

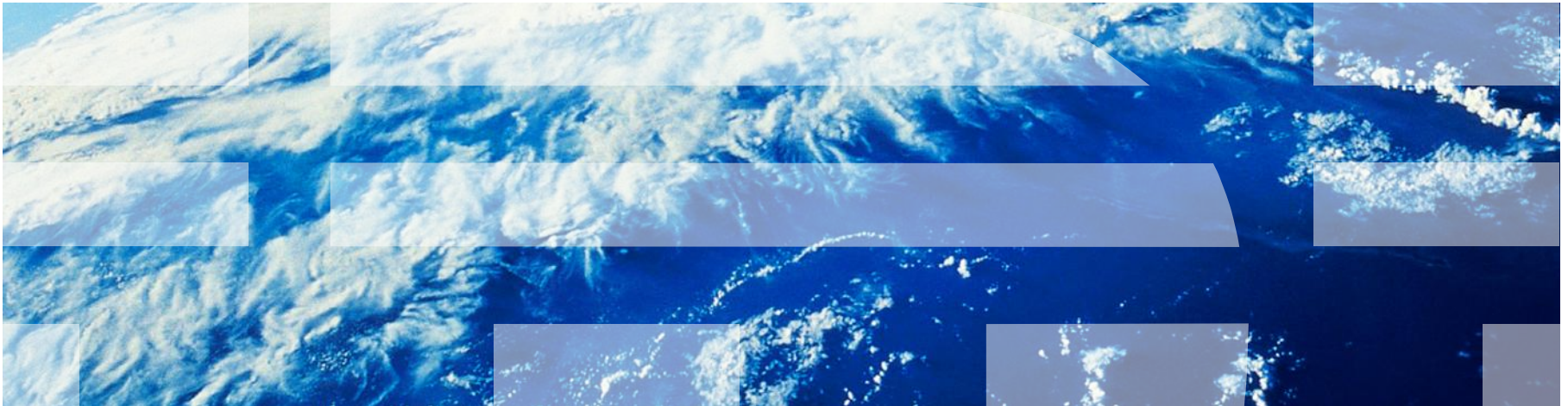


Exclusively for midsize businesses

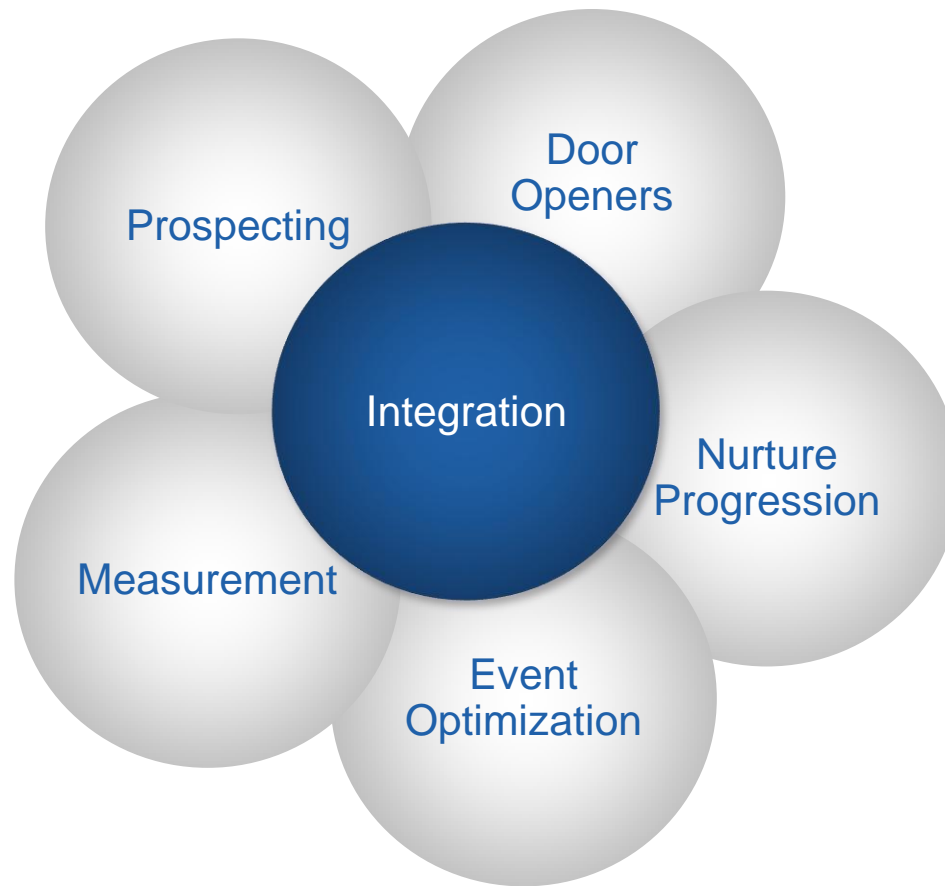
# IBM Midmarket How-To Guides:

