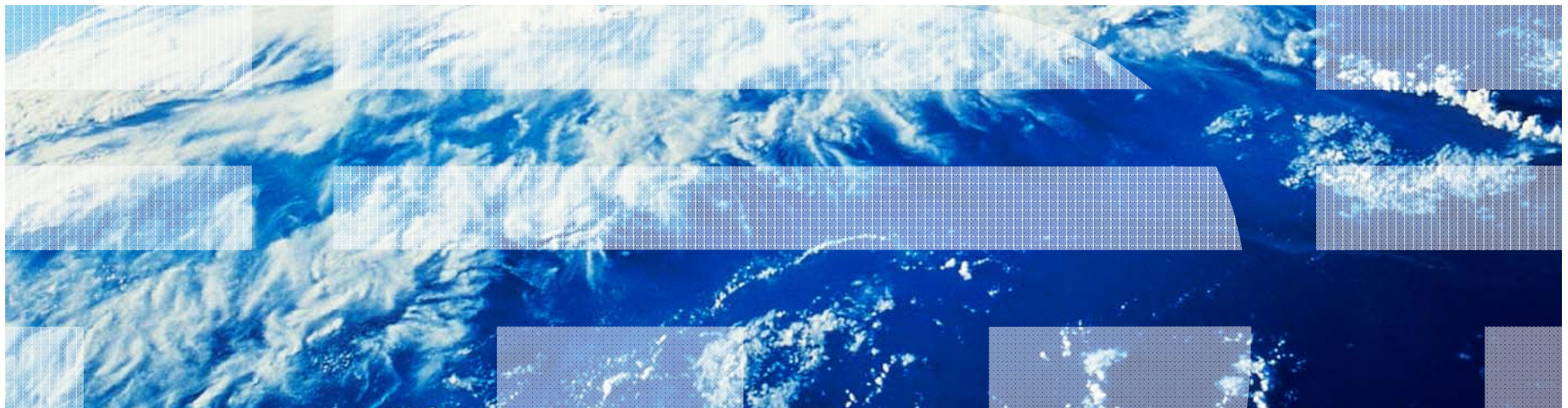




Business-to-Business Marketing in a global, hi-tech corporation



Agenda

Get into the B2B frame of mind

Work from a marketing framework

Integrate the moving parts

Adapt and communicate globally

Get into the B2B frame of mind - audience

- Different audience
 - Your parents..!
 - Multiple decision-makers, multiple roles
 - Large enterprise / mid-market



- Different addresses
 - Mail room
 - Screeners, delegation
 - HQ location / local office
 - Mail, e-mail, phone, web



- Different tenure
 - Normal job movement
 - Down-sizing, out-sourcing



Get into the B2B frame of mind - offerings

- Different offerings
 - Things you've never bought
 - Technical, products + services
 - Multi-location



- Different price point
 - Negotiation
 - Financing



- Different time-frame
 - Demonstration
 - Proof of concept
 - Technical Review Board
 - Executive approval



