

A photograph of a modern office building with large glass windows. Inside the building, three people are visible: a man in a yellow shirt, a woman in a red top, and another person in a light-colored suit. The building is situated in an urban environment with other structures visible in the background.

**overdrive**

Finding new business for your business

# **Quick Start Marketing Automation**

**Planning and launching nurture campaigns now!**

**Presented By**

**Harry J. Gold**

**CEO, Overdrive Interactive**

## About Overdrive Interactive

- Overdrive helps companies compete and win in today's digitized marketplace
- Integrate:
  - Planning and creative
  - Search marketing (seo/sem)
  - Social media marketing
  - Online media (banner/display)
  - Marketing automation
  - Content development
  - Website and application development
  - Offline advertising and marketing



**2010 MITX**  
Interactive Agency of the Year

## B2B Digital Marketing/Lead Gen Leaders



EMC<sup>2</sup>



software AG



Pega<sup>®</sup>  
Pegasystems Inc.



skillsft



IBM<sup>®</sup>



VCE



unica



PROGRESS  
SOFTWARE



Akamai



Rocket<sup>®</sup>



Authoria



SECURELOGIX<sup>®</sup>  
CORPORATION



RSA



COGNOS<sup>®</sup>



Entrust<sup>®</sup>  
Securing Digital Identities  
& Information



TRIZETTO<sup>®</sup>



DOWJONES



PRIMED<sup>®</sup>  
KNOWLEDGE THAT TOUCHES PATIENTS<sup>™</sup>

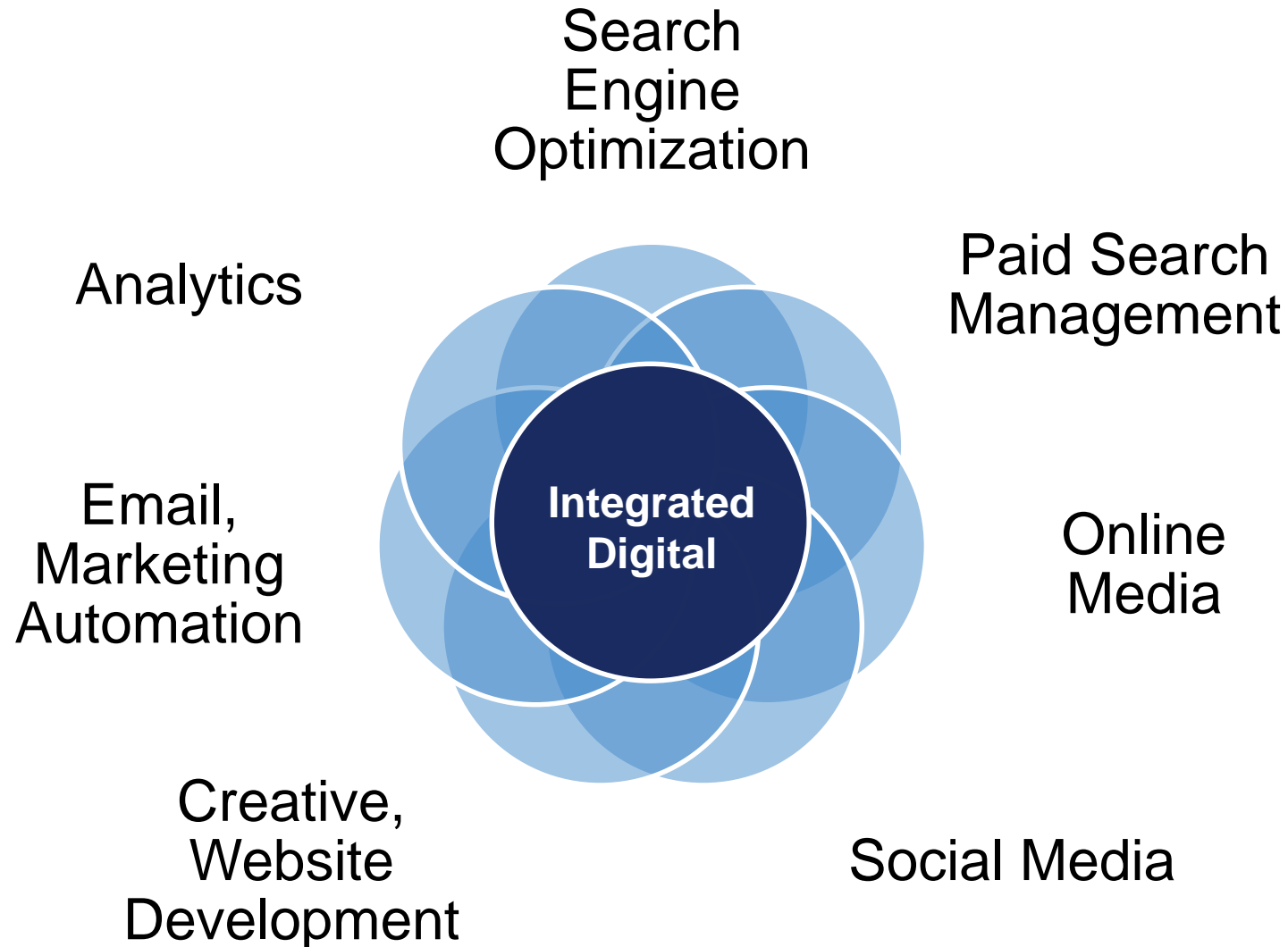


imprivata<sup>®</sup>



ARRIS

# The Digital Lines Are Blurring



# Brand

## Drive

### Search Engine Marketing

- Organic
- Paid
- Online PR/Linking

### Online Media

- Sponsorships
- Banner Campaigns
- Product Listings
- Email/RSS Feeds
- White Paper Syndication

### Social Media

- Social Networks
- Content Channels
- Blogs

## Capture

### Site Network

Main and Mini Sites



### Landing Pages

Data Capture  
Applications and  
Incentives



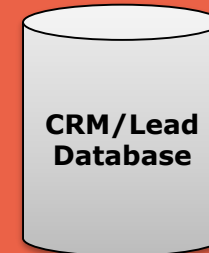
Webinars/  
Trade Shows

Call Centers

## Convert

### Database

Marketing Automation/Nurture



- Telemarketing
- eAlerts
- Social/Viral
- Direct Mail

### Sales Team



### Sales Materials



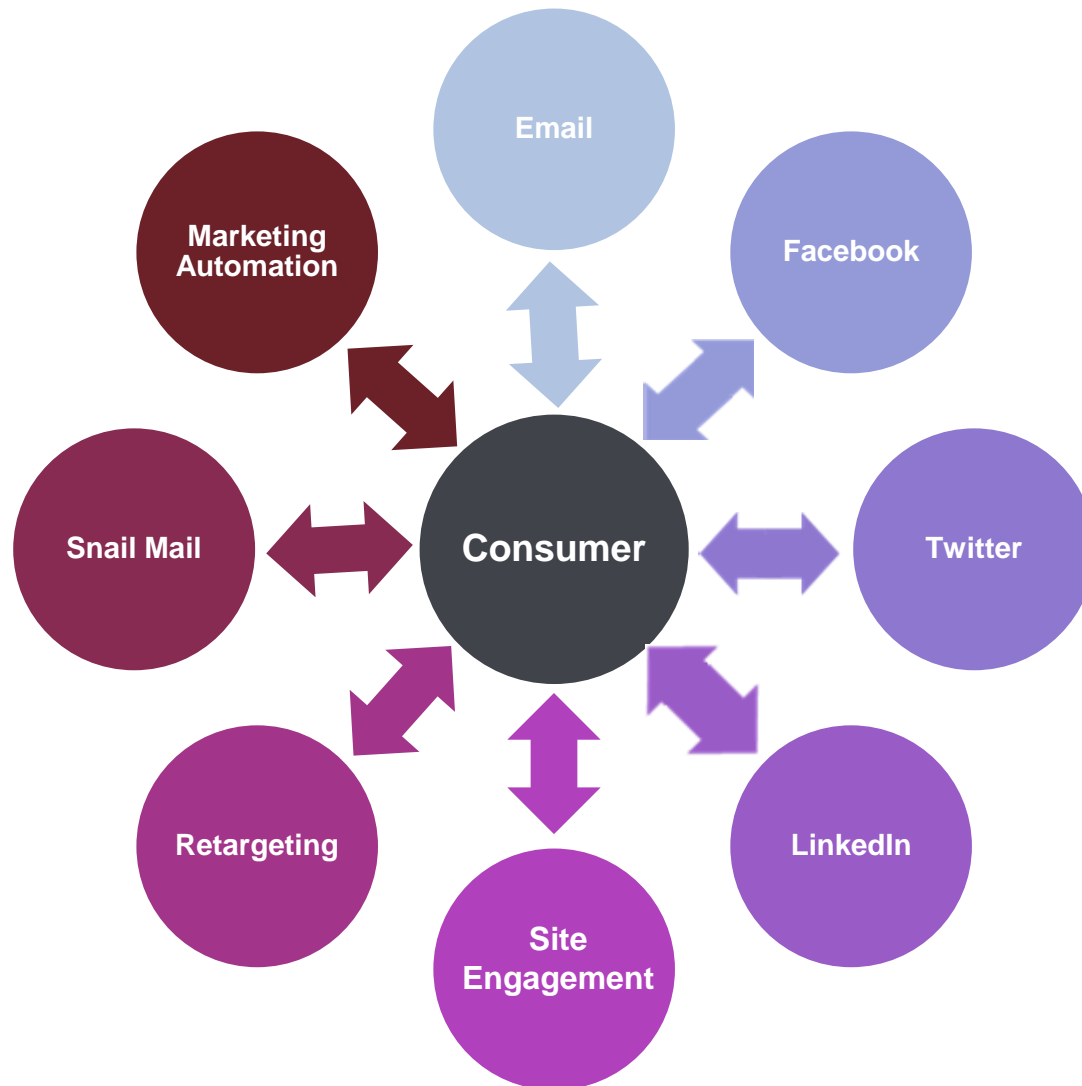
## Optimize

Track, Report and Respond

# **Use Digital to Create The Brand Embrace**

# The Brand Embrace is....

## Sum Total of Consumer Connections



## A Few Marketing Automation and CRM Platforms

The logo for act|on features the word "act" in blue and "on" in green, separated by a vertical bar. The "o" in "on" is stylized to look like a power button.The logo for ELOQUA is the word "ELOQUA" in a bold, red, sans-serif font.The logo for aprismo features a red swoosh above the word "aprismo" in a grey, sans-serif font, followed by a registered trademark symbol.The logo for Marketo features a purple bar chart icon above the word "Marketo" in a bold, italicized, dark grey font, followed by a registered trademark symbol.The logo for salesforce.com features the text "salesforce.com" in a grey, sans-serif font, with the tagline "Success On Demand." in red below it, preceded by a red "S" icon.The logo for salesforce pardot features the word "salesforce" in a grey, sans-serif font inside a blue cloud shape, with the word "pardot" in a blue, sans-serif font below it, followed by a trademark symbol.

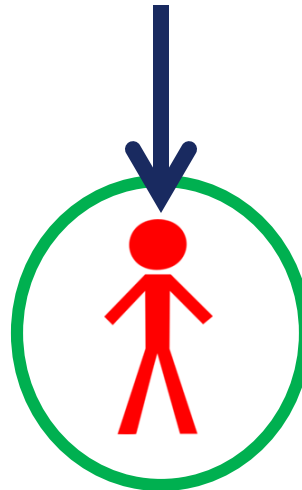


# Marketing Automation

## Capturing, Cookie-ing, Profiling and Scoring Prospects

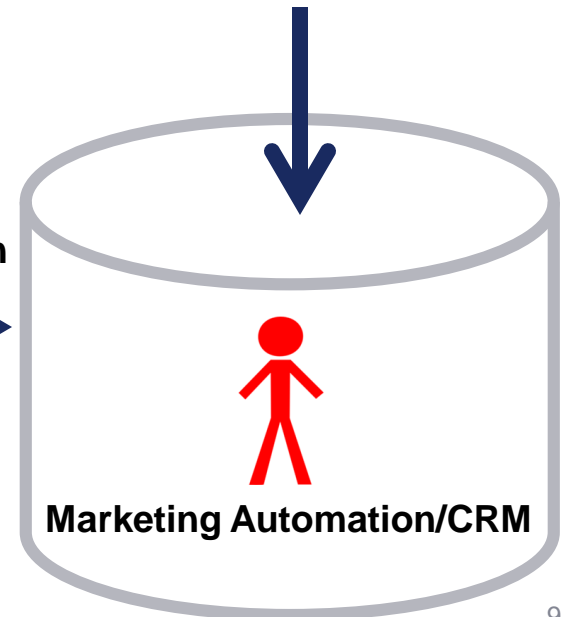


Prospect visits a site, a cookie is set on their browser, they fill in a lead gen form and then their data (along with details of their site visit) is added to the marketing automation system. Finally, cookie data and CRM data are linked and leads are segmented and scored.



