IBM Software Co-Marketing: Funding Business Partner Success

Agenda

1. What is Software Co-Marketing

2. Software Co-Marketing Covers a Variety of Tactics

3. Eligibility Criteria

4. Software Co-Marketing in 4 Easy Steps

5. Agencies and VADs

7. Creating a Marketing Plan

8. Software Co-Marketing Best Practices

9. Digital Content Marketing (DCM)

10. Get Started with Software Co-Marketing!

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IBM®

What is Software Co-Marketing?

Matched funding to help IBM Business Partners execute successful marketing campaigns

Helps generate demand for IBM software solutions, progress leads, and drive revenue

An IBM PartnerWorld benefit for eligible Business Partners

IBM Business Partners who invest in marketing drive results

Business Partners who utilize IBM Software Co-Marketing funds drive **three times more revenue** on average than Business Partners who drive revenue without using the funds*

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Software Co-Marketing covers a variety of tactics

✓ Traditional Marketing

✓ Event Marketing

✓ Digital Marketing

✓ Marketing Consultation

Software Co-Marketing covers a variety of tactics: Traditional Marketing

Direct Marketing
- Creation, production, and distribution cost for materials provided by IBM
- Prospect lists

Telemarketing
- Prospect lists
- Temporary staff to conduct campaign calls
- Vendor fees for orientation and campaign calls

Advertising
- Print (newspapers, magazines, etc.)
- Catalogs
- Billboards
- Radio and Television

Software Co-Marketing covers a variety of tactics: Event Marketing

Event Marketing Expense Examples

- Business Partner's own events
- 3rd party and IBM events: tradeshow sponsorship
- Facility rental
- AV, computer equipment and internet rental
- Signage and booth displays
- Collateral
- Freight, drayage or shipping

Software Co-Marketing covers a variety of tactics: Digital Marketing

Digital Marketing Expense Examples

- Webcasts, white papers, case studies, self-running demos
- Digital and social media marketing activities
- E-mail prospect lists
- Search engine optimization
- Web page to support a demand generation activity

Software Co-Marketing covers a variety of tactics: Marketing Consultation

Marketing Consultation

- Marketing plan creation including demand generation activities
- Ongoing support to track plan progress
- SWOT Analysis

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To be eligible for Software Co-Marketing, a Business Partner must be one of the following:

SVP Authorized

SaaS Solution Provider (SSP)

SaaS Referral Incentive Participant

If a Business Partner meets one of these criteria, then they can apply for funds; typical reimbursement is 50%

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Software Co-Marketing in 4 Easy Steps

PLAN	REQUEST	EXECUTE	CLAIM
Submit your marketing plan to IBM	**Request and receive IBM's approval for funding**	**Execute your marketing campaign**	**Submit leads and expenses to receive payment from IBM**

Consider in your plan:
- Leads required to achieve revenue
- Best tactics to reach audience

Your marketing activity request must include:
- Description of activities
- Estimated results
- Estimated costs

Execution can be done by:
- You and your vendors
- Your VAD
- An approved IBM agency

Claim documentation includes:
- Proof of performance
- Itemized invoices

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Get end-to-end campaign assistance from approved IBM marketing agencies and your VAD

Limited Marketing Expertise?　　**Limited Marketing Resources?**

No Problem!

IBM-approved agencies and VADs can provide you with the help you need to

run a successful campaign

Save time and resources

- Trained on IBM systems and tools
- Submit marketing activity requests and leads for you

Maximize cash flow

- Reduces your initial out-of- pocket costs

Leverage proven marketing expertise

- Expert marketing capability
- Marketplace experience

IBM Approved Software Co-Marketing Agencies

Countries currently with agencies

Countries pending addition of agencies

46 Agencies Worldwide

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Encourage Business Partners to create full year marketing plans
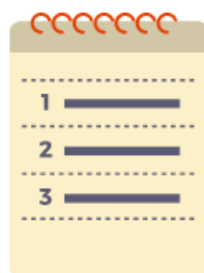
CONSIDER

- Audience
- Market Trends
- Competition
  - What is your brand?
  - What do you want to be known for?
- Client buying preferences
  - What do clients need?
  - What is the profile of your target buyer?
  - Where do they go for information?
  - How will they find you?