Agenda

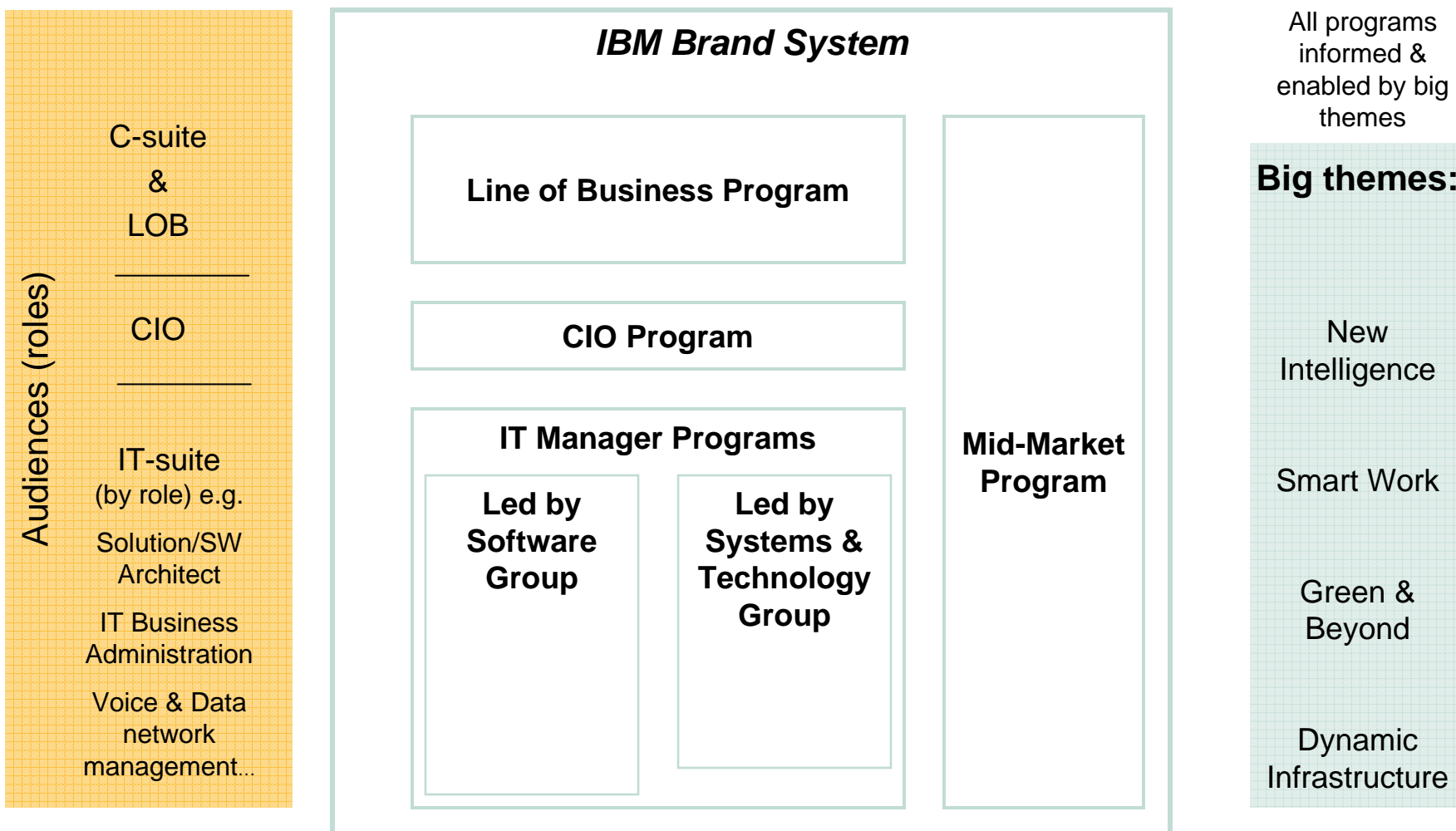
Get into the B2B frame of mind

Work from a marketing framework

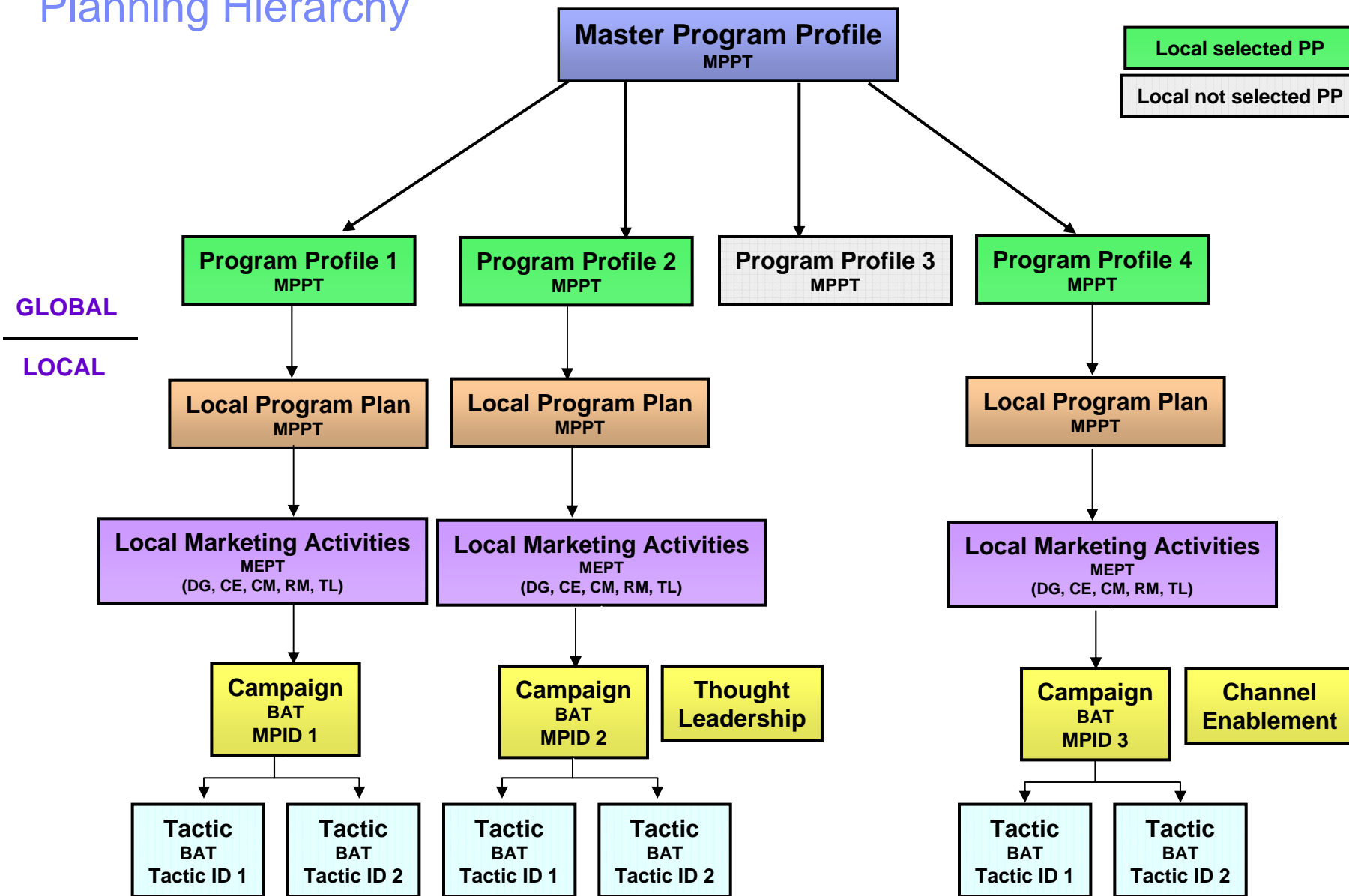
Integrate the moving parts

Adapt and communicate globally

Marketing Framework example



Planning Hierarchy



Agenda

Get into the B2B frame of mind

Work from a marketing framework

Integrate the moving parts

Adapt and communicate globally