Cookie Set on Browser

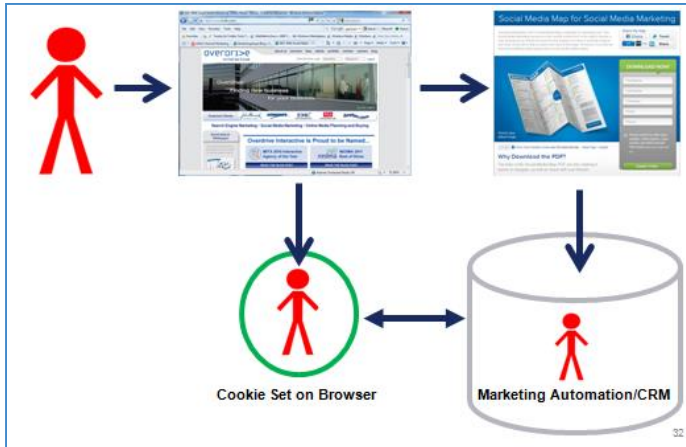
Scoring & Segmentation



Marketing Automation/CRM

# Marketing Automation

## Triggered Events: Auto Replies

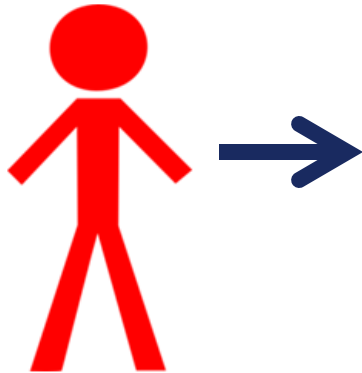


**System can now kick out immediate and customized auto replies including email, direct mail and alerts for sales people to call the prospect.**

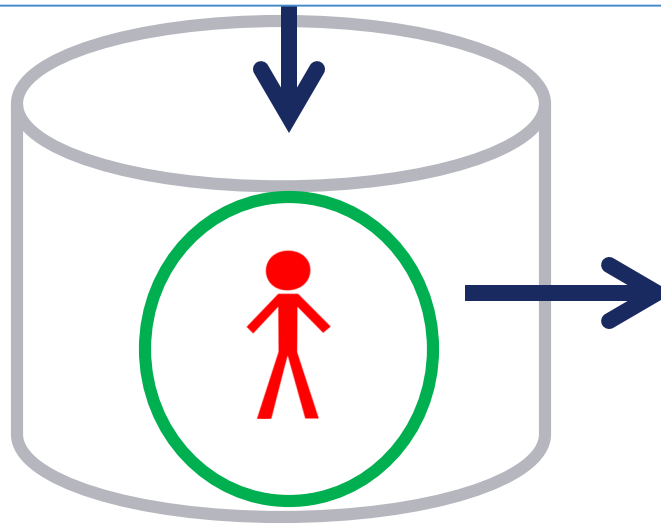
- Targeted/relevant
  - Email
  - Tele-sales
  - Direct Mail via Print on Demand

# Marketing Automation

## Triggered Events: Repeat Visitor



**System Recognizes Cookie and Prospect**

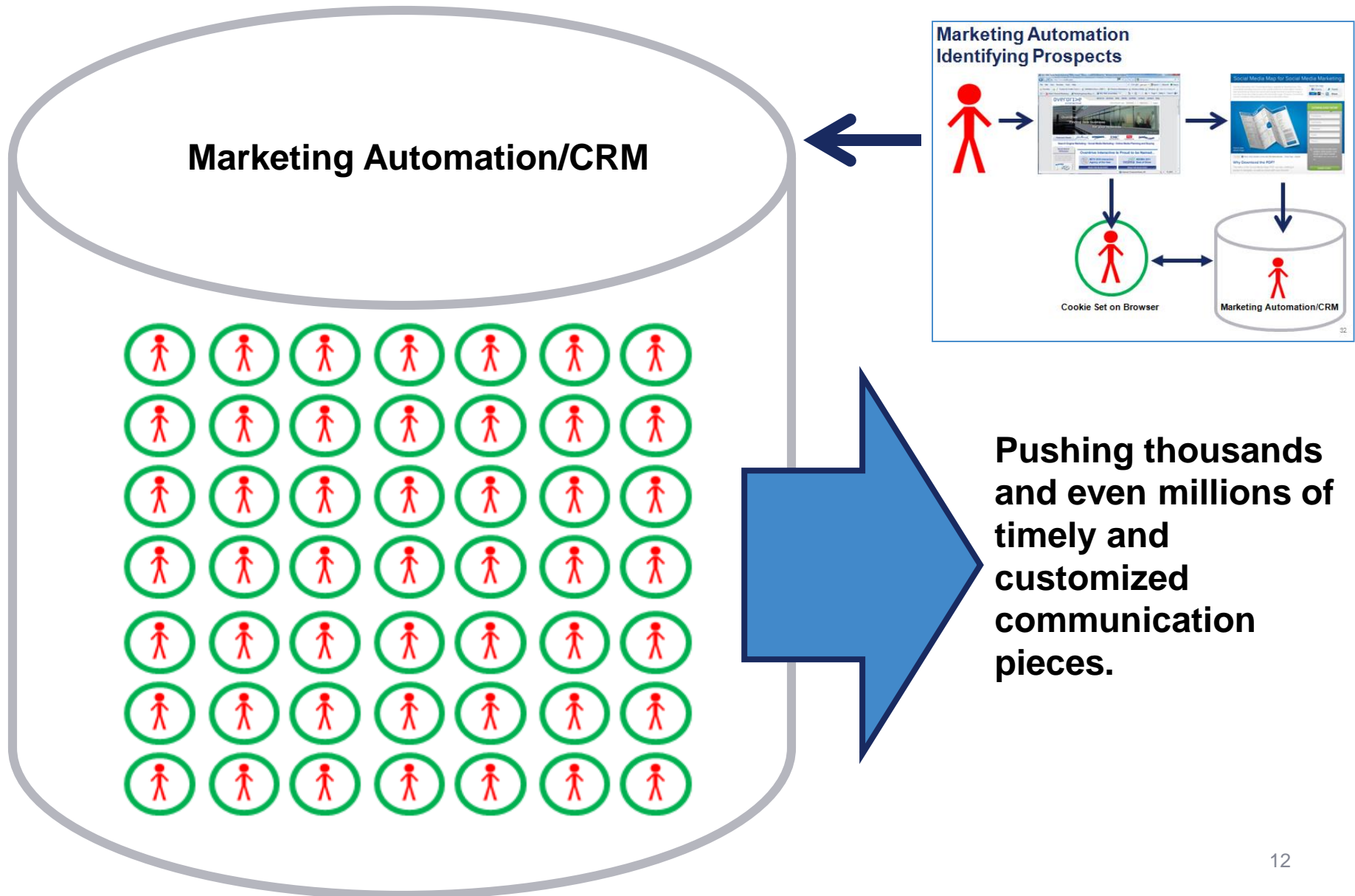


Upon subsequent visits to the site, the system recognizes previously identified prospects and can trigger customized email, direct mail and telephone communications.

- Email
- Tele-sales
- Direct Mail via Print on Demand

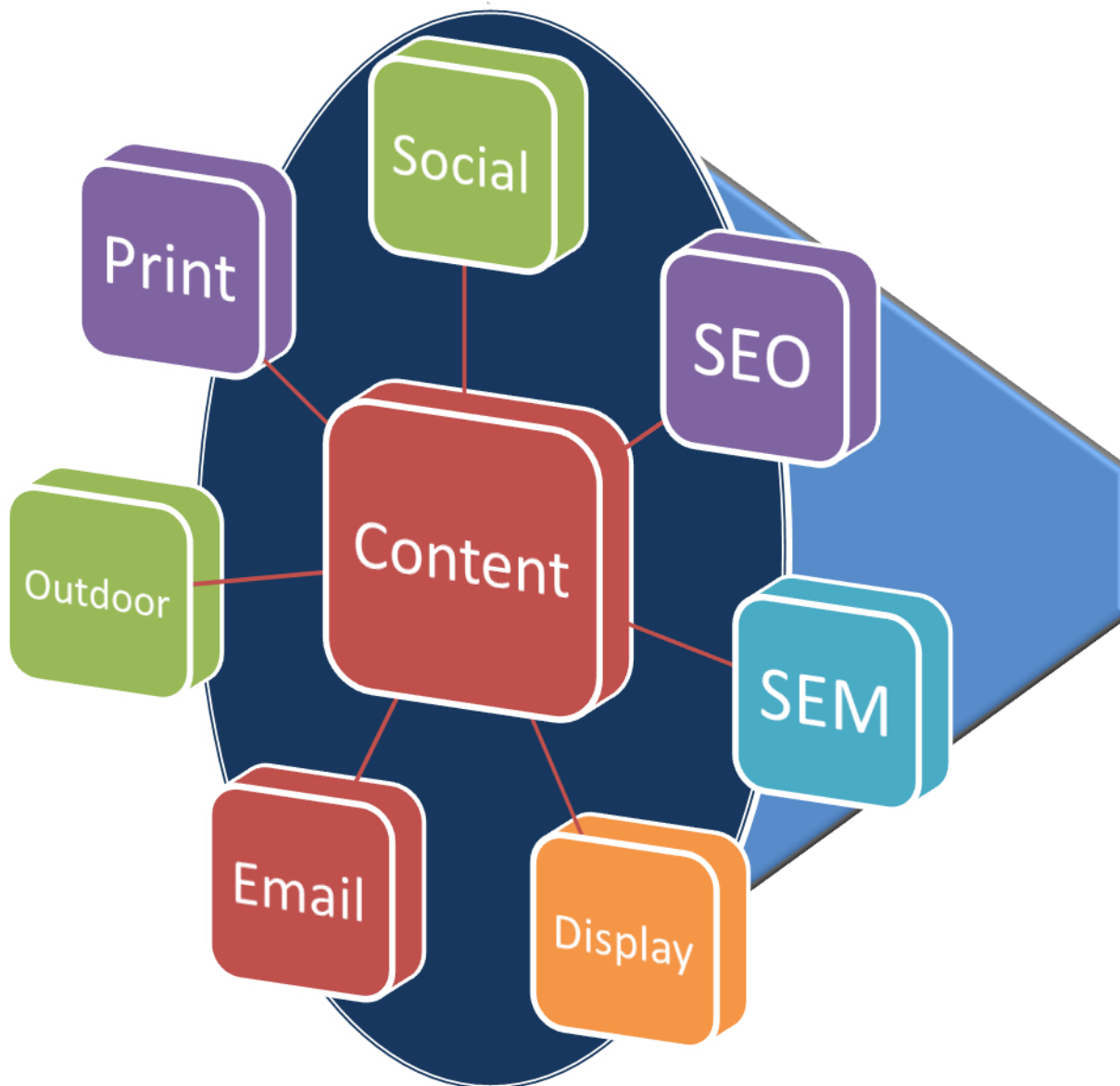
**Marketing Automation/CRM**

# Marketing Automaton Channel Growth



# Triggered Events and Nurture Campaigns

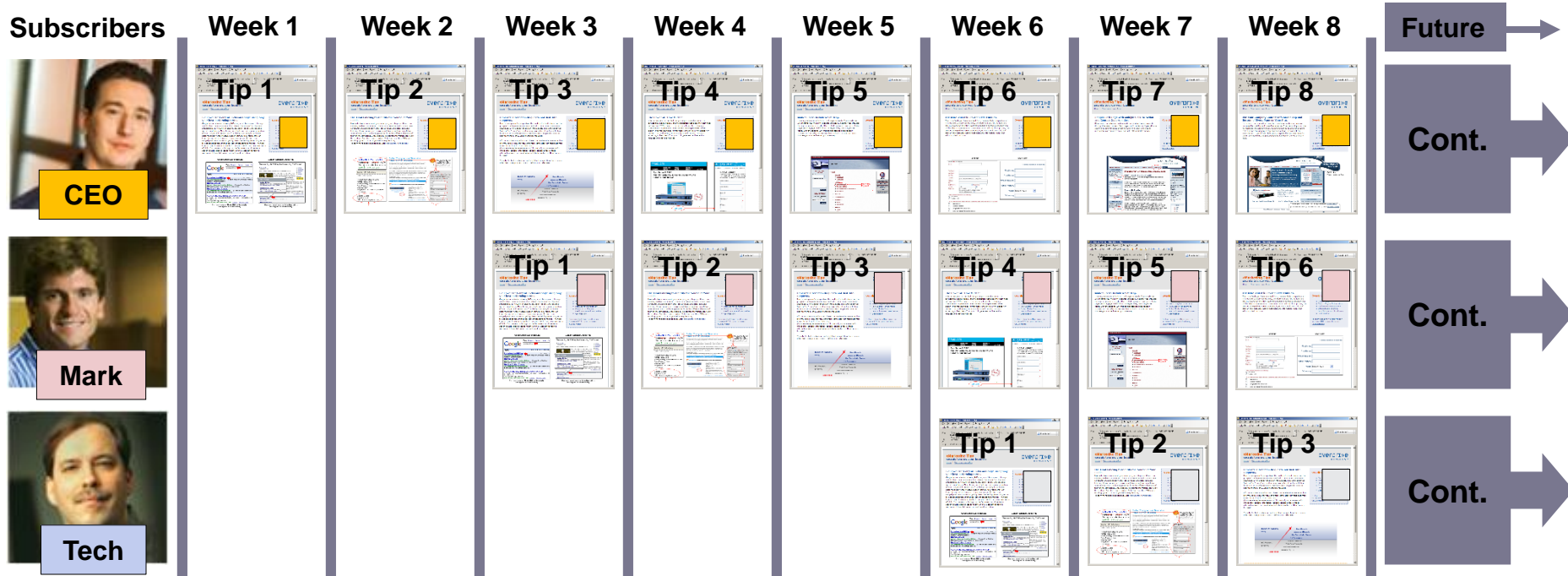
# Convert Inbound Traffic to Outbound Nurture



