

An Inside Look at the 7 Truths of Marketing IBM Teaches its 5,000 Global Marketers

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About IBM and Ari



- Has worked at IBM for 17 years
- Oversees 250 marketing analysts supporting 6,000 marketing professionals
- Spread over 120 countries

The Challenge



Consumers are 75% of the way towards making a decision before reaching out to a potential vendor.



Inbound web visits are 2-3x more likely to convert to responses than outbound emails.



Personalization of content by industry and job role increases clickthrough rates on ibm.com by 2x.



Responding within 1 hour is 7x more likely to result in a lead than responding within 2 hours (and 60x more likely compared to responding within a day).

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DATA DRIVEN

“in word” vs. “in practice”



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The Challenge



The Challenge





Targeting

Test Your Intuition: What do you think?

In 2014, IBM increased marketing emails by 37%, which led to:

A. A 17% decrease in responses world wide

B. An increase in marketing contacts

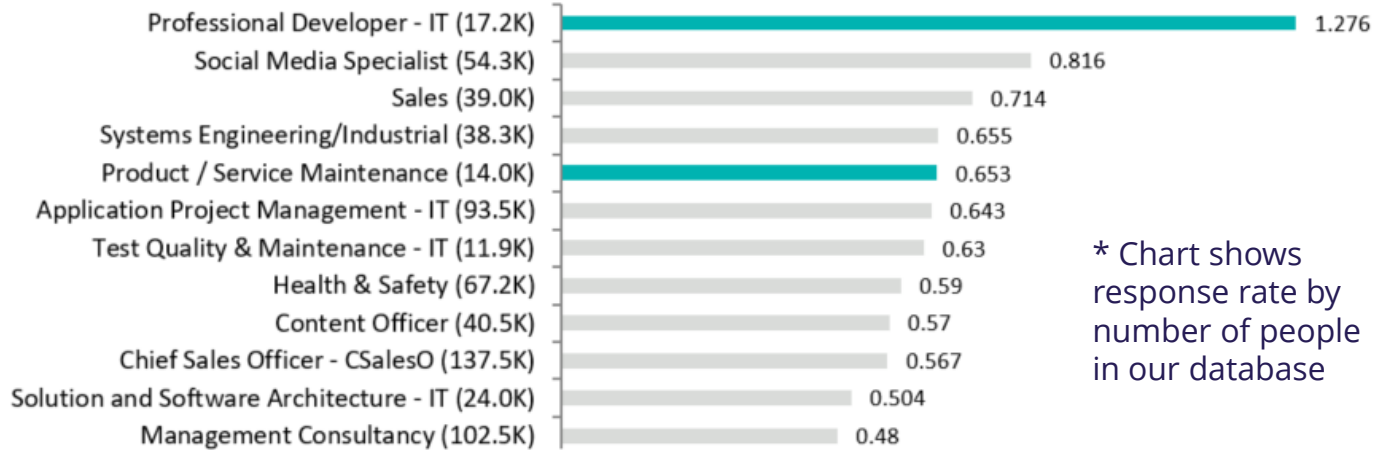
C. A 33% increase in validated leads

D. A 10% increase in win revenue

Three Questions of a Strong Client Experience



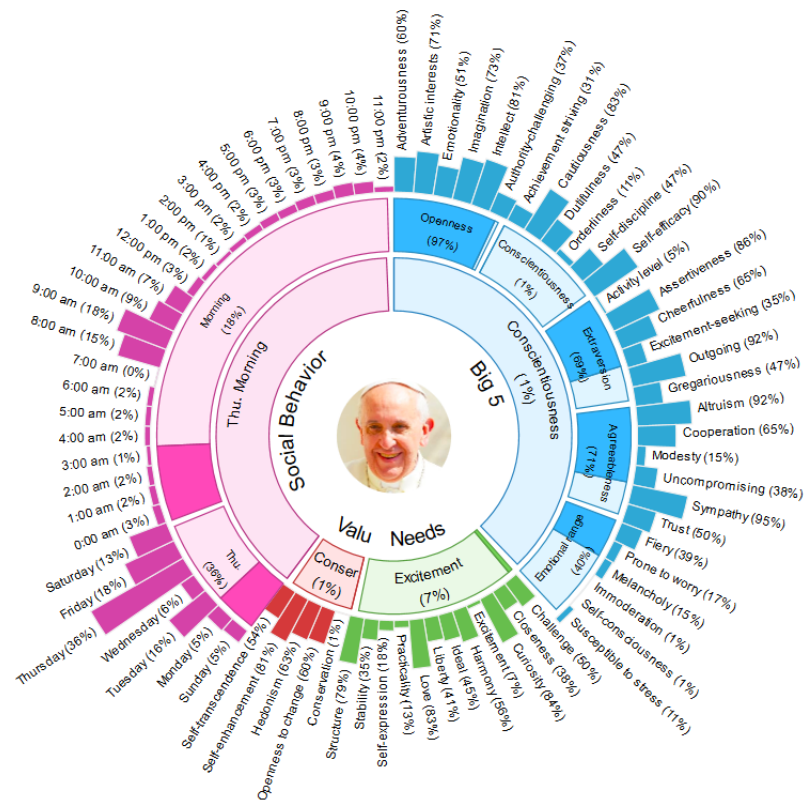
Understanding Your Customer



* Chart shows response rate by number of people in our database

Data Insight: Roles like developers and product/service maintenance professionals are higher influencers than commonly targeted C-suite executives.

Understanding Your Customer





Offers

Test Your Intuition: What do you think?

Which of the following offer types performs best for IBM in the try/buy stages of the buyer's journey?

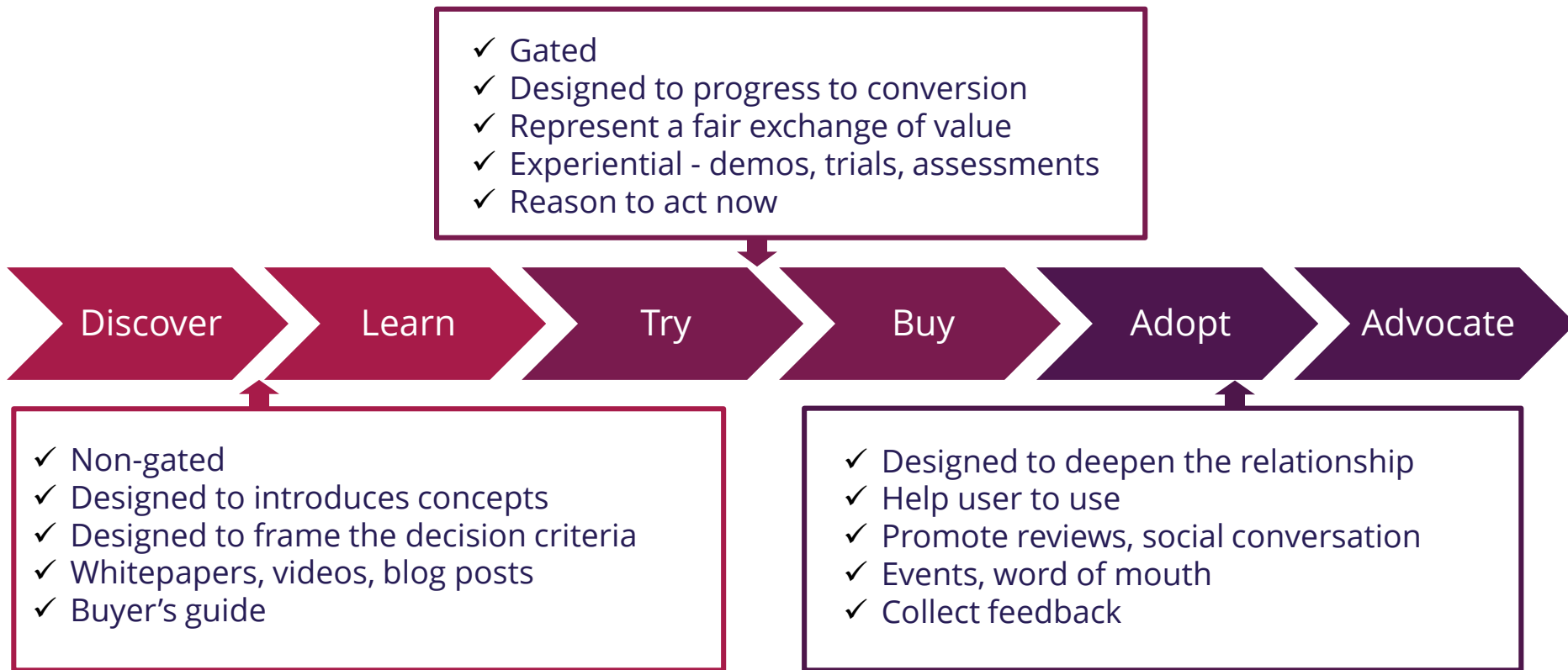
A. Whitepaper

B. eBook

C. Demo

D. Video

Aligning Offers to the Customer Journey



Aligning Offers to the Customer Journey

- ✓ Gated
- ✓ Designed to progress to conversion
- ✓ Represent a fair exchange of value
- ✓ Experiential - demo's, trials, assessments
- ✓ Reason to act now