INCLUDE

- Experts and Influencers
- Digital plan and web presence
- Tactics and content that works
- A strategy that supports objective and growth targets

DOCUMENT

- Full-year marketing plan by Quarter
  - Budget and Targets

*Marketing plans are encouraged, but not required, to receive co-marketing funds

IBM Marketing Help for Business Partners

Know your market

- Get market insights
- Access competitive insights and resources

Build skills

- Build your marketing expertise with no charge courses from IBM
- Learn how social media can help your bottom line

Drive demand

- Maximize your investment with co-marketing funds
- Incorporate digital marketing leveraging the Digital Content Marketing platform
- Leverage ready to execute campaign materials
- Learn best practices from other Business Partners

Get assistance

- Consult an IBM approved Marketing Agency or your VAD

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Best Practices

Software Co-Marketing best practices and success stories can be found on PartnerWorld

North America

Digital and direct marketing

📄 Aviana (PDF, 38.3KB)

Aviana, uses a multi-touch, integrated approach to achieve significant ROI
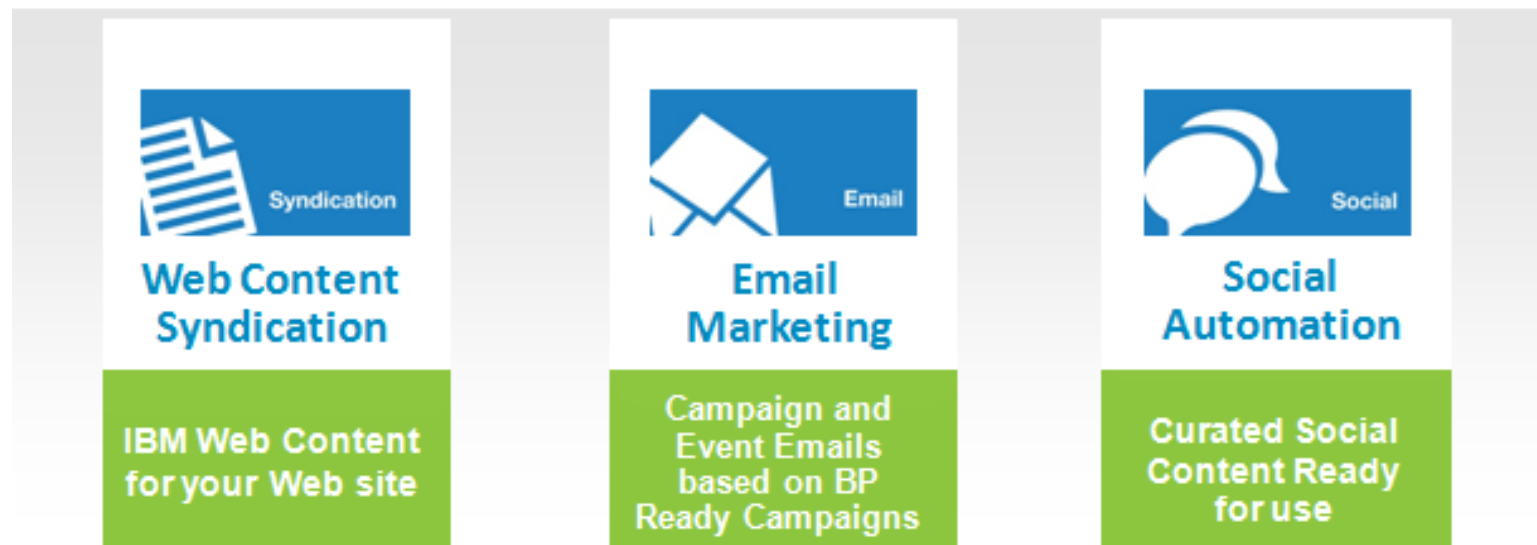
📄 CAS Severn (PDF, 122KB)

IBM Business Partner CAS Severn partners with IBM marketing vendor, DeLaune and Associates

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Execute integrated tactics that leverage Software co-marketing and IBM Digital Content Marketing

Web Content Syndication
Syndication

IBM Web Content for your Web site

Email Marketing
Email

Campaign and Event Emails based on BP Ready Campaigns

Social Automation
Social

Curated Social Content Ready for use

Use the integrated suite of marketing tools to easily and effectively execute integrated campaigns across web, email and social media.

✓One integrated platform
✓Easy to use with customization options
✓Generate leads, then track, manage and analyze
✓IBM Software content
✓Available at no charge for all IBM Business Partners

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Get started with Software Co-Marketing

1. Get authorized:

- Software Value Plus (SVP)

  or

- SaaS Solution Provider (SSP)

  or

- SaaS Referral Incentive

2. Engage your:

- Value Added Distributor

- IBM channel sales representative

- Co-marketing lead for your country