**Marketo®**  
**Nurture  
Campaigns**

- Email
- DM
- Sales

# Simple Drumbeat Nurture Campaign Tips with Title Personalized Offers



- Automated: set it and forget it (well sort of)
- No wasted content: no scrambling for what to send next
- Customized: personalized content and/or relevant offers
- Timely: start getting it right after they interact with your site/brand

# Nurture ROI Optimization

- Assumptions: average customer value \$50,000 per year

Improvement	Trial	Trial CVR	Leads	CVR	Opps.	CVR	Revenue	Renewal Rate	2 Year Revenue	Inc. Rev.	%
Benchmark	20,000	33.0%	6,600	20%	1,320	10%	\$6,600,000	50%	\$9,900,000	N/A	N/A
10% Improvement	20,000	36.3%	7,260	22%	1,597	11%	\$8,784,600	55%	\$13,616,130	\$3,716,130	38%
20% Improvement	20,000	39.6%	7,920	24%	1,901	12%	\$11,404,800	60%	\$18,247,680	\$8,347,680	84%
30% Improvement	20,000	42.9%	8,580	26.0%	2,231	13.0%	\$14,500,200	65.0%	\$23,925,330	\$14,025,330	142%



- Evaluate all nurture steps and assets at funnel escalation conversion points including:
  - Scoring and segmenting, pain-point and messaging, content and offers
  - Email, site calls to action, call scripts, direct mail
  - User flow, timing, frequency and cadence



**You know you  
want it!**

# Current Situation

- Most large companies have:
  - Implemented some kind of marketing automation platform
  - Hired a platform administrator (tech savvy person)
  - Understand the need to improve their nurture process
  - Want to improve their nurture process
- Situation
  - Only taking advantage of a small portion of marketing automation tactics
  - Still doing batch and blast email
  - Experiencing declining ROI from batch and blast
  - Cannot get nurture campaigns off the ground
- Barriers
  - Don't know where to start but want to go from 0 to 100 mph right away
  - Underestimate the volume of creative assets required
  - Underestimate the value of good creative in the process that drive results

## Solution: Quick-Start Nurture Campaigns

- Don't overthink it – do it!
- Start with the obvious
- Focus where volume and value lives:
  - High frequency events: auto-replies, form fills, repeat visits
  - High value leads: decision maker titles, target accounts
  - High volume databases: cold leads
- Don't feel like things have to be too complex – some communication is better than no communication (as long as the creative is good!)

# Solution: Quick Start Nurture Campaigns

## Triggers

- Trial
- Asset
- Return
- Manual
- Drumbeat

## Segment

- Persona/Pain
- Score/Stage
- Vertical/Horizontal
- Product/Service
- Geography

## Create

- Sequence/Plan
- Msg./Offers
- Emails/CTAs
- Landing pages
- Call scripts/DM

## Launch

- Implement
- QC
- Train
- Track/Report
- Optimize

# Quick Start Nurture Campaigns: Triggers

## Triggers

- Trial
- Asset
- Return
- Manual
- Drumbeat

## Segment

- Persona/Pain
- Score/Stage
- Vertical/Horizontal
- Product/Service
- Geography

## Create

- Sequence/Plan
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- Emails/CTAs
- Landing pages
- Call scripts/DM

## Launch

- Implement
- QC
- Train
- Track/Report
- Optimize

# Triggers – Focus on Volume and Value

- Form completes/asset downloads
  - **Instant** personalized auto-reply
  - High intensity escalation nurture (info requests to interaction requests)
- Trail/freemium downloads
  - Activation support nurture
  - Free to paid nurture
- Return site visitors
  - Re-engagement encouragement
  - Specific content review (pricing, contact page)
  - Sales team / CRM alerts
- Cold leads
  - Brand drumbeat
- Anonymous visits
  - Retargeting

DOWNLOAD NOW

First Name

Last Name

Company

Email

Phone

- Select Title -

United States

- Select State -

**SUBMIT**

☒ Please email me with event updates, white papers, case studies and other relevant information (your info is safe with us!).

# Standard Triggered Events

- Standard
  - Email
  - Direct mail
  - CRM Alerts / phone calls
- Advanced
  - Adaptive web content based on profile or IP address/SIC code
  - Banner retargeting

## PRODUCTS

▼ PRODUCTS   ► INFORMATION CENTER   ► PRESS & EVENTS   ►  
Product Comparison | Software | Accessories | Maintenance Plans

## Got a Question? ASK NOW!

Your Question

Your E-mail

Ask!

## Time Synchronization Check

Assess the current time of all Windows machines on your network - quickly and easily - with our Domain Time II LM Check test tool. For a FREE download, [click here](#).

SymmTime<sup>®</sup>

Download a multi-zone device that automatically synchronizes clock to any server. [Click here](#).

## Risk Assessment

Network failure is a significant cost and troubleshoot your network synchronization taking our Network Synchronization Assessment now. [Click here](#).

## Download Library

White Papers. Data Sheets. Software. To download information that could be critical to your business, [click here](#).

## The Most Comprehensive Network Time Service

There are three main features that make Symmetricom's Network Time Service the most comprehensive:

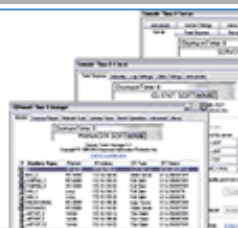
- A **secure** method to acquire time
- A time source that provides accurate time
- Clocks on the various components of the network

Symmetricom is the only supplier of dedicated network time servers and that synchronizes the time on IT devices. Files accurate, applications correct, network all of which in turn [lower your costs](#).



## Download Library

White Papers. Data Sheets. Software. To download information that could be critical to your business, [click here](#).



First Name \*

Last Name \*

E-mail \*

Company \*

Phone

Address \*

City \*

State/Province \*

Zip \*

Country





Hello -

Thank you very much for accessing the Symmetricom Download Library.

Symmetricom is the only supplier of comprehensive network time synchronization solutions that include the dedicated network time servers and the necessary synchronization, management and monitoring software that synchronizes the time on IT devices such as workstations, servers and routers. Our solutions keep log files accurate, applications correct and also offer the capability to monitor and manage all of the clients on the network.

For a brief description and overview of these network time synchronization solutions, please take a moment to view our product offerings below.

 <p><b>SyncServer® S100</b> offers enhanced security features, multiple levels of time reference redundancy and much more.</p> <p><a href="#">GET A QUOTE</a></p>	 <p><b>TymServe™ 2100</b> is an NTP server found in more companies than any other time server on the market.</p> <p><a href="#">GET A QUOTE</a></p>
 <p><b>Domain Time II</b> is Network Time Synchronization Software that is 100% compatible with all NTP servers.</p> <p><a href="#">GET A QUOTE</a></p>	 <p><b>Audit Server</b> software provides a secure, verifiable audit trail of the time synchronization of your network.</p> <p><a href="#">GET A QUOTE</a></p>
 <p><b>NTS-200</b> is a versatile Stratum 1 and Stratum 2 high performance network time server.</p> <p><a href="#">GET A QUOTE</a></p>	 <p><b>NTS-150</b> synchronizes enterprise servers, workstations, and routers to within one to 10 milliseconds.</p> <p><a href="#">GET A QUOTE</a></p>

Should you have any questions about what you just accessed on our site or would like additional product or pricing information on any of the above products, please do not hesitate to contact us. Thank you.

Regards,

Dan Lomasney  
IP Network Timing Specialist  
Symmetricom

## The Most Comprehensive Range of NTP Hardware & Software Products in the World

Symmetricom is the only supplier of comprehensive network time synchronization solutions that include the dedicated network time servers and the necessary synchronization, management and monitoring software that synchronizes the time on IT devices such as workstations, servers and routers. Our solutions keep log files accurate, applications correct and also offer the capability to monitor and manage all of the clients on the network.

Additionally, our Network Time Displays are the only network time technology on the market that synchronizes with an NTP network time server over a network, eliminating the need for dedicated time distribution cables. This allows for most facilities to use existing network cabling, eliminating the need to pull additional, dedicated cable.

For a brief overview of our comprehensive range of network time synchronization solutions, please take a moment to view our product offerings below.

### SyncServer® S100



SyncServer® S100

**SyncServer® S100**, the most secure and comprehensive NTP server on the market, offers enhanced security features, multiple levels of time reference redundancy, dual high performance NTP network ports, and upgrades to rubidium atomic clock stability.

### TymServe™ 2100



TymServe™ 2100

**TymServe™ 2100**, the durable, dependable and accurate NTP server found in more companies than any other time server on the market.

### NTS-200



NTS-200

**NTS-200**, the versatile Stratum 1 and Stratum 2 high performance network time server, with GPS and NTP Peering time references and a single satellite/window mode for the GPS subsystem.

### NTS-150



NTS-150

**NTS-150** accurately synchronizes enterprise servers, workstations, and routers to within one to 10 milliseconds.

### GET A QUOTE

To get a quote on any of the products listed on this page please call: 1-978-232-1477 (8am – 5pm EST) to speak with a Symmetricom representative directly or fill out the form below and a Symmetricom representative will contact you.

Fields marked with \* are required.

First Name  \*

Last Name  \*

E-mail  \*

Company  \*

Phone

Address  \*

City  \*

State/Province  \*

Zip  \*

Country  \*

Product

☐ SyncServer® S100

☐ NTS-200

☐ TymServe 2100

# Requests for Quote +20%

# Brand Power: Visitor ID Tracking via Visitor Track



 **Hot Lead Alert** [email information](#)

	<b>Company Name</b>	Partners HealthCare System
	<b>LookUp</b>	<a href="#">Click here for Jigsaw contact info</a>
	<b>Website</b>	<a href="http://www.partners.org">http://www.partners.org</a>
	<b>HQ Address</b>	Brigham & Womens Hospital Info 800 Boylston St., Ste. 1150, BOS
	<b>HQ Phone</b>	+1.617.726.2000
	<b>Tag</b>	
	<b>GeoTarget City</b>	BOSTON
	<b>GeoTarget Region</b>	MASSACHUSETTS
	<b>GeoTarget Country</b>	UNITED STATES
	<b>Geo Phone</b>	<a href="#">Click here to look up phone num</a>


## Visitor Track Report - November 2014

Company Name	Unique IP Addresses
Abbott Laboratories	1
Accenture	1
Advocate Health Care	1
ALLIED HEALTHCARE FEDERAL CREDIT UNION	1
Allstate Insurance Company	1
AMD INDUSTRIES	1
American Airlines, Inc.	1
American Association of Retired Persons	1
American College of Cardiology Foundation	1
American Medical Association	1
APPLE INC. - 10G ASHBURN IDE	1
ARCHER DANIELS MIDLAND	1
Bank United - MIA	1
Baylor Health Care Systems	1
Best Buy Co., Inc.	1
BLACK DECKER	1
BlueCross BlueShield of Illinois	1
CBS Corporation	2
CDM Media	1
Central Intelligence Agency	1
Chicago Mercantile Exchange	1
CITY AND COUNTY OF DENVER	2
City of Los Angeles	1

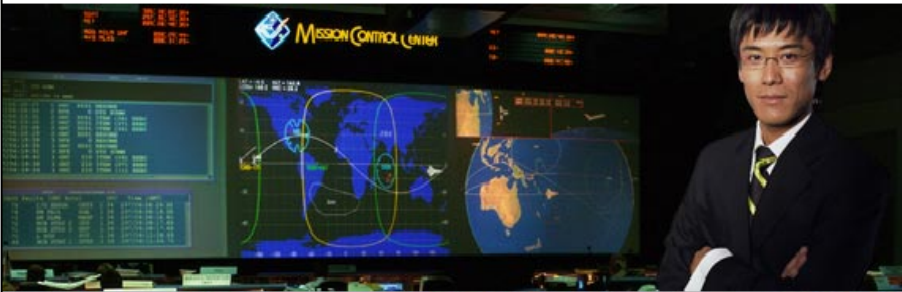
# Top Companies Referred from Search Researching Your Products and Services



# Triggered Customization: Aerospace


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## Perfect Timing. It's Our Business.