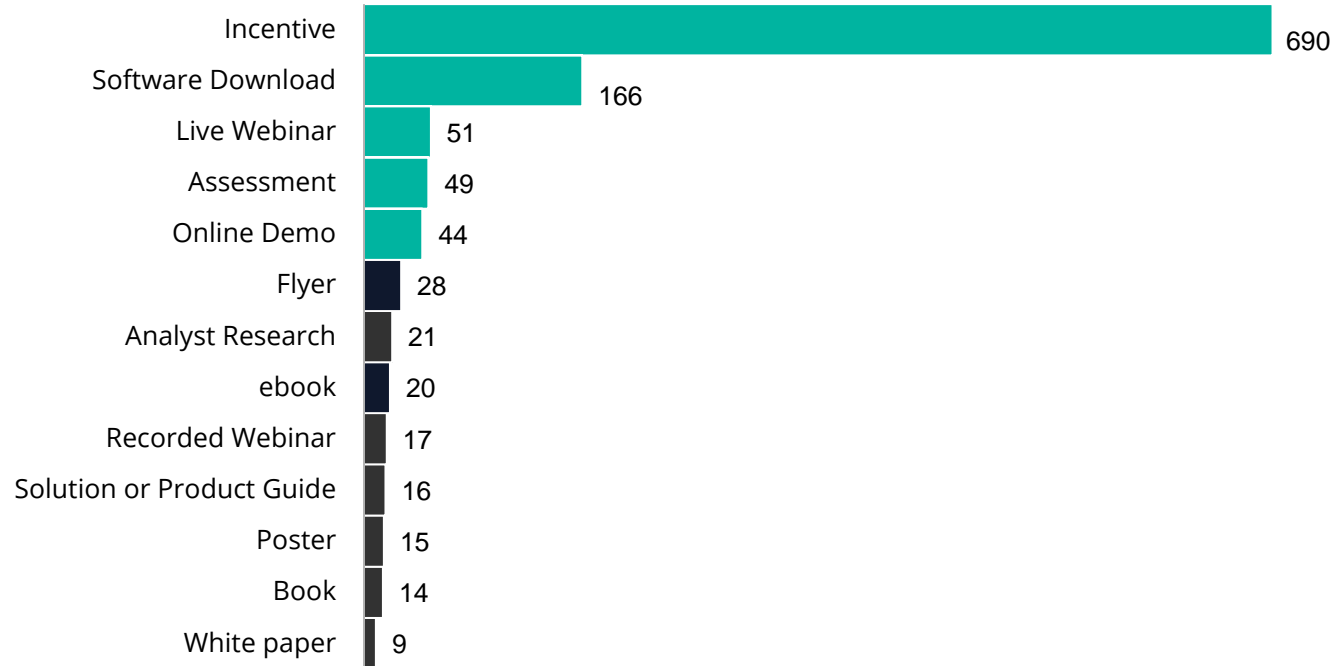
Every interaction is relevant
and drives the next action.

- ✓ Un-gated
- ✓ Designed to introduces concepts
- ✓ Designed to frame the decision criteria
- ✓ White papers, Videos, Blog posts
- ✓ Buyer's guide

- ✓ Designed to deepen the relationship
- ✓ Help user to use
- ✓ Promote reviews, social conversation
- ✓ Events, word of mouth
- ✓ Collect feedback

Aligning Offers to the Customer Journey

- Experiential
 - Reason to act now
 - High value exchange
- Informational
 - Minimal value exchange





Web Experience

Test Your Intuition: What do you think?

- Which call-to-action lead to the highest clickthrough rate?

Variation #1

A dark blue banner with a faint background image of people in a meeting. The text is white and yellow.