Integrating paid, owned and earned media

October 2010



# IBM Midmarket How-To Guides: Evolving Our Approach to Effective DG



# Objective: Integrating Paid, Owned and Earned Media

Integrating advertising and direct marketing efforts is a proven strategy for elevating overall marketing impact. With the growth and diversification of digital communication channels, marketers now need to think about their media differently. Today's integration model involves coordination of owned, paid and earned media. This guide will cover strategies for making this integration happen and the impact expected as a result.

# Contents: Integrating Paid, Owned and Earned Media

- Definitions
- Overview of Media Types
- When to Use What Media
- Best Practices
- Case Studies
- Contacts and Resources

# Definitions

To unite our efforts, we must work with a common language for demand generation. As such, we will use these key terms as defined below:

- **Owned media:** a message delivered from a company to consumers through channels controlled by the company
- **Paid media:** a message delivered from a company to consumers by paying to leverage a channel not controlled by the company
- **Earned media:** a message about a company passed between consumers as a result of an experience with the brand

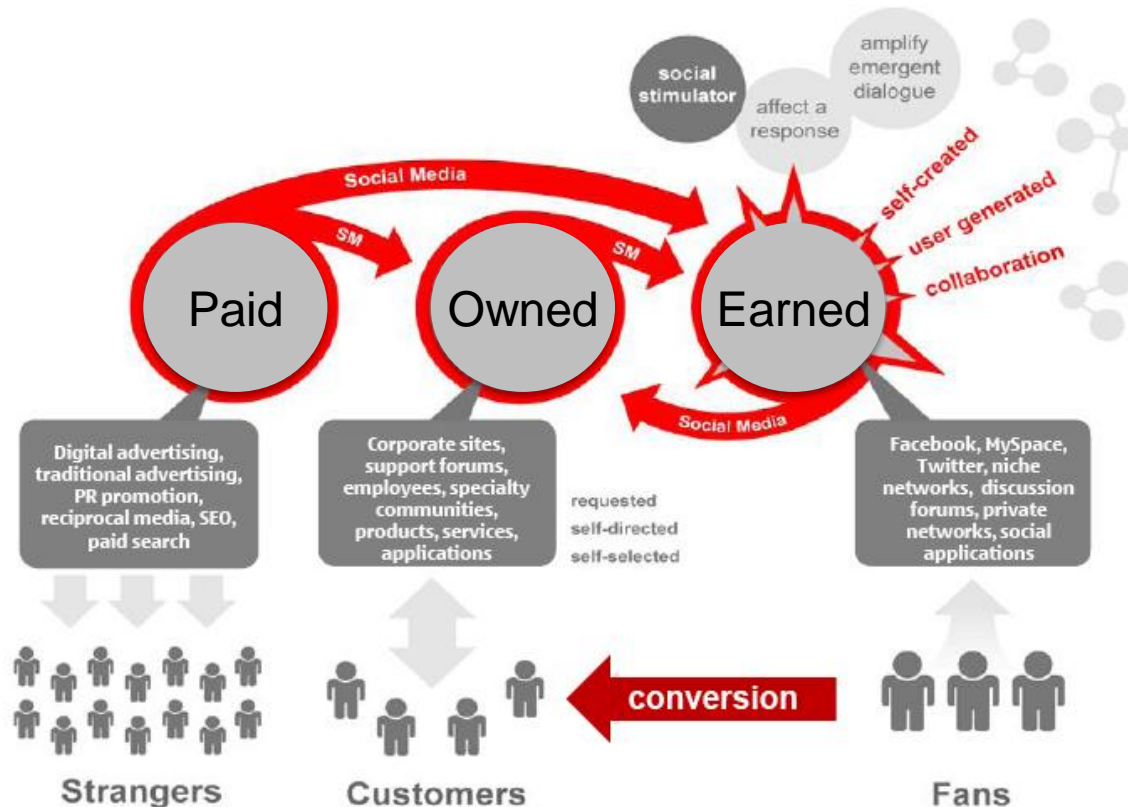
# Overview of Media Types

All are familiar with standard Paid media including print, email, direct mail, OOH, TV, etc. The chart below clarifies and classifies the less defined digital media landscape.