**We did not invent time. We perfect it.** With timing, frequency and synchronization solutions so precise they help define the world's standards. With innovative applications and professional services that heighten your efficiency, exactly when you need it.

### Recent News

Lucent Technologies Honors Symmetricon With Golden Link Award

Symmetricon's Synchronization Equipment Approved for Commercial Deployment in Russia...more

Symmetricon Reports Second Quarter FY2005 Results...more

[view more news](#)

### Proven Time Standard Solutions

Our internal clocks and the Symmetricon time servers are as reliable as any time devices in the world. Given the nature of what we do, our international reputation is at stake every time someone requests time from us, it's critical that we never distribute inaccurate time.

**— National Physics Laboratory (UK Time Authority)**

### Products and Services

- Primary Reference Sources
- Edge Clocks and Distributors
- BITS/SSU
- OEM Subsystems
- Software
- Broadband Network

---


- GPS and Time Code Instrumentation
- Time and Frequency Distribution
- Precise Frequency References
- Bus Level Timing
- Network Time Servers
- Time Displays
- Space, Defense and Avionics

---

- Services
- Support


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# Triggered Customization : Defense



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Symmetricon Reports Second Quarter FY2005 Results...more

[view more news](#)

### Proven Defense Solutions

The United States Navy relies on us to continue delivering a premier integrated weapon system to the fleet... We pride ourselves on diligently researching and selecting the best-value suppliers to deliver a superior product to our customers.

**— Lockheed Martin Maritime Systems & Sensors**

### Products and Services

- Primary Reference Sources
- Edge Clocks and Distributors
- BITS/SSU
- OEM Subsystems
- Software
- Broadband Network

---

- GPS and Time Code Instrumentation
- Time and Frequency Distribution
- Precise Frequency References
- Bus Level Timing
- Network Time Servers
- Time Displays
- Space, Defense and Avionics


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- Services
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Symmetricom Reports Second Quarter FY2005 Results...more

[view more news](#)

### Proven Electrical Power Systems Solutions

We rely on precise time to monitor our networks because our system is based on time precision. Without the XL-DC units, we could not analyze performance problems on the networks. If we stopped using Symmetricom equipment, it would create a lot of extra work to reconcile discrepancies.

— Hydro-Québec

#### Products and Services


- Primary Reference Sources
- Edge Clocks and Distributors
- BITS/SSU
- OEM Subsystems
- Software
- Broadband Network

- GPS and Time Code Instrumentation
- Time and Frequency Distribution
- Precise Frequency References
- Bus Level Timing
- Network Time Servers
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# Triggered Customization : Telecommunication



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Symmetricon Reports Second Quarter FY2005 Results...more

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### Proven Telecommunications Solutions

The cooperation between our companies is key to increasing our market opportunities in Eastern Europe...We recognize the critical role sync plays in network reliability as well as in the implementation of new technologies, so we are pleased to provide leading timing technology from Symmetricon to our customers.

— Acterna

#### Products and Services

- Primary Reference Sources
- Edge Clocks and Distributors
- BITS/SSU
- OEM Subsystems
- Software
- Broadband Network

- GPS and Time Code Instrumentation
- Time and Frequency Distribution
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- Bus Level Timing
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- Space, Defense and Avionics

- Services
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# Google Content and Display Networks

Ads by Google

**Google \$25/Month Ads**  
 Be One of the First to Try Google  
 Tags. Easy, Low Cost Advertising  
[places.google.com/tags](http://places.google.com/tags)

5 **five interior designers**  
 fifty photographs

FEATURING **LAURA KIRAR**  
 The New York Times Store  
Rare and Newsworthy Items

Ads by Google

**SONY® Google Internet TV**  
 Introducing The World's First HDTV  
 Powered by Google TV. Buy Now!  
[www.SonyStyle.com/SonyInternetTV](http://www.SonyStyle.com/SonyInternetTV)

**Bankruptcy Business**  
 Triple Your Bankruptcy Practice!  
 Learn The Techniques & Methods Used  
[TripleYourBankruptcyPractice.com](http://TripleYourBankruptcyPractice.com)

**Don't Sign Up For AdWords**  
 Before You Check Out JumpFly.  
 We Will Help You Save Time & Money.  
[www.JumpFly.com](http://www.JumpFly.com)

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- + Get E-Mail Alerts
- + Get E-Mail Alerts
- + Get E-Mail Alerts

**Card Autographed!**

**Strasburg's Topps Rookie Card Available Exclusively Online During His MLB Debut**

**IPL and Topps Partner to Introduce Exciting Range of Collectables**

**Star Wars Galaxy 5 Now Available**

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**2009 Bowman Sterling NFL Case Rip-party**

**Click here to watch 09 NFL Rookie interviews!**

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your first job post.

**GET STARTED**

\*disclaimer

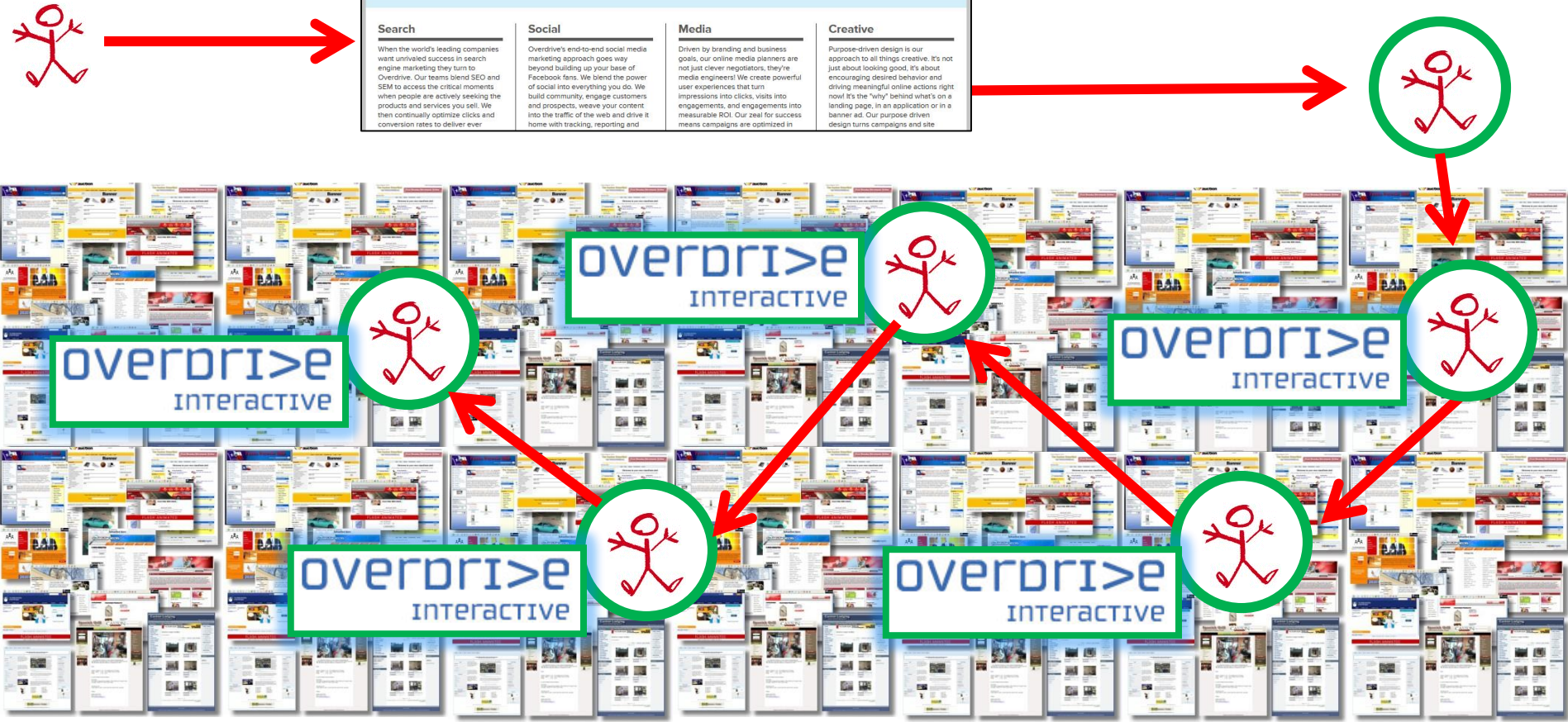
Ads by Google

CPA Tracking Label Information Privacy Policy Terms & Conditions Contact Us Corporate Partners Topps of the Class FAQ Customer Support

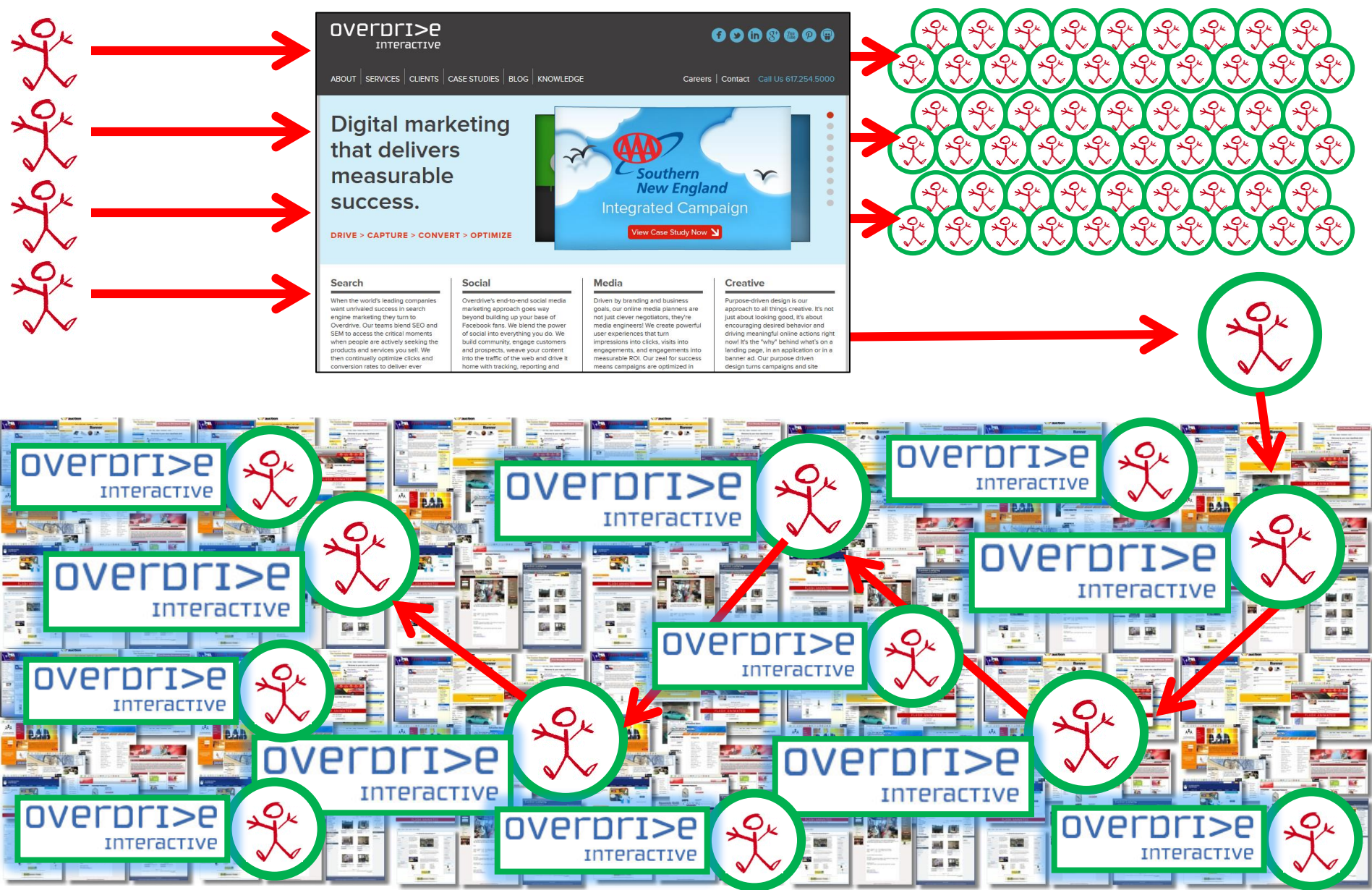
Topps is a registered trademark of The Topps Company, Inc.