Partnerships

The IBM Watson Ecosystem

A new partner program providing Watson cognitive technology to businesses, access to IBM's network and a community of entrepreneurial organizations working to solve their industry's toughest challenges

Tell us about your idea

Variation #2

A dark blue banner with a faint background image of people in a meeting. The text is white and yellow.

Partnerships

The IBM Watson Ecosystem

A new partner program providing Watson cognitive technology to businesses, access to IBM's network and a community of entrepreneurial organizations working to solve their industry's toughest challenges

Join the Ecosystem

Variation #3

A dark blue banner with a faint background image of people in a meeting. The text is white and yellow.

Partnerships

The IBM Watson Ecosystem

A new partner program providing Watson cognitive technology to businesses, access to IBM's network and a community of entrepreneurial organizations working to solve their industry's toughest challenges

Share your idea

Variation #4

A dark blue banner with a faint background image of people in a meeting. The text is white and yellow.

Partnerships

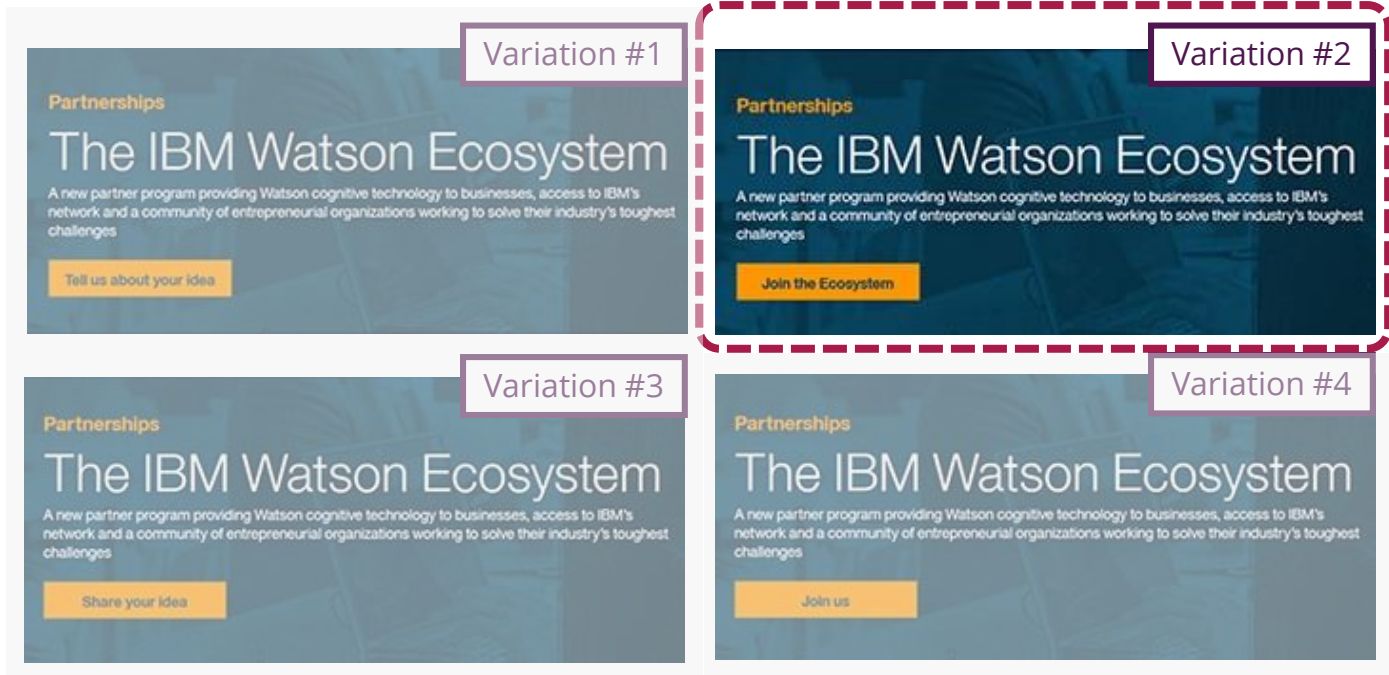
The IBM Watson Ecosystem

A new partner program providing Watson cognitive technology to businesses, access to IBM's network and a community of entrepreneurial organizations working to solve their industry's toughest challenges



Join us

Test Your Intuition: What do you think?