Type	Definition	Examples	Role	Benefits	Challenges
Owned	Channel a brand controls	<ul style="list-style-type: none"><li>• Corporate website</li><li>• Corporate mobile site</li><li>• Corporate blog</li><li>• Corporate Twitter account</li></ul>	Build for longer-term relationships with existing and potential customers and earn media	<ul style="list-style-type: none"><li>• Control</li><li>• Cost Efficiency</li><li>• Longevity</li><li>• Versatility</li><li>• Niche audiences</li></ul>	<ul style="list-style-type: none"><li>• No guarantees</li><li>• Company communication not trusted</li><li>• Takes time to scale</li></ul>
Paid	Brand pays to leverage a channel	<ul style="list-style-type: none"><li>• Display ads</li><li>• Paid search</li><li>• Sponsorships</li></ul>	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"><li>• In demand</li><li>• Immediacy</li><li>• Scale</li><li>• Control</li></ul>	<ul style="list-style-type: none"><li>• Clutter</li><li>• Declining response rates</li><li>• Poor credibility</li></ul>
Earned	When customers become the channel	<ul style="list-style-type: none"><li>• Word-of-mouth</li><li>• Buzz</li><li>• Viral</li></ul>	Listen and respond--earned media results from well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"><li>• Most credible</li><li>• Key role in most sales</li><li>• Transparent and durable</li></ul>	<ul style="list-style-type: none"><li>• No control</li><li>• Can be negative</li><li>• Scale</li><li>• Hard to measure</li></ul>