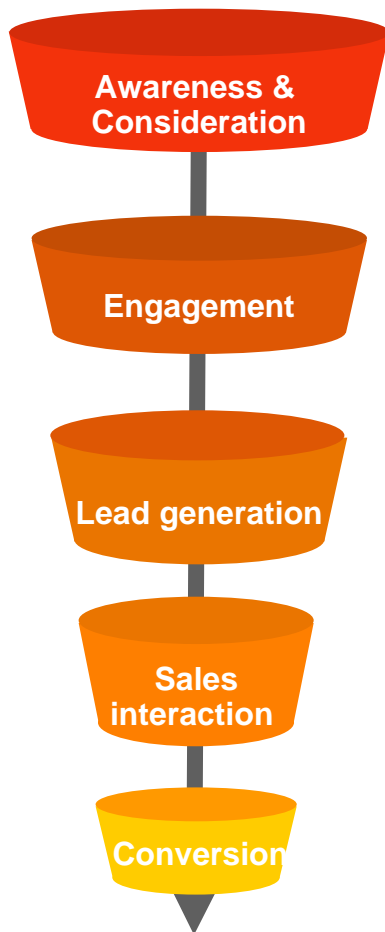
Integrate the moving parts

- 360 marketing plan
- C-Suite welcome package
- Events with e-nurture
- IBM Global CEO Study
- advertising
- PR
- market research
- social media
- web
- paid search & SEO
- video
- events
- e-literature / collateral
- e-nurture
- Response & lead management
- Sales
- Sales enablement
- alliance partners