# Retargeting Brand Embrace



# Retargeting Brand Embrace (community of customers & prospects)



# Quick Start Nurture Campaigns: Segment

## Triggers

- Trial
- Asset
- Return
- Manual
- Drumbeat

## Segment

- Persona/Pain
- Score/Stage
- Vertical/Horizontal
- Product/Service
- Geography

## Create

- Sequence/Plan
- Msg./Offers
- Emails/CTAs
- Landing pages
- Call scripts/DM

## Launch

- Implement
- QC
- Train
- Track/Report
- Optimize

# Segmentation Process

## Segmentation

- Industry
- Geography
- Product interest

## Score

- History, behavior, buying stage
- Title and/or role (decision making ability)
- Company size (third party validation and data)

## Persona Creation

- Goals and objectives
- Role and responsibilities
- Pain points and desires

## Track Mapping

- Instant personalized auto-reply
- Low value content drumbeat
- High value engagement offer

# Segmentation/Profiling Data Sources

## Lead Type

- Contact – name only, no cookie
- Unnamed – cookie only, no name
- Named lead – name and cookie

## Manual Append

- Sales rep entered
- Third party data

## Active Append

- Web forms
- Surveys

## Passive Append

- Online behavior
- Social data

# Triggered Events and Nurture Tracks

## Triggered Events

- Instant auto-reply (general w/ contact info and contact encouragement)
- SIC code home page case studies image and CTA
- Instant re-visit offer for high value “named leads” (name and cookie recognized) and sales rep alert

## Nurture Tracks

- Local high value tech B2B
- National high value tech B2B
- Local high value financial
- National high value financial
- Local high value general
- National high value general
- Brand drumbeat



# Main Targets: Personas and Pain Points

- VP of Digital Marketing
  - The VP of Digital provides leadership and vision to define and drive the global ecommerce business
  - He/she generally has P&L responsibility for all digital marketing and operations
  - This includes digital strategy, online marketing and website operations
  - Has lead goal, pipeline development and revenue numbers to hit
- What keeps him/her up at night?
  - Lack of resources: “I don’t have time and talent to keep up with my ‘to do’ list. Good people are hard to find!”
  - Speed to market/lack of control: “All site changes must go through IT. It can take days or weeks to get changes made.
  - Lead quality: “If leads are not warmed or qualified sufficiently the sales team cannot or will not close them. I need nurture programs that yield opportunities – not inquiries.”
  - Hitting revenue goals: “If our online advertising or search presence is weak, our nurture campaigns are off, we aren’t successful, my year isn’t successful.”

# Event and Track Mapping - Overdrive Interactive

## Lead

- Asset download – 14 Ways to Link Social and SEO
- VP, Director of Digital Marketing
- Boston
- Tech B-2-B
- \$100 million+ revenue



## Local High Value Tech/B2B Engagement Track

- 60 days
- High touch and expensive offers (free Competitive SEO and Social Analysis)
- Case studies
- Phone calls
- Direct mail
- Escalate to in-person meeting
- Retargeting



## Brand Drumbeat Track

- Ongoing
- High value tech marketing content
- Case studies
- Retargeting



# Quick Start Nurture Campaigns: Create

## Triggers

- Trial
- Asset
- Return
- Manual
- Drumbeat

## Segment

- Persona/Pain
- Score/Stage
- Vertical/Horizontal
- Product/Service
- Geography

## Create

- Sequence/Plan
- Msg./Offers
- Emails/CTAs
- Landing pages
- Call scripts/DM

## Launch

- Implement
- QC
- Train
- Track/Report
- Optimize

# Triggered Events / Marketing Automation Components



**EMAIL**



**DIRECT MAIL**



**CALL SCRIPT**



**RETARGETING  
BANNER**



**SITE CTA**



**CRM ALERT**

# Trigger: Asset Download

overdrive  
INTERACTIVE

f t in g+ You Tube p

ABOUT SERVICES CLIENTS CASE STUDIES PORTFOLIO BLOG KNOWLEDGE
Careers Contact Call Us 617.254.5000

14 Ways to Link Social and SEO

Social media marketing success is often realized through search – especially for B2B companies. Customers don't learn about products, services or industry thought leadership exclusively through social chatter – they also find this information through organic search results. Download Overdrive Interactive's 14 Ways to Link Social and SEO and learn how to infuse your social media marketing with the SEO horsepower it needs.

SHARE THIS:
f t in g+ p

overdrive  
INTERACTIVE

14 WAYS TO  
LINK SOCIAL  
& SEO

- Success in social is realized through search
- SEO and social makes your social media marketing more than a flash in the pan

f t in g+ You Tube p

COPYRIGHT OVERDRIVE INTERACTIVE © 2014

DOWNLOAD NOW

Download this quick guide to learn about 14 ways to integrate search and social for better results in both.

John

Smith

Big Tech Company

jsmith@bigtech.com

555-555-5555

Vice President

United States

Massachusetts

SUBMIT

☒ Please email me with event updates, white papers, case studies and other relevant information (your info is safe with us!).

John

Smith

Big Tech Company

jsmith@bigtech.com

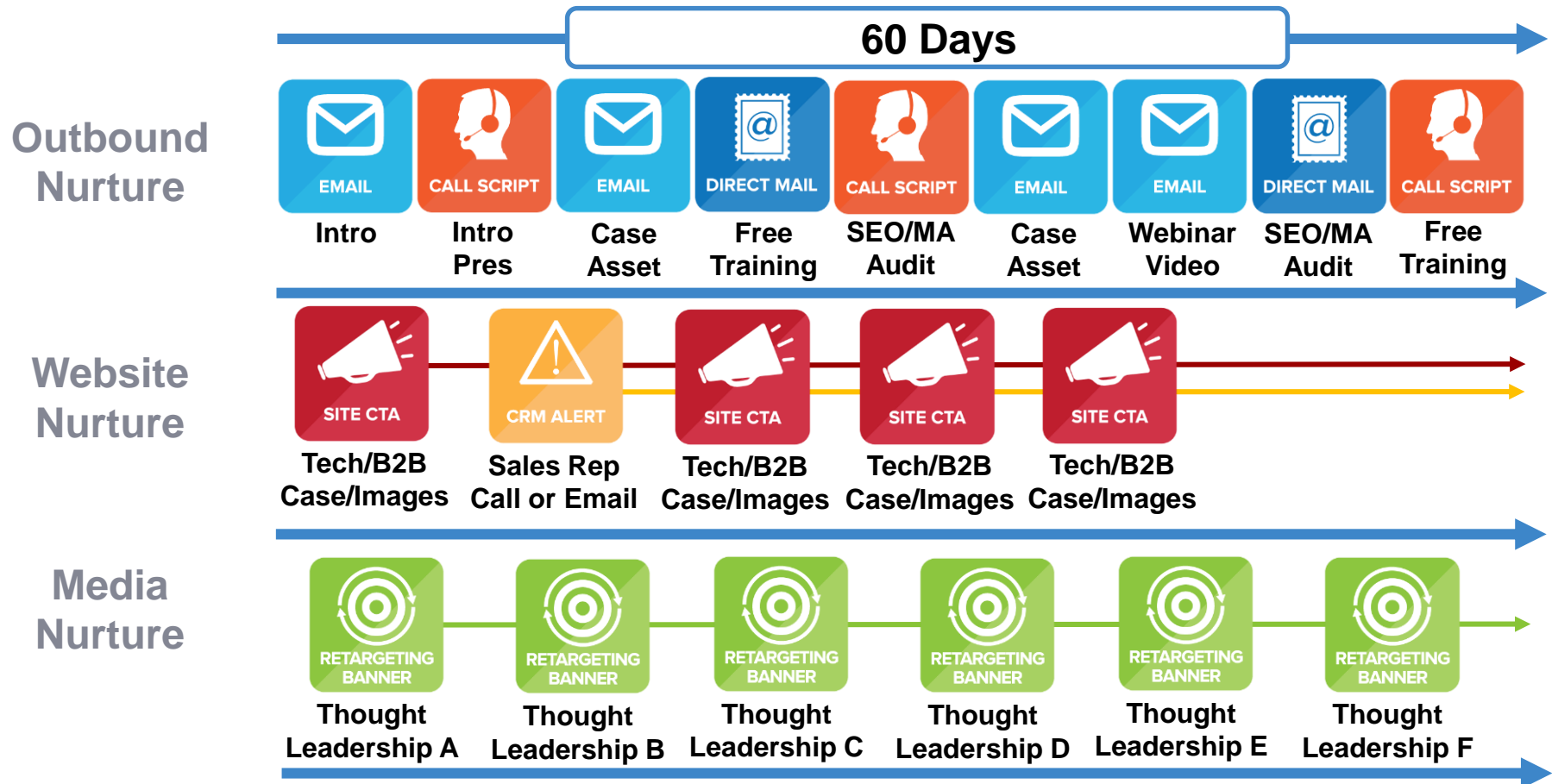
555-555-5555

Vice President

United States

Massachusetts

# Nurture Track: High Value, Tech/B2B, Local (A-Tech-Local)



- 1 time track only, local, high touch offers encouraging face to face
- If prospect schedules meeting then outbound nurture ends
- If prospect engages with content and triggers CRM alert then sales rep may call
- If prospect doesn't engage in 60 days then transfer to drumbeat nurture track
- Site CTA and CRM alerts stay active as long as possible to append and score
- Retargeting media nurture live for 120 days or more

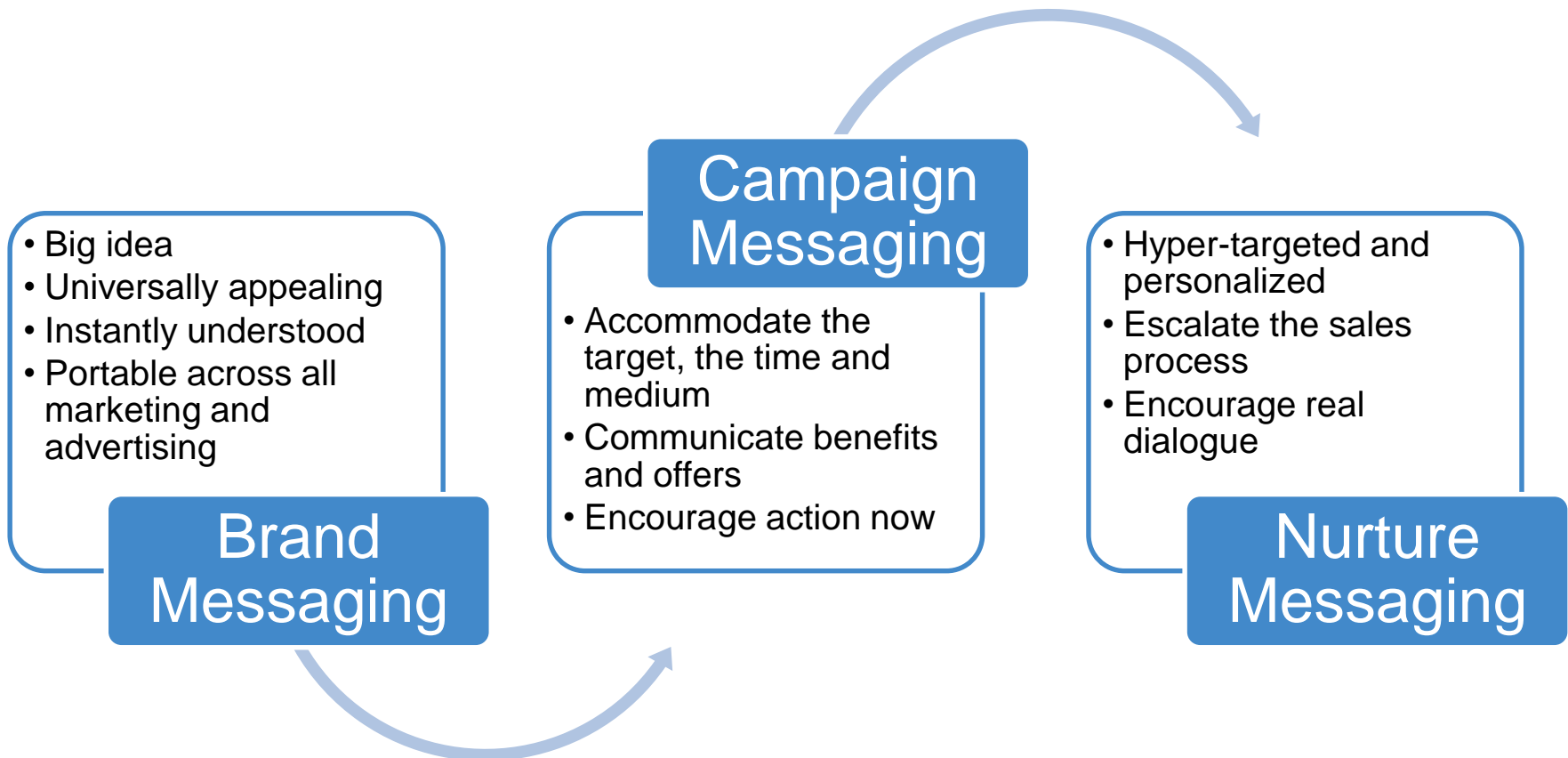
# Nurture Campaign Ingredients

- Sequence/user flow
- 4 emails
- 4 landing pages
- 2 direct mail pieces
- 3 call / vmail scripts
- 4 site calls to action/images
- 6 banner version (single concepts with different offers/assets)
- Existing offers / assets
  - White papers
  - Case studies
  - Videos
- Package it all up!



