



IBM Marketing Innovation Day

Experience the future
of marketing





IBM Marketing Innovation Day

Experience the future
of marketing



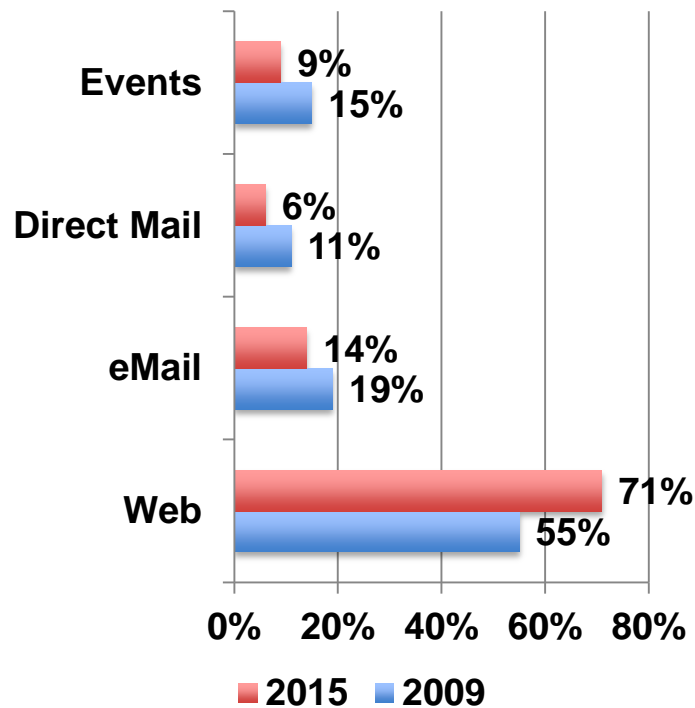
Best Practices Sharing Session: Bringing Science to the Art of Marketing at IBM

Sophy Zheng
Manager of Marketing and Communications,
IBM Hong Kong



Digital Marketing drives changes

Primary Inquiry Sources



Source: SiriusDecisions

What we need to do:

- ❖ Grow digital marketing interactions and capture responses
- ❖ Nurture every response until ready for qualification
- ❖ Use Lead Develops Reps to nurture and qualify
- ❖ Deliver higher quality leads to sales
- ❖ Increase lead contribution from non-core clients

Marketing Transformation Vision



From manual disparate processing to automated lead generation & nurturing



Business Process Transformation Goals

We are here

- Disparate tactics in market
- Outbound emails, separate events, separate Web tactics
- Inconsistent response capture manual follow-up
- Manual reporting
- Automated campaign execution
- Automated response capture & routing
- RLM acts upon Registration only
- Real-time Business Intelligence
- Ability to target campaigns based on web activity
- RLM acts upon complete view of customer web activity

- Comprehensive Marketing Planning and offer management
- Personalized Web offers based on user profile and Web activity
- Seamless web registration
- End to end analysis; marketing spend through campaign effectiveness to ROI

Leading

Differentiating

Industry leading full circle integration and intelligence

“Connect the dots” on IBM interactions with the market from beta-to buy, using OnTARGET, Web Presence, Social Media, Unica Modules, Registration systems, Business Partner systems, CRM/Siebel, fulfillment, orders

IBM Research predictive models leveraged by Unica platform

Competitive

Common Web registration platform

Replace disparate planning tools

Integrated Dynamic Web Offers (Unica Interact)

Leverage Web Analytics (Unica NetInsight)

Foundational

Integrated Campaign and Response/Lead Management (Unica Campaign & Leads)