360 Marketing Plan

Thought Leadership

Solutions



Social Media



Corporate website



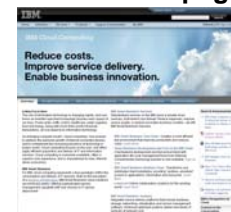
TV Spot



Client Videos



Solution web pages



Print ad



Speakers' Bureau



Client Briefing Kit (Presentations, Speaker notes, invites)



Client Letter



Webcasts



Client References



Interactive Case Studies



Online Assessment



Integrate the moving parts

- 360 marketing plan
- **C-Suite welcome package**
- Events with e-nurture
- IBM Global CEO Study

Executive Welcome Pack

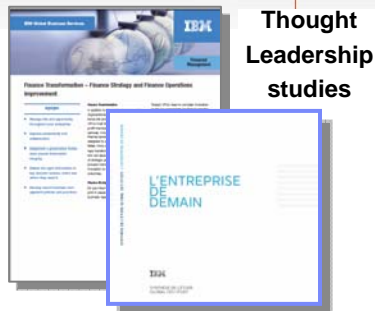


Dossier fermé

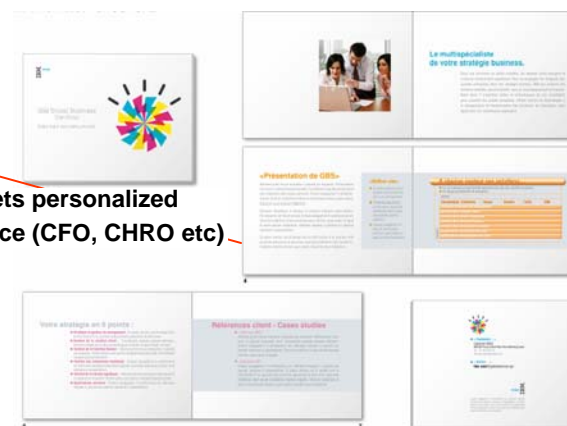


Congratulations letter
Personalized and signed by
the GBS Partner in charge of
the industry

Christofle silver
tray to put
business cards



Thought
Leadership
studies



booklets personalized
by audience (CFO, CHRO etc)

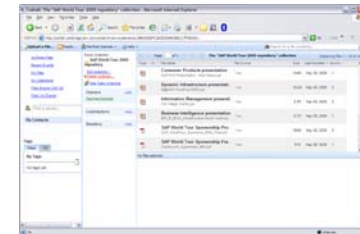


Integrate the moving parts

- 360 marketing plan
- C-Suite welcome package
- **Global events with e-nurture**
- IBM Global CEO Study

Global events with e-nurture follow-up

- IBM was a global sponsor of an alliance partner's event series
 - 42 countries spanning every geography
- Execution facilitated by a pre-event conference call for each country
- An on-line event repository provided easy access to and reuse of:
 - IBM booth messages
 - breakout session and booth presentations
 - design guidelines
 - video files, collateral, etc
- eNurture e-mails sent post-event to contacts from 9 of these events
 - a series of four e-mails
 - in English
 - Content of each e-mail stream was the same
 - Timing for each e-mail stream was different
 - As close to end of event as possible



Global events with e-nurture follow-up - results

- Events results
 - Over 26,000 attended (14,400 customers)
 - 52 IBM breakout sessions
 - 1800+ contact forms collected
 - 184 leads with a 26% conversion rate to wins

- E-Nurture results shown at right – the best Click to Open rate was from Romania!

- Each e-mail header
 - had a different graphic
 - was clickable
 - most had a call to action in the header

- Copy drove to existing web content that expanded the event messaging.