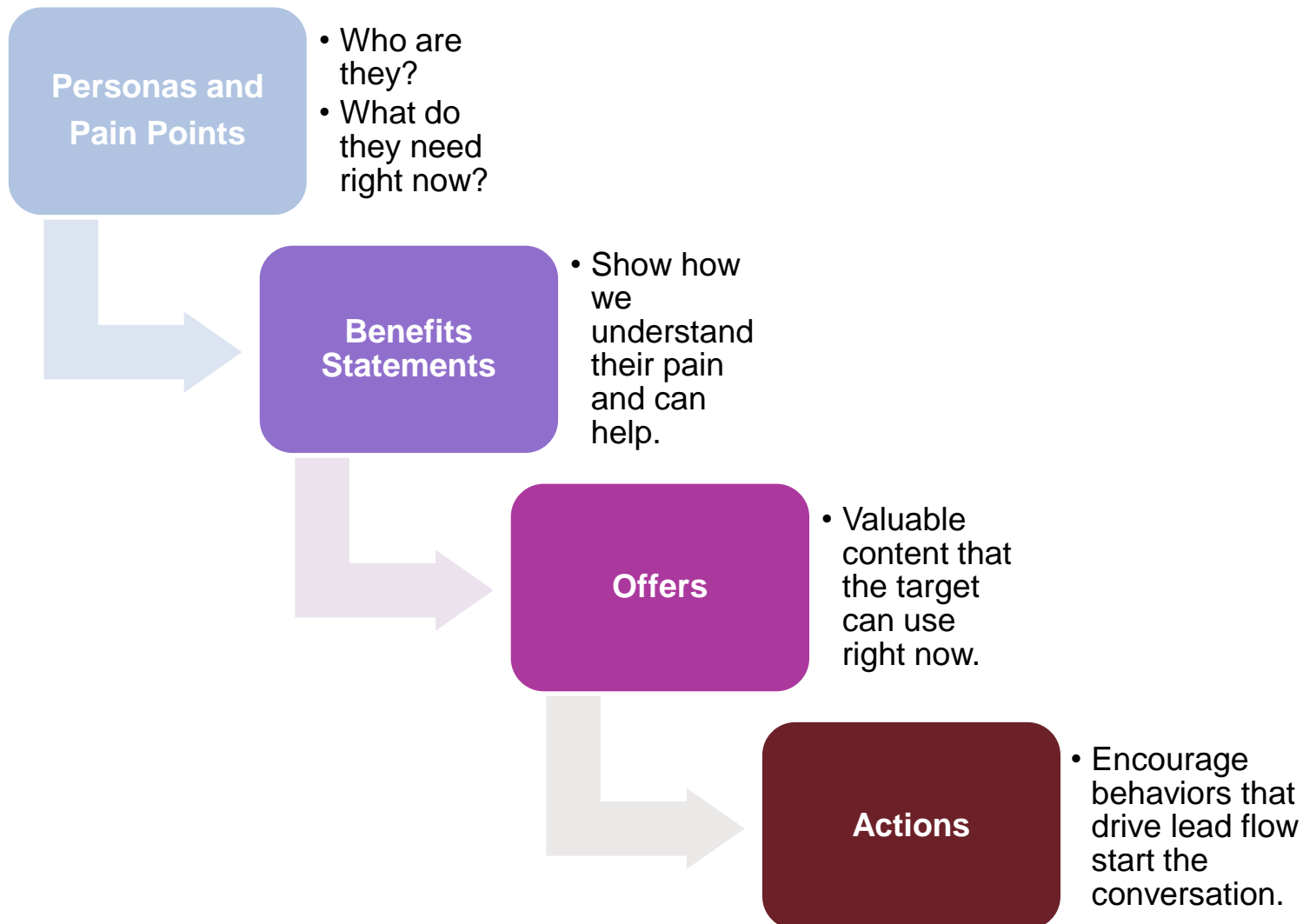
**Marketing  
Automation  
creative has to be  
good for it to work!**

# Nurture Message Development



# Burst Nurture Quick Start Campaigns

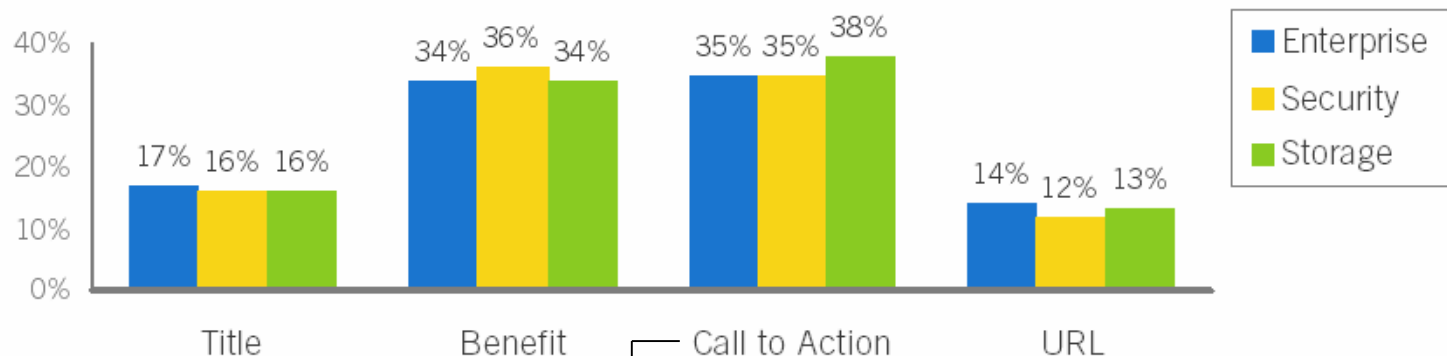
## Messaging Development for Campaigns and Lead Nurturing





# Keyword Ad Copywriting: Benefits and Offers

Influencers of Click Behavior



[Reduce Network Traffic](#)  
Don't Pay for WAN Upgrades  
Learn How With 20-Minute Evaluation  
[www.peribit.com](http://www.peribit.com)

[{KeyWord: WAN Optimization}](#)  
Optimize Performance Over WAN Links  
Get Best Practices White Paper Now  
[www.peribit.com](http://www.peribit.com)

Sample best practice  
ads from Google  
white paper.

Ads must point to conversion pages that deliver on ad copy offers.

## VP of Digital Marketing

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## VP, Digital Marketing - Benefit & Offer Matrix

### Benefits

- Find talent, get things **done fast**, get things **done right!**
- Take control of your marketing programs, **bypass IT**, get things done fast!
- Get sales to **love your leads!** Get prospects to **want to talk** to your reps.
- Add octane to your SEM, optimize conversion and **hit your numbers!**

### Offers

- eGuide: Find Talent and Conquer Your Digital To-Do List
- Webinar: Lesson Reliance on IT for Digital Marketing Success – Tools and Tactics
- Marketing Automation Assessment: Free nurture campaign optimization.
- Conversion Optimization Case Studies: 5 companies that doubled ROI.

# High Touch/High Value Nurture vs. Drumbeat Nurture

**High Value Leads**  
Sell the meeting.

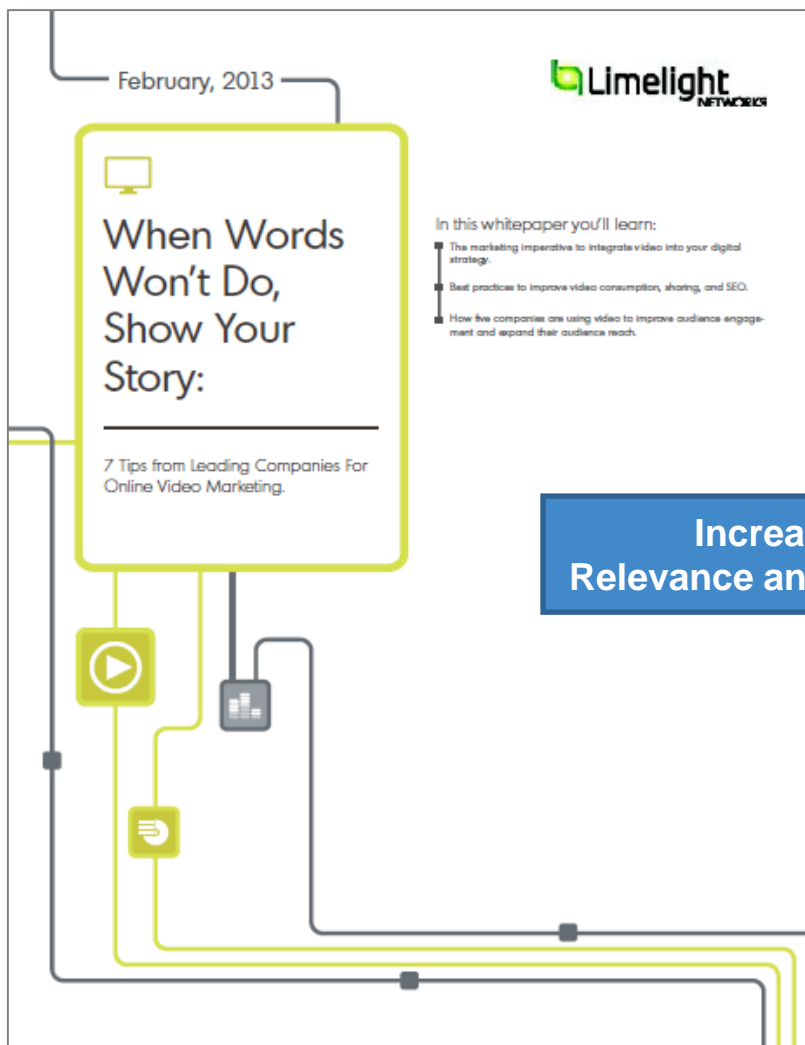
- High touch/high value offers (assessments, audits, custom reports, training, gifts)
- Spark dialogue (escalate to meeting and sale, ask for the call or meeting)
- Multi-channel marketing automation (email, phone, direct mail)

**General Leads**  
Encourage engagement.

- Brand drumbeat
- Educate and establish leadership
- Activate social advocacy
- Email marketing automation & banner ad retargeting

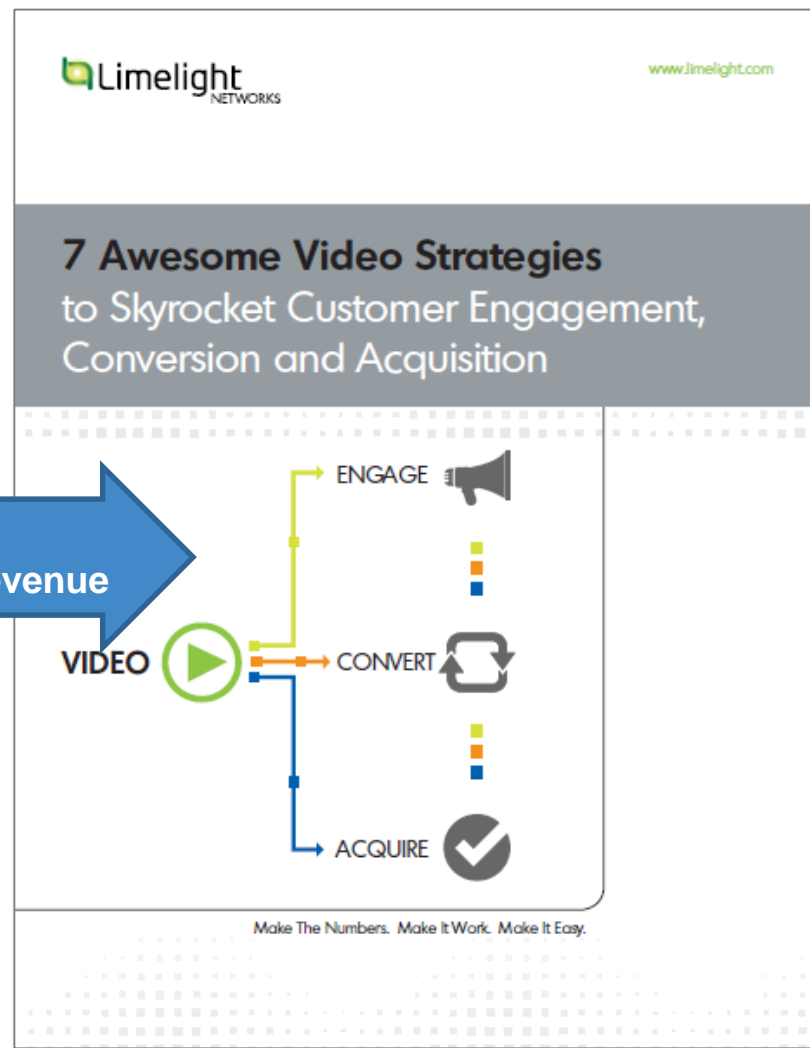
# Utilizing Existing Assets: Pain Centric Asset Titles