- The idea of “joining an ecosystem” won




Optimizing Design to Meet Motivations



Margaret
Chief Information Officer

ALSO KNOWN AS
CIO,CTO,Chief
Integration Officer,SVP of
IT

REPORTS TO
Chief Executive
Officer,Chief Finance
Officer



Jose
IT Data, Content and Information Architect

ALSO KNOWN AS
Manager Information
Planning and
Architect,Information
Resource
Management,Data
Administrator

REPORTS TO
Chief Information
Officer,IT Enterprise

Best Practices vs. Testing?

The screenshot shows the IBM Security Solutions: Threat Mitigation page. At the top, there's a navigation bar with links like Home, Solutions, Services, Products, Support & downloads, and My IBM. A search bar is also present. The main header features the IBM logo and a large red shield with a white 'T' inside, set against a background of binary code and a globe. Below the header, the text reads: "Threat Mitigation Products. End-to-end risk management solutions to protect against the latest threats while reducing the costs and complexity of security."

IBM Security Solutions: Threat Mitigation

IBM Security Threat Mitigation products are out of a robust portfolio of security solutions from IBM. Through world-class solutions that address risk across each aspect of your business, IBM can help you build a strong security posture that helps to reduce costs, improve service, and manage risks in your dynamic infrastructure, helping you cost-effectively embrace change and innovation without compromising security.

Reducing the cost and complexity of security without compromise

Today's business reality means that you must manage more risks with fewer resources. You have to:

- Cut your operational expenses
- Manage increasing risks
- Maintain your compliance posture
- Improve service

Featured Products

IBM Security Network Intrusion Prevention System
Connects IBM Provenet Network Intrusion Prevention System
Blocks network threats with security convergence of IBM Virtual Patch technology, client side application protection, advanced IPS, data security, web application protection and application control.

IBM Provenet Server Protection
Delivers multilayered intrusion prevention and detection to protect servers from attack and more thoroughly manage compliance through extensive monitoring, recording and auditing capabilities.

IBM Security Virtual Server Protection for VMware
Offers integrated threat protection for VMware vSphere 4 that provides security for every layer of the virtual infrastructure, including host network, hypervisor, virtual machine (VM) and traffic between VMs.

IBM Provenet Network Multi-Function Security
Provides protection at the gateway and network levels with six layers of preeminent security from a single solution.

Tool

Security Assessment Tool

Internet Threat Information

Security Self-Assessment

The screenshot shows the X-Force Threat Reports page. At the top, there's a navigation bar with links like Home, Solutions, Services, Products, Support & downloads, and My IBM. A search bar is also present. The main header features the X-Force logo and a large red shield with a white 'T' inside, set against a background of binary code and a globe. Below the header, the text reads: "X-Force Threat Reports. The Threat and Risk Report. Download at No Cost."

X-Force Threat Reports
The Threat and Risk Report
Download at No Cost

Download X-Force Threat Reports at No Cost

The X-Force team studies the latest threat trends including vulnerabilities, exploits and active attacks, viruses, malware, spam, phishing, and malware, web content. The X-Force team also publishes several periodic available reports every year.

The Threat and Risk Report is published twice yearly. This report provides statistical information about all aspects of threats that affect Internet security, including software vulnerabilities and public exploitation, malware, spam, phishing, web-based threats, and general cyber criminal activity.

The Threat and Risk Report is published four times a year. This report is designed to highlight some of the most significant threats and strategies security professionals face every day.

[Learn More about threat reports](#)

Preview Featured Products

Click to Learn More and View Data Sheet

- ✓ **IBM Security Network Intrusion Prevention System, Enterprise**
IBM Provenet Network Intrusion Prevention System
Blocks network threats with security convergence of IBM Virtual Patch Technology.
- ✓ **IBM Provenet Server Protection**
Multilayered intrusion prevention and detection to protect servers from attack.
- ✓ **IBM Provenet Network Multi-Function Security**
Protection at the gateway and network levels with six layers of preeminent security from a single solution.
- ✓ **IBM Provenet Management, Self-Protecting System**
Central management of security devices, services and events to help evaluate and communicate your overall risk posture.
- ✓ **IBM Provenet Network Intrusion Prevention System**
Reduces enterprise security risk by accurate, consistent, granular, tracking and reporting vulnerabilities.
- ✓ **IBM Provenet Desktop Endpoint Security**
Secures desktops and laptops against known and unknown attacks by providing multilayered security in a single agent.

Best Practices vs. Testing?