Separate Web analytics tools

Falling Behind

Many separate systems

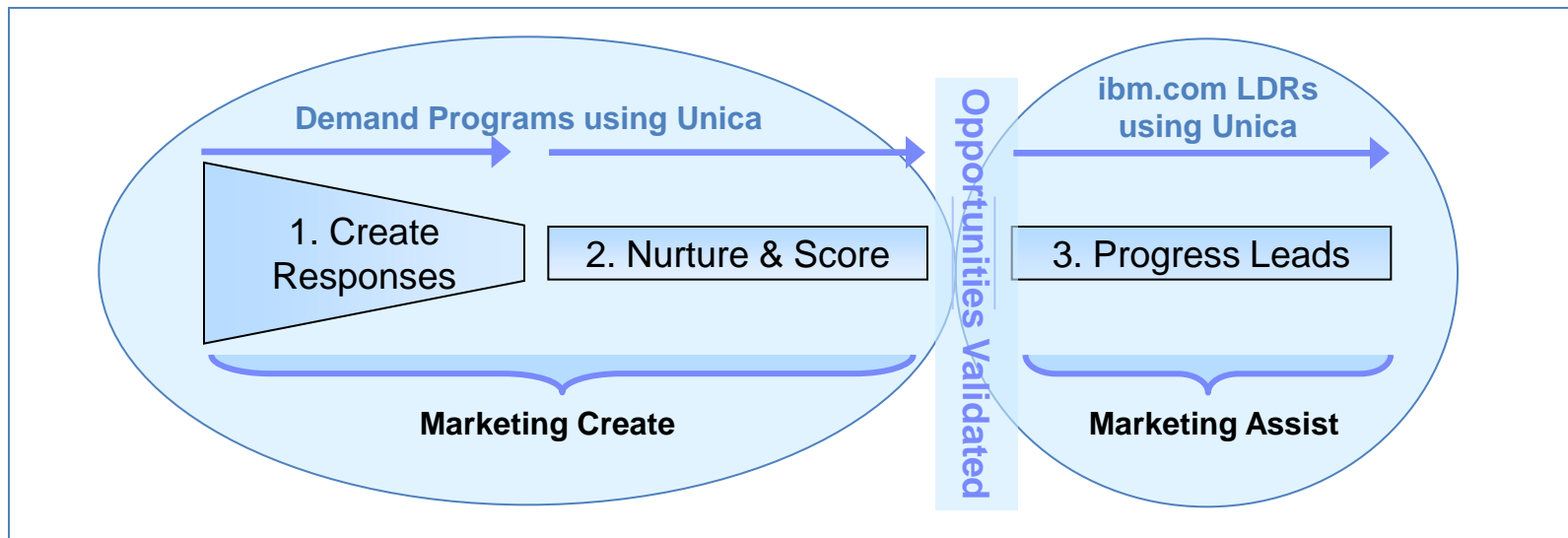
Spreadsheets

Supporting Technology



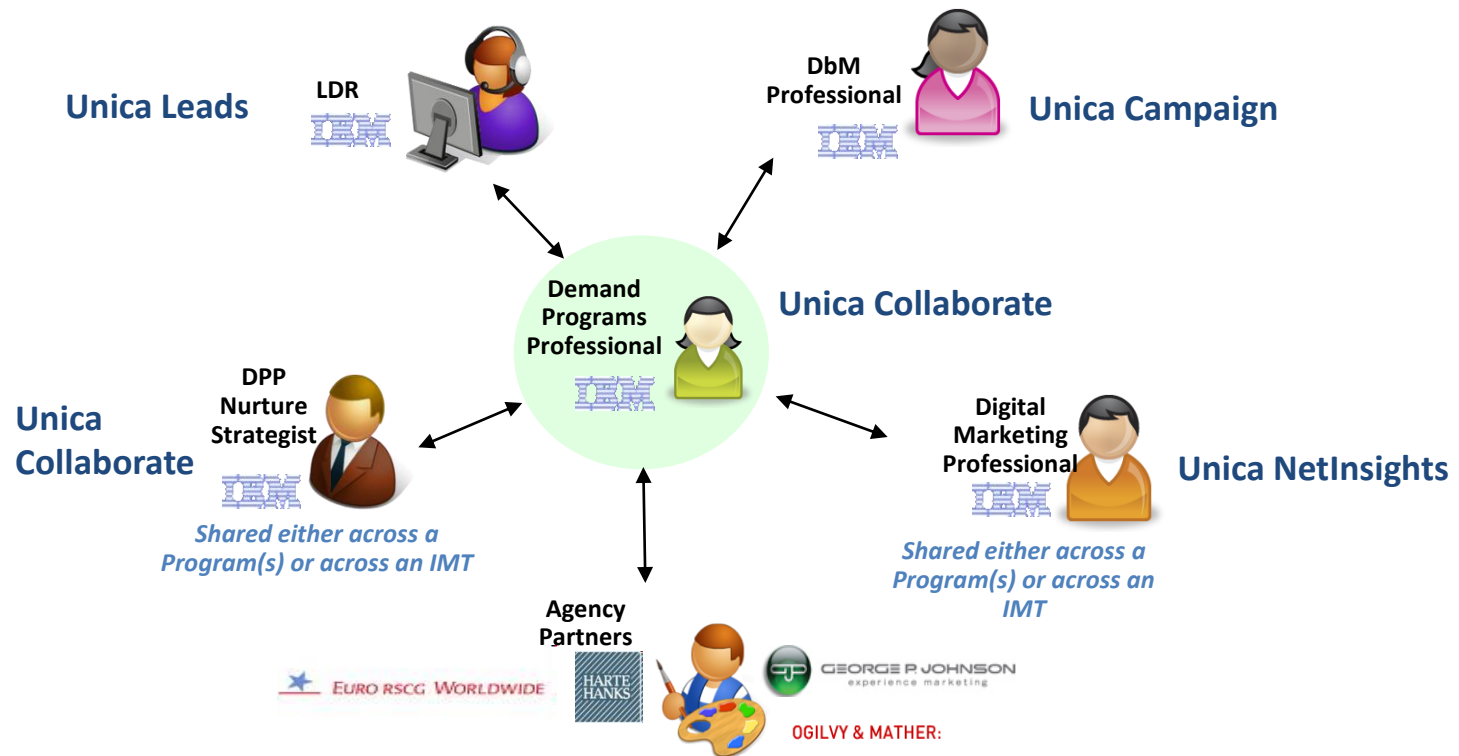
Marketing Automation is the Catalyst for Transformation

- Marketing Automation changed the way we think, work, and perform our roles.
- Unica campaign execution and response/lead management is phase 1 of our tool simplification strategy.
- Our automation implementation represents one of the world's largest and most important transformation projects.



The System of Demand Generation Requires New Ways of Working

Unica reduces execution time from weeks to days and provides real time reporting



Marketing Automation Benefits

- Automated nurturing and routing of responses
- Improved Efficiencies
 - Speed to Market (from weeks to immediate)
 - Cost Savings (sunset of existing tools)
 - Organizational (single roles – planning to execution)
- Adjust execution based on real-time results





IBM Marketing Innovation Day

Experience the future
of marketing



Thank You!