## EXISTING "WHITE PAPER"



Increased  
Relevance and Revenue

## PAIN-CENTRIC REPURPOSED E-GUIDE



## Ipswitch, Inc.



# Challenge/Solution

- Challenge
  - Ipswitch was grappling with a dormant database whose email programs underperformed from a lead escalation standpoint
  - The existing content assets didn't always encourage engagement
- Replaced “batch and blast” with marketing automation
- Triggers and campaigns
  - Manual trigger of “Wake Up” campaign against cold list
  - Engagement trigger of “Escalate” campaign for hand raisers
  - Retargeting campaign triggered by a site visit
  - CRM alerts for sales reps for all engagers
- Manual – wake up cold leads
  - Escalation – score and escalate the leads

# Nurture Sequence Flow


## Wake Up Campaign

## Landing & Thank You Pages

## Escalation Campaign (Encouraging Further Engagement and Contact)



## Wake Up Asset 1




# File Transfer Stagnation or Automation:

8 Factors That Impact Your Discovery and Adoption of New Best Practices

**How to Eliminate the Pain of:**

- Manual Process
- Legacy Systems
- Compliance Complexity
- File Size Limits
- Not Knowing Where Your Files Are



**IPSWITCH**  
FILE TRANSFER

[www.ipswitchFT.com](http://www.ipswitchFT.com)

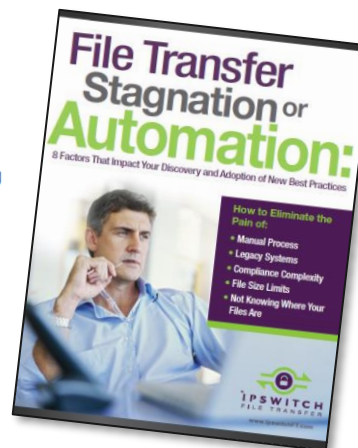


# Wake-Up eMail 1



Sure, you may be comfortable with your legacy file transfer systems like FTP, drop-box-like solutions and email. But don't be lulled — you're actually faced with a stark choice between productivity-killing STAGNATION, or making the easy switch to AUTOMATION.

- Is your IT team spending huge amounts of time performing manual process reworks and writing home-grown scripts? (The costs are enormous)
- Do you lack visibility, so you can't track files or create an audit trail for regulators?
- Are you using a maze of inefficient, non-integrated, non-centralized systems?



If you answered "yes" to any of these questions, you need our new E-Guide:

[Stagnation or Automation: 10 Factors That Impact Your Discovery and Adoption of New Best Practices](#)

Download the E-Guide Now

End the STAGNATION — get the e-guide immediately!

Sincerely,

Ipswitch File Transfer Team

Ipswitch File Transfer  
83 Hartwell Ave, Lexington, MA 02421 | +1 781-676-5800

Connect with us



# Wake-Up Landing Page 1



Don't Stagnate with legacy file transfer systems:

Automate your way to complete integration, visibility, productivity and cost control

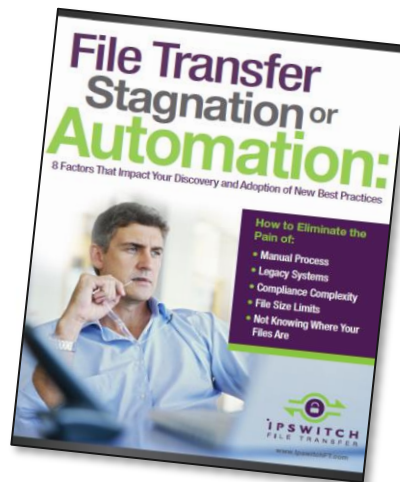
**File Transfer STAGNATION or AUTOMATION:**

*10 Factors that Impact Your Discovery and Adoption of New Best Practices*

Why tolerate STAGNATION with your legacy file transfer technologies and processes—when instead, you can enjoy the benefits of full-featured AUTOMATION? Our e-guide tells you how to:

- Dramatically boost IT productivity by eliminating the manual process reworks and custom scripting
- Achieve real-time visibility into who sent what file where, so you can meet compliance requirements
- Find an integrated, centralized solution that can replace chaotic home-grown systems that have been added over time

Read this informative E-Guide today.



Please fill in all fields, then click  
**DOWNLOAD.**

First Name: \*

Last Name: \*

Work Email: \*

Company: \*

Country: \*

Work Phone: \*

Job Title: \*

**DOWNLOAD**

## Wake Up Asset 2

**“Good Enough”  
File Transfer Is  
Not Nearly  
Enough  
to Succeed in 2014**

FILE TRANSFER E-GUIDE

**7** Reasons Why

How to Avoid Exposing  
Your Organization to  
Needless Compliance  
Complexity, Low Productivity  
and Increased Costs

**IPSWITCH**  
FILE TRANSFER

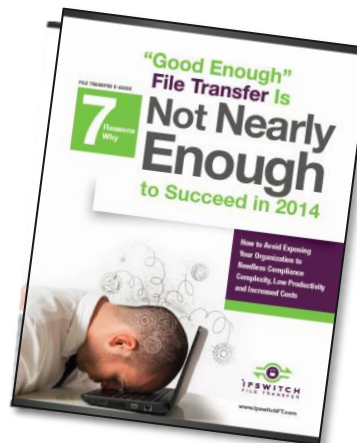
[www.ipswitchFT.com](http://www.ipswitchFT.com)

# Wake-Up eMail 2



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Sincerely,

Ipswitch File Transfer Team

Ipswitch File Transfer  
83 Hartwell Ave, Lexington, MA 02421 | +1 781-676-5800

Connect with us



# Wake-Up Landing Page 2



## Always know who sent what, to whom, and when, how and where

### 7 Reasons Why "Good Enough" File Transfer Is Not Nearly Enough to Succeed Anymore

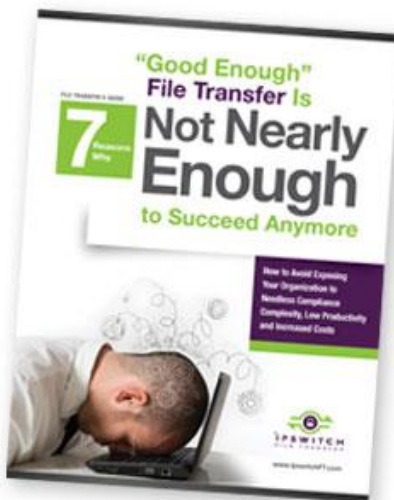
*How to Avoid Exposing Your Organization to Needless Compliance Complexity, Low Productivity and Increased Costs*

Download our new E-Guide that explains why you can always track every file—and dig out from an increased file transfer workload that burdens you with manual tasks, custom scripting and "band-aid" fixes.

#### Learn how to:

- Save countless hours by introducing automated file transfer processes
- Free yourself from the operational limitations of FTP, drop-box-like and e-mail solutions
- Avoid working late to catch up with file transfer demands

Read this informative E-Guide today.



Please fill in all fields,  
then click **DOWNLOAD**.

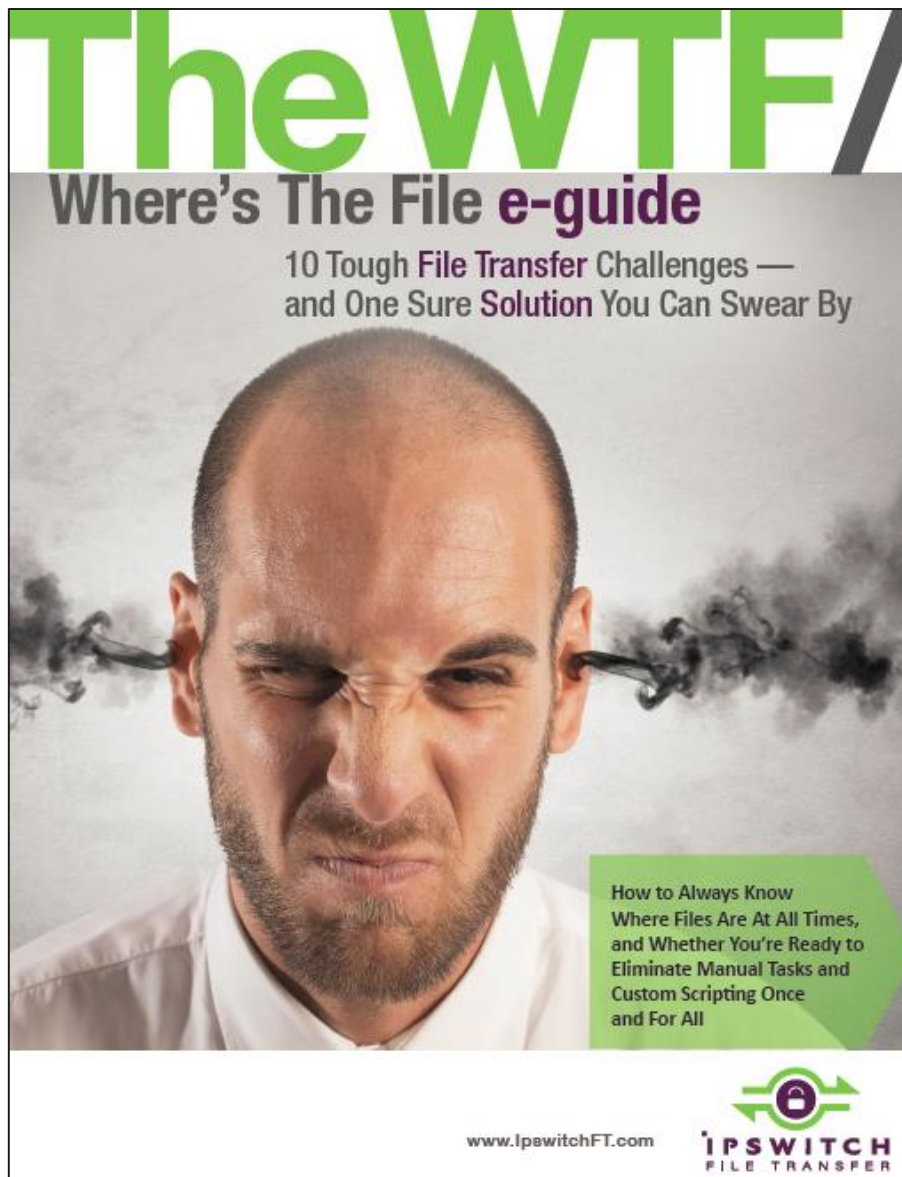
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Last Name:	*	<input type="text"/>
Company:	*	<input type="text"/>
Country:	*	<input type="text" value="Select Country..."/>
Work Email:	*	<input type="text"/>
Work Phone:	*	<input type="text"/>
Job Title:	*	<input type="text"/>

**DOWNLOAD**

pro@col



## Wake Up Asset 3



**The WTF**  
Where's The File **e-guide**  
10 Tough File Transfer Challenges —  
and One Sure Solution You Can Swear By

How to Always Know  
Where Files Are At All Times,  
and Whether You're Ready to  
Eliminate Manual Tasks and  
Custom Scripting Once  
and For All

[www.ipswitchFT.com](http://www.ipswitchFT.com)

**IPSWITCH**  
FILE TRANSFER

# Wake-Up eMail 3



## Uh oh – about to have another WTF moment?!

You ARE ... if you're asking “**Where's The File?**” and no one seems to know.

And that's just one of many problems that even “good enough” file transfer systems can lay on you.

Do you:

- Supervise a team that doesn't have the tools to located files throughout your enterprise – putting **security and compliance at risk**
- Use file transfer systems that **lack automation**, require manual tasks and kill productivity
- Struggle with **non-integrated** solutions in the face of increasing file transfer demand
- Find your **losing strategic focus** because your busy “putting out file movement fires”

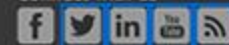
Discover the solution in our new E-Guide: [The WTF / Where's the File E-Guide](#)

Sincerely,

Ipswitch File Transfer Team



DOWNLOAD NOW



# Wake-Up Landing Page 3



## At Last...No Files That Are MIA, and No Reason to Tolerate Lack of File Transfer Visibility, Integration or Automation

### The WTF / Where's The File E-Guide

*5 Solutions for Always Knowing Who Sent What File Where — And Avoiding Needless File Transfer Complexity, Compliance Issues and Productivity That's In The Pits*

Put your file transfer headaches behind you!  
Download our new e-guide that shows you how to:

- **Always know who sent what file where**, when and how it was sent, and if it got there (a big plus for security and compliance)
- **Eliminate the manual processing**, custom scripting and repetitive error tracking that are depleting your IT department's time and resources
- **Integrate your disparate file transfer systems**, and meet skyrocketing demand from multiple stakeholders

Get up to speed quickly with this informative E-Guide today!