IBM

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Threat Mitigation Products

End-to-end risk management solutions to protect against the latest threats while reducing the costs and complexity of security

010 1010
Many thanks
www.ibm.com

Featured Products

- IBM Security Software Protection Services**
Protects IBM Datacenter Network Intrusion Prevention Systems.
- IBM Security Threats with security convergence of IBM Virtual Patch technology, client side application protection, advanced IPS data security, web application protection and application control.**
- IBM Provenance Service Protection**
Delivers multi-layered intrusion prevention and detection to protect servers from attack and more thoroughly manage complex distributed enterprise monitoring, recording and auditing capabilities.
- IBM Secure Web Gateway Service (aka Secure Web Filter)**
Offers integrated threat protection for VMware vSphere and that provides security for every layer of the virtual infrastructure, including host network, hypervisor, virtual machine (VM) and traffic between VMs.
- IBM Provenance Network Audit Function Security**
Provides protection at the gateway and network levels with six layers of pervasive security from a single solution.
- IBM Security - Advanced Malware Protection**

Tool

Security Assessment Tool

Get the full information

ALERTCENTER

Learn More

Security Self-Assessment

IBM Tool Assess your security



X-Force Threat Reports

The Threat and Risk Report

Download at No Cost

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[Learn More](#) about threat reports

[Register for a Report](#)

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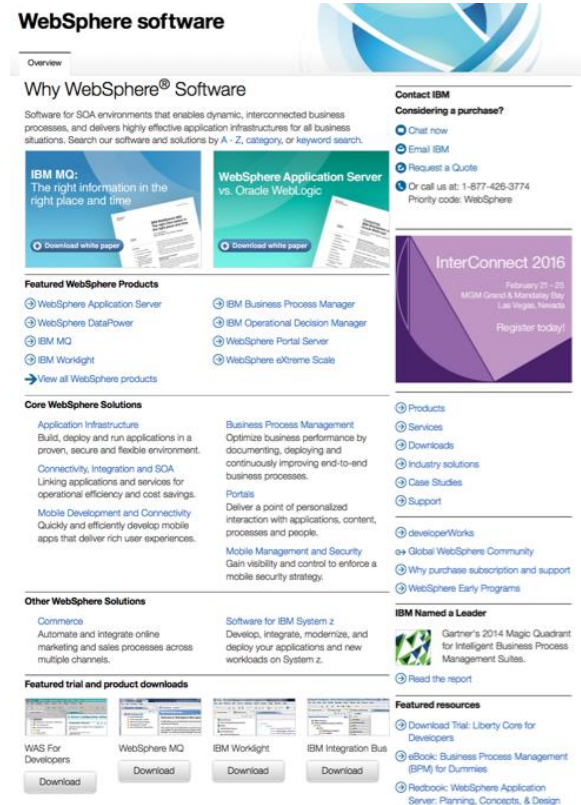
Preview Featured Products

Click to Learn More and View Data Sheet

- 
IBM Security Network Intrusion Prevention System: Protecting IBM Private Network Infrastructure
 Locks network threats with accurate convergence of IBM virtual Patched Technology.
- 
IBM Security Service Protection
 Multi-layered intrusion prevention and detection to protect servers from attack.
- 
IBM Security Network Intrusion Prevention System
 Protection at the gateway and network levels with six layers of preemptive security from a single solution.
- 
IBM Privilege Management Software: System
 Central management of secure devices, policies and events to help evaluate and commercialize your overall risk profile.
- 
IBM Privilege Network Intrusion System
 Reduces enterprise security risk by accurately identifying, prioritizing, tracking, and reporting vulnerabilities.
- 
IBM Privilege Network Intrusion System
 Secure desktops and laptops against reuse and unknown attacks by providing multi-layered security in a single agent.