- Each e-mail was signed by a local sales manager and reply e-mail address provided

Location	Opened Rate	Click To Open Rate
South Africa		
Belgium		
Singapore		
UK		
Philippines		
Chicago		
San Jose		
Romania		
New York		
Total	26.1%	19.2%
Benchmarks	20 - 25%	20 - 30%

Integrate the moving parts

- 360 marketing plan
- C-Suite welcome package
- Global events with e-nurture
- **IBM Global CEO Study**

The 2008 IBM Global CEO Study builds on the strong momentum created by IBM's premier business research

2004
Your turn!

Key Findings

- Revenue growth is the number one priority
- Responsiveness is a new key competence
- Improving internal capabilities is a first step toward growth

2006
Innovation

Key Findings

- Business model innovation matters
- External collaboration is indispensable
- Innovation must be orchestrated from the top

2008
The Enterprise of the Future

- A new cycle is launched with key findings on changes in the value chain -- from customers to global integration -- and the business model innovation necessary to respond

456 personal CEO interviews

765 personal CEO interviews

1130 personal CEO interviews

The full report will be supported by a core enablement pack, including the executive summary, presentations and translations

Full POV Report (76 Pages)



Printed Copies
Shipped Worldwide for Launch

Translations



- 10 Translations**
- Castilian Spanish
 - Brazilian Portuguese
 - German
 - Italian
 - Traditional Chinese
 - Simplified Chinese
 - Korean
 - French
 - Japanese
 - Russian

Full Findings POV (70 slides)



Executive Summary (30 Slides)



Elevator Pitch (15 Slides)



Executive Summary (8 Pages)



Print On Demand

To support a deeper dialogue with our clients we have developed a model for Building the Enterprise of the Future....

Where is your client today?

Building the Enterprise of the Future						
	HUNGRY FOR CHANGE	Ad hoc and reactive change	Project driven change	Change portfolio and program	Anticipating and proactive change	Change becomes the strategy
	INNOVATIVE BEYOND CUSTOMER IMAGINATION	Customer intelligence	Customer information transparency	Two-way customer interaction	Customer collaborative development	Expanding customer aspirations
	GLOBALLY INTEGRATED	Exploring global opportunities	Driving specific global initiatives	Building global capabilities systematically	Global centers of excellence	Global enterprise innovation
	DISRUPTIVE BY NATURE	Exploring Business Model Innovation opportunities	Experimenting with BMI	Implementing BMI initiatives	Multiple BMI strategies	Radical and pervasive BMI
	GENUINE, NOT JUST GENEROUS	Regulatory compliance	Strategic philanthropy	Values based self-regulation	Efficiency through CSR	CSR as growth platform

[Reference the complete detail of the maturity model in the full findings presentation for the Global CEO Study – available on w3](#)

The CEO Study Assessment Tool will allow companies to compare themselves against the CEO study 1,130



- **Key features**
 - Benchmarks responses against 1,130 CEO Study participants by industry and geo
 - Provides insight and recommendations based on capabilities in 5 key “Enterprise of the Future” traits

- **How to use it**
 - Self-assessment on ibm.com
 - Creates benchmark report
 - Client workshop as discussion starter
 - Stand Alone - Kiosk
 - Large conferences
 - Client events

These core “off-ramps” of the CEO Study dialogue, are supported by a full set of enablement and sales materials

Offering Profiles (one pager)

- Messaging alignment to CEO Study
- Offering Overview
- Differentiators
- Client Benefits
- Key Contacts
- Client Examples

Offering Deep Dives (5-7 Pages)

- Client Implications
- Key Questions
- Value Proposition
- Full Contact Details
- Client References

w3 Offering Page

Sales Materials

Other key marketing assets...

