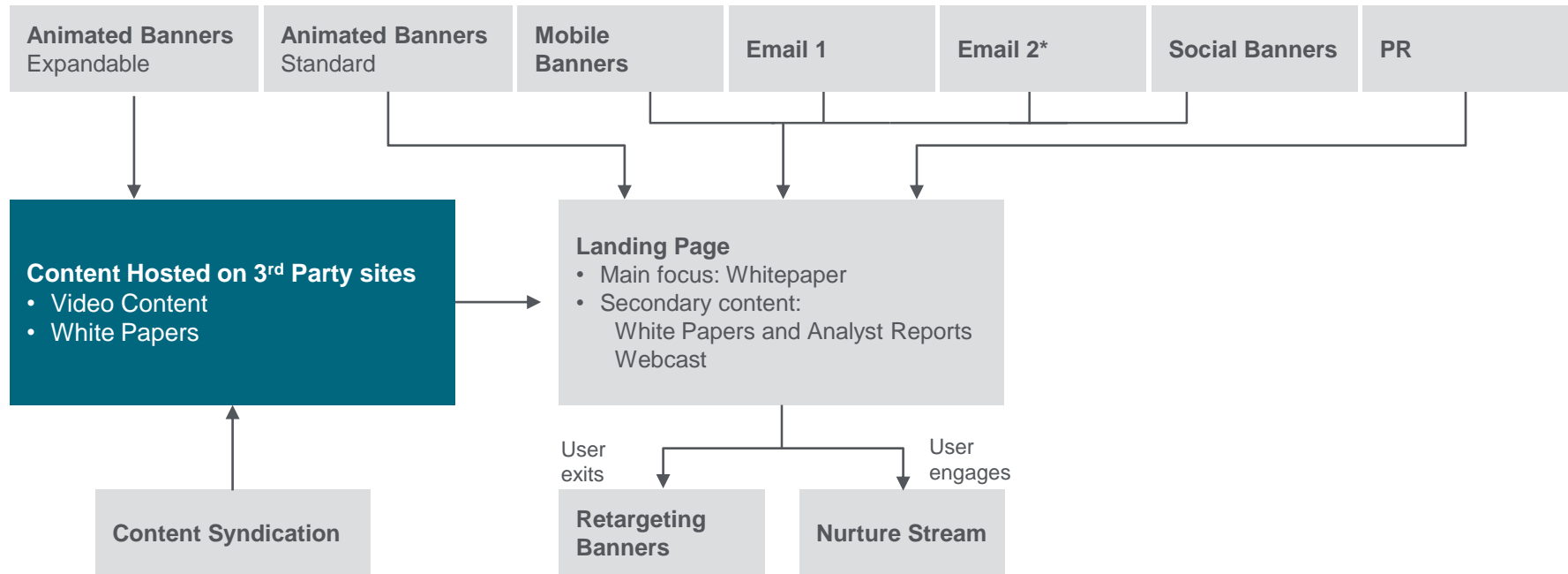
#### **Umbrella Campaign Theme**

Applied to two unique topics



- Media for a given topic should run for 30-60 days.
- Media to C-Suite should include a 50/50 split by campaign.
- Media to Tier 2 targets should include a 50/50 split by campaign where there is overlap. Media targeting Tier 2 titles should also include stand alone buys as appropriate.
- All assets require tracking urls to be embedded prior to launch, contact your Web team for custom links.

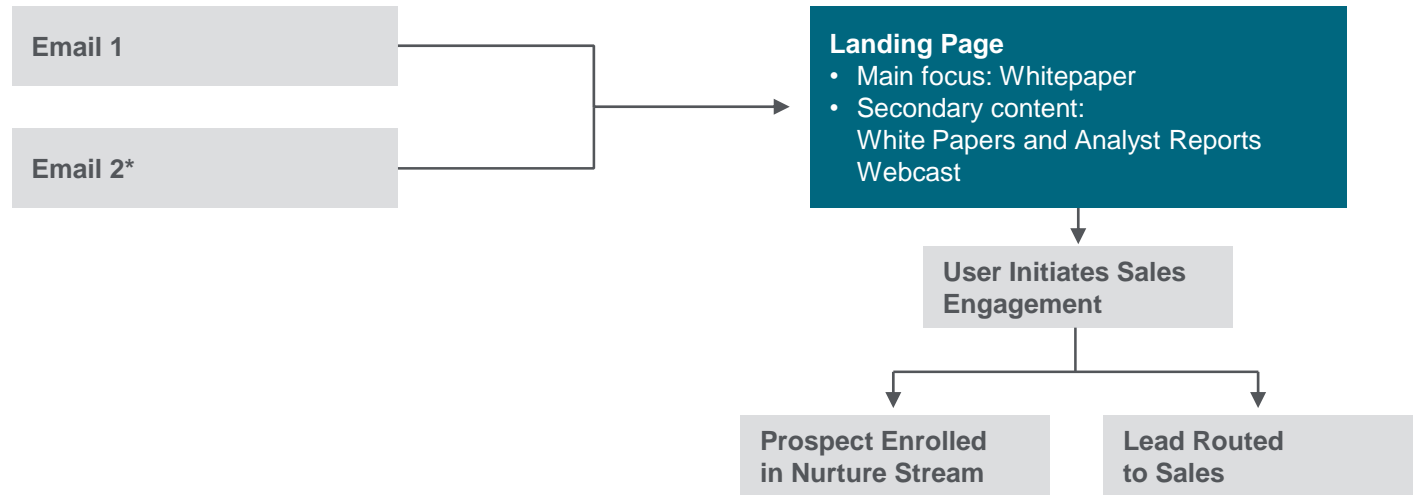
# DIGITAL FLOW OVERVIEW



\*Email goes to non-responders.

## Deeper Dive Into Flow: Installed Base

Emails send prospects to landing page. Follow up email sent once prospect engages in nurture stream.



\*Email goes to non-responders.

# TIMELINE (SAMPLE)

## Continue existing activities

### 30 days

#### Campaign Launch/Pilot

Program Launch  
Content & Creative Run  
4 Weeks

#### Refine Based on Results

Online banner placement can be adjusted as early as one week in.  
Emails: Test subject lines

### Next 30 days refine creative

Launch asset you have yet to deploy or Message B Test new placements based on first 30 days 4 Weeks

Capture complete results

### Next Quarter: Refresh & Add New Assets

Message II Creative  
Content & Creative Run  
4 Weeks