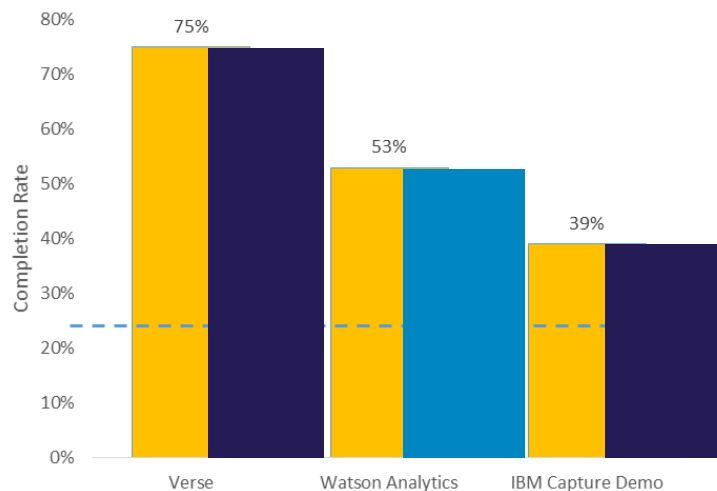
Key Insights from Testing

- Every engagement must have a purpose
- Overloaded pages prevent the client from easily accessing what they need
- The example includes:
 - 50+ links
 - Offers from across the buyer's journey – whitepapers, trials, e-books, webcasts, chat, events
 - No clear value proposition
 - No perceived value exchange



Key Insights from Testing

- Short, simple registration forms perform best — as is the case with **Watson Analytics** — an IBM product that makes advanced analytics accessible to a broader user base



Please complete your registration for [Watson Analytics](#)



Find answers and insights
with data analysis and
visualization built for you.

Email address [Already have an IBM id?](#)

First name

Last name

Create a password

Country / Region

☐ Please keep me informed of products, services and offerings from IBM companies worldwide.

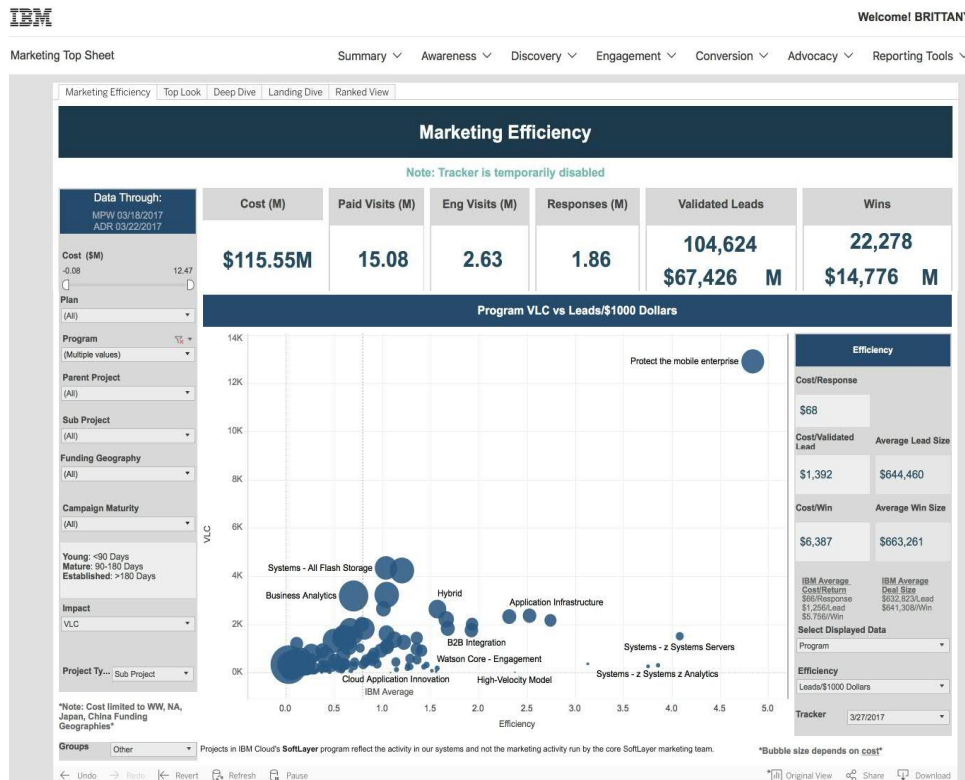
I accept IBM's [Privacy Statement](#) and [Terms and Conditions](#).

The Results of Becoming Data Driven

- 1) **Targeting:** 20x increase in response rate with a 9x uplift in MCR. With European team, a 78% decrease in outbound touches resulting in a 9% increase in responses
- 2) **Offers:** Generated a 5-10x increase in quality responses to their offers
- 3) **Web Experience:** 3x increase clickthrough rates, 2.5x improvement in engagement rates, and 1.5x increase in Live Chats

Final Thought

Everything must
be put into a ROI
context





Thank You!

Ari Sheinkin, IBM
[@AriSheinkin](https://twitter.com/AriSheinkin)