Flash Trailer (Static and Looping Versions)



Direct Mail Kit (Hi and low impact mailers ready by May 30)

3.0 EVENT STRATEGY & GUIDANCE
3.4 Creative Execution

IBMDENTWAVE:
DATE:
TIME:
LOCATION:

Discover the Enterprise of the Future
"Over the next 10 years we will see more change than we have had over the past 10 years" - CEO, IBMers Changing IBM's reputation with generative content
IBM CEO's 10 nations, 20 industries, 200+ insights
Learn what more than 1,000 of your colleagues and leaders think about the future of business, and how they're handling an increasingly complex global marketplace.
How will the Enterprise of the Future evolve? What will your business look like in five years, or even ten? What are your colleagues' top concerns and strategies for success? Don't be a winner for yourself.

Save the Date

Direct Mail Invitation

Download IBM EVENT NAME

TALKING BUSINESS CHANGE IS HAPPENING IN IT



Screensaver (long and short versions)



Shareholder Insert (sent in May to 500,000 shareholders)

What will the Enterprise of the Future be like?

What will your business look like in five years, or even ten? While we don't have a crystal ball to provide all the answers, IBM's Global CEO Study will shed light on what the future may hold.

Through interviews with over 1,000 business and public sector leaders worldwide, the IBM Global CEO Study will provide new and compelling perspectives on strategic issues such as global integration, new and changing customer groups, and business model innovation — facing organizations of all sizes.

Only those organizations that understand and prepare to address the new realities of the integrated market will be able to harvest its full potential.

Register now for your copy of the IBM Global CEO Study
ibm.com/gbs/studyrequest

"Future of" Podcast..



ibm.com users can register to receive a copy of the CEO Study or take the online CEO Study Assessment

United States [change]

Home Solutions Services Products Support & downloads My IBM

Welcome [IBM Sign in] [Register]

1,130 CEOs 45 COUNTRIES 32 INDUSTRIES
THE IBM GLOBAL CEO STUDY "THE ENTERPRISE OF THE FUTURE"

STOP TALKING START DOING **IBM**

What will the Enterprise of the Future be like? What will your business look like in five years, or even ten? While we don't have a crystal ball to provide all the answers, IBM's Global CEO Study will shed light on what the future may hold.

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[Register now for your copy of the IBM Global CEO Study - The Enterprise of the Future](#)

[Benchmark your organization by taking the CEO Study quick assessment](#)

Please tell us about yourself

Salutation: Select one:

* First name:

Middle initial:

* Last name:

* Company / Organization name:

Job title:

* Street address:

Street address 2:

* City:

* State/province:

* Zip/postal code:

* Country: Select one:

Phone:

* E-mail address:

Global CEO Study: The Enterprise of The Future

QUESTIONS BENCHMARKS MATURITY & INSIGHTS NEXT STEPS

QUESTIONS SECTION: Perspective on Change

11 What are the three most important external forces that will impact your organization over the next 3 years?

- Market factors
- Globalization
- Macro-economic
- Technological factors
- Geopolitical factors
- People skills
- Environmental issues
- Regulatory concerns
- Socio-economic
- Budgets
- Other

NEXT

Agenda

Get into the B2B frame of mind

Work from a marketing framework

Integrate the moving parts

Adapt and communicate globally

Adapt and communicate globally – adapt for the client / prospect

- Adapt the marketing assets you create

- Translation
- Localization
- Web domain



- The web is always global

- Response management
- Offer delivery
- Lead development



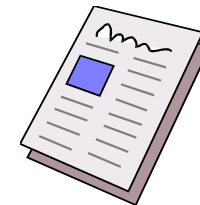
- Maintain high-level brand consistency

- Guidance package
- Templates
- Creative “cookbooks”
- Global agencies



Adapt and communicate globally – communicate to local teams

- Know the players, and how & when to reach them
- Understand local business priorities
- Communicate and distribute the marketing assets you've created
 - Use Collaboration tools, internal newsletters, e-mails with links
- Bridge language barriers
 - Simple, clear English
 - Avoid idioms, slang, sports analogies, “US-uming”
 - Written vs. oral



Summary

Business to Business is different from Consumer or Membership marketing

A marketing framework can bring order to the complexity

Integrated marketing drives results you can measure

B2B today requires thinking globally

[New Intelligence video](#)

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 - www.ibm.com/smarterplanet
 - www.ibm.com/engines (mid-market)