Please fill in all fields, then click  
**DOWNLOAD.**

First Name: \*

Last Name: \*

Work Email: \*

Company: \*

Country: \*

Work Phone: \*

Job Title: \*

**DOWNLOAD**



# Thank You Page Drives Continued Engagement, Profiling & Lead Scoring

**IPSWITCH**  
FILE TRANSFER

## GREAT MOVE!

Thank you for engaging with us.

**"Good Enough" File Transfer Is Not Nearly Enough to Succeed in 2014**

Need to access the e-guide? [Click here.](#)

Want to find a file transfer solution that helps you always know who sent what to who, and when and where—and eliminates time-consuming manual tasks? Check out these additional resources:

**Start to explore your options:**  
View MOVEit Videos

**See examples of real-world applications:**  
Review a recent case study

**Get a look at the definitive solution:**  
Read about MOVEit

83 Hartwell Avenue, Lexington, MA 02421 | +1 781-676-5800

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f t in yd

**Secondary actions helped to passively score prospect and append data to lead record.**

# Retargeting Banners



**HELP!** Using outdated file transfer solutions, manual processes and legacy scripts?

GET OUR e-GUIDE




**WTF! Where's the File?**  
Missing? What's That Do to Compliance?

GET OUR E-GUIDE


**WTF!** No file transfer automation, visibility or integration?  
Where's the File?

GET OUR E-GUIDE




**WTF! Where's the File?**  
No file transfer automation, visibility or integration

GET OUR e-GUIDE

**WTF! Where's the File?**  
Missing?  
What's The Impact on Compliance?

GET OUR e-GUIDE




**HELP!** Outdated FTP, manual processes and legacy scripts?

GET OUR e-GUIDE





**HELP!** Using outdated file transfer solutions, manual processes and lousy scripts?

GET OUR e-GUIDE





# Escalation Email 1



Hello,

I thought you might appreciate a more informative piece relative to the security risks and performance impacts of outdated file transfer systems.

This report, ["From Chaos to Control: Creating a Mature File Transfer Process"](#), provides detailed accounts of how moving files in today's enterprise requires support for higher scale with fewer resources, and an improved ability to deal with the relentless challenges of security, compliance, errors, exceptions and problems; and the time and opportunity cost of problem resolution.



I hope you'll find this report valuable.

I'll check in again over the next few days to see if you are getting what you need, or feel free to send a note with a few dates and times that might be convenient for you.

Thanks again for your interest in Ipswitch File Transfer!





Regards,

Mai \_\_\_\_\_  
 Managed File Transfer Advocate  
[mai](#) [m](#)  
 781 \_\_\_\_\_


P.S. — You might also be interested in a [free trial](#) for a head start on defining your requirements to deal with the constraints of legacy file transfer systems in the rapidly evolving digital world. Let me know if you are interested in learning more. Thanks!

83 Hartwell Avenue, Lexington, MA 02421

Connect with us


## Escalation Email 2

  
IPSWITCH  
FILE TRANSFER

Hi there,

I thought you might appreciate a [quick video](#) with a demonstration of how MOVEit Central helps organizations improve the reliability, visibility, reporting and control over file transfers, while replacing insecure and manual scripts.

It's really quick (2 minutes) and insightful. Click the image below to view.







In the meantime, feel free to call with any immediate questions.


Regards,

M. [redacted]  
Managed File Transfer Advocate  
[m.\[redacted\]@ipswitch.com](mailto:m.[redacted]@ipswitch.com)  
761-676-3102

83 Hartwell Avenue, Lexington, MA 02421

Connect with us  
   

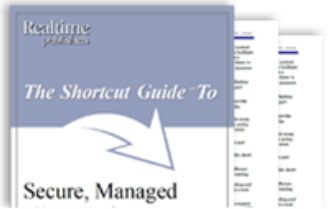
# Escalation Email 3



Hi there,

I found one more informative piece that you might find interesting:

[Secure Managed File Transfer — The Top 10 Reasons Organizations Turn to Managed File Transfer](#)



[The e-guide](#) will help you understand some of the new requirements with enterprise-class file transfer in today's digitally intensive environment (improving control, visibility, productivity, etc) while offering insight from some of your peers who are attempting to get their Managed File Transfer systems ramped up.


Again — don't hesitate to call with questions or comments.

Regards,

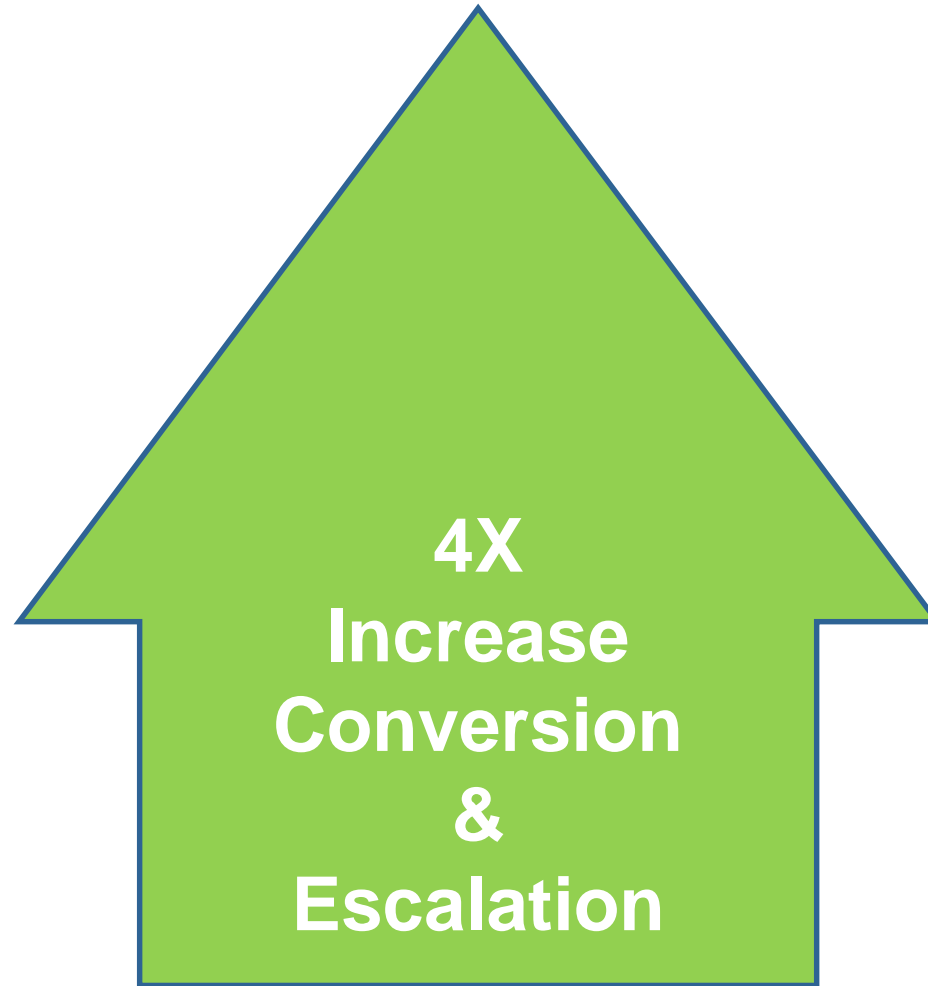
M. [REDACTED]  
Managed File Transfer Advocate  
[m.\[REDACTED\]@ipsch.com](mailto:m.[REDACTED]@ipsch.com)  
781.375.3162

83 Hartwell Avenue, Lexington, MA 02421

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# Results



# Quick Start Nurture Campaigns: Create

## Triggers

- Trial
- Asset
- Return
- Manual
- Drumbeat

## Segment

- Persona/Pain
- Score/Stage
- Vertical/Horizontal
- Product/Service
- Geography

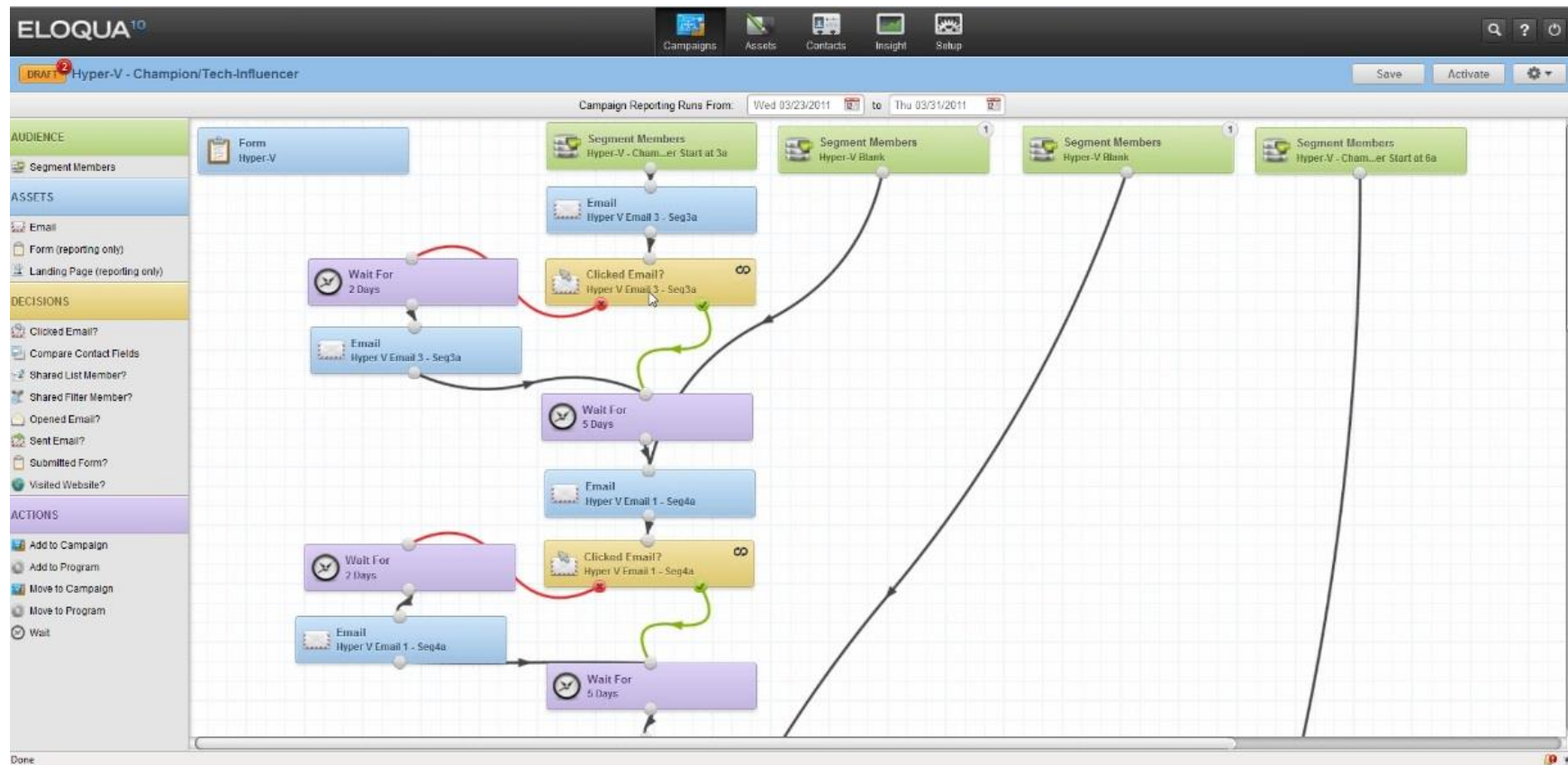
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- Sequence/Plan
- Msg./Offers
- Emails/CTAs
- Landing pages
- Call scripts/DM

## Launch

- Implement
- QC
- Train
- Track/Report
- Optimize

# User Flow Planning and Implementation





# Tracking, Reporting and Optimization



## Marketing Automation Tech Team

- Run the program and sequence by your tech team
- Collaborate with them and get their feedback
- Package up all your assets and creative for them
  - Don't deliver piece-meal
- Schedule results reporting sessions and collaborate on optimization enhancements

# Key Points for Quick Start Marketing Automation

- Start with the obvious
  - Auto-replies
  - High volume / high value
- Limit personas
  - Don't over-think this, you cannot make 100 different nurture tracks
  - Accept some level of universal appeal while retaining relevancy
- Develop your Benefits and Offers
  - Empathize with pain point via hard hitting benefit statements
  - Content offers and contact offers – sell the call and meeting!
- Don't limit your channels and creative
  - Email + calls to action, direct mail, phone calls, retargeting
- Package it all up
  - Get all your content created and bundled up in one neat package for for the tech team
  - Collaborate with your tech team – they can make some great suggestions
- Track and optimize
  - Next seminar

## Thank You, Any Questions?

For copies of this presentation, please contact:

Harry J Gold

CEO, Chief Strategy Officer

Direct 617-254-5000 x 1100

[hgold@OverdriveInteractive.com](mailto:hgold@OverdriveInteractive.com)