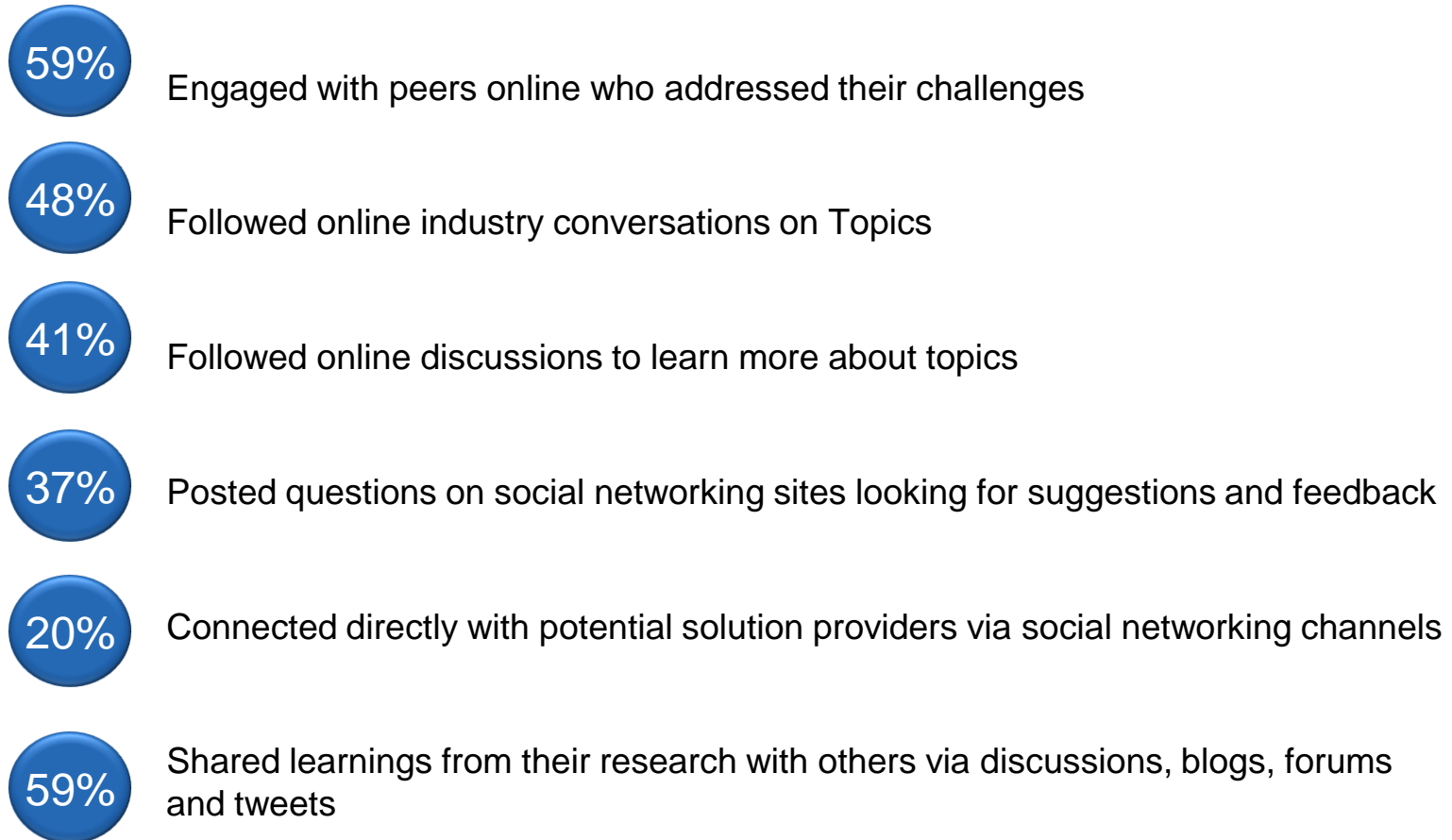
# How the Media Types Work Together

- Paid media often acts as a catalyst for Earned and Owned
- Paid and Owned media can generate Earned media – if it is engaging enough
- Earned media can be integrated into Owned and Paid media



# Why Look at Media Integration this Way

- It is consistent with today's B2B buyer behavior:

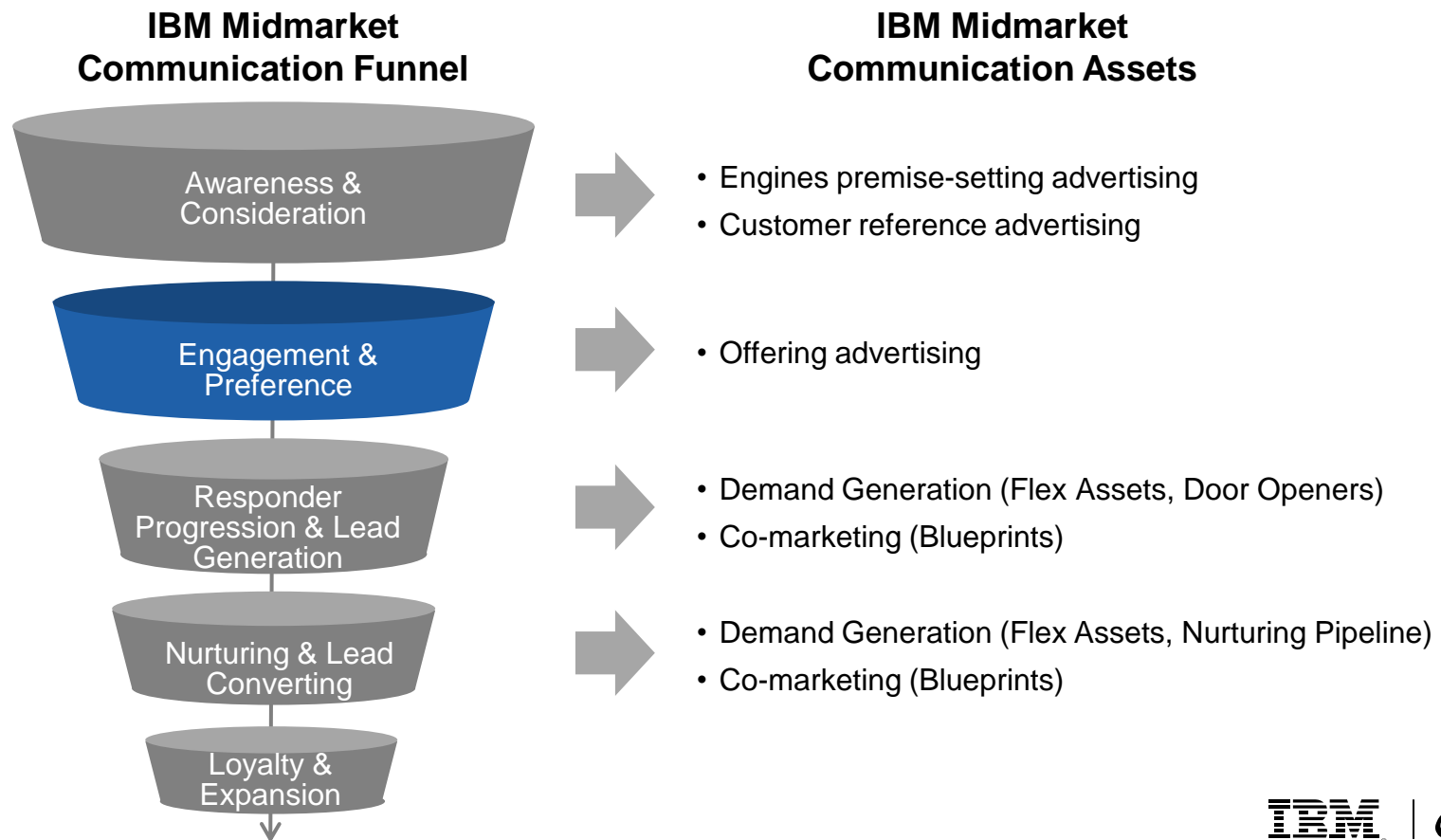




# Getting Started

# Step 1: Categorize Your Current Media Efforts

- Historically, integration has aligned marketing tactics along the Communications Funnel. This remains true, however, now there is an additional dimension: coordinating tactics, the domains to which they drive, *and the word-of-mouth they generate*. Also known as paid, owned and earned media



# Translating the IBM WW Midmarket Communications Funnel

To give an example of how to get started, below is the IBM WW Midmarket media landscape classified by Paid, Owned and Earned:



## Paid

- Engines Premise Advertising
- Customer Reference Advertising
- Offering Advertising
- M2BP Advertising
- Demand Generation
- Co-Marketing
- SEM
- Video Distribution



## Owned

- Engines landing page
- IBM.com
- PWEA
- infoboom
- YouTube Brand Channel



## Earned

- Mainstream Press mentions
- Industry Press mentions
- Blog Posts
- Social Network posts
- Forum discussions

# Thought Starters for IMT Media Categorization

- The below table lists questions to start your local media categorization:

Paid		Owned	Earned
Do you have CA advertising?	Do you have an Engines Landing Page?	What activity does the Communications team have planned for press releases, events, announcements?	
What Demand Generation efforts are ongoing in your market (tele, mail, mobile, email)?	What landing pages or microsites are active as part of your DG activity?	Can you leverage your event schedule to create content and use to distribute in Earned media?	
Are you in an MSV model with active co-marketing in process?	Where is the co-marketing activity driving and can it be considered an “owned” media property	Do you know if any non-IBMers have used IBM content on their blogs, twitter feeds, etc.?	
What Events do you have planned?	Is there an Event microsite, Registration page, or other landing environment for the Event?	Are your videos and press releases search engine optimized to maximize distribution?	
What local language video is on the IBM YouTube Channel?	Do you have an in-language infoboom page? PartnerWorld site? Or IBM.com/Express Advantage pages?	Do you have an ongoing listening program in place to capture, respond and measure social media presence?	
Do you have Content Distribution in your market?	Are any IBMers in your local market maintaining a blog, LinkedIn Group, Facebook Page, User group, Twitter ID, etc. that you are not responsible for but could leverage?		
What search activity is happening in your market? Both SEO and SEM?			

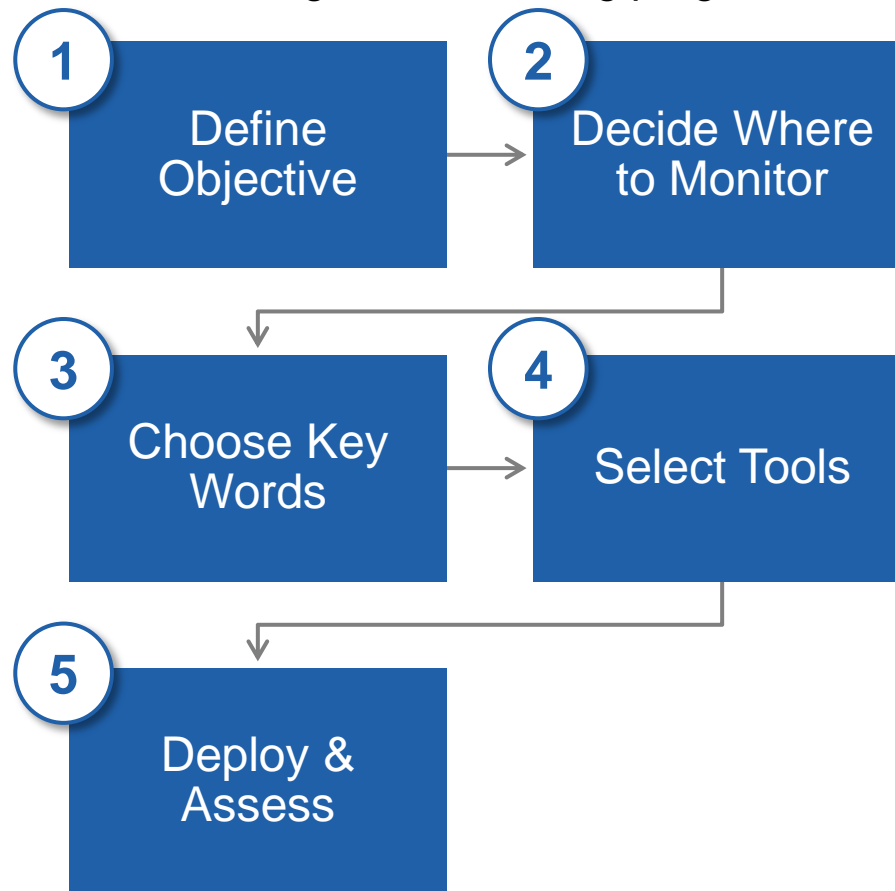
## Step 2: Establish Benchmarks and Goals

- Once you have categorized the media, the next step is to kick-off the planning process. As with any planning process it all begins with goal setting, below lists sample measures/measurements for benchmarking and goal setting:

Paid	Owned	Earned
Brand Health Monitor	Web Traffic	Mainstream Press Pickup
Open Rates	Registrations	Blogosphere Pickup
Click Through Rates	EBRC Completions	Tweets, Retweets
Downloads	Engagement Time	Board Forum Mentions
Attendees	Pages Viewed	Buzz (Digg, Reddit, etc.)
Validated Leads	Unique Visitors	Social Site Comments
Wins	Repeat Visitors	Organic Traffic

# Setting Earned Media Benchmarks

- Most IMT's have benchmarks and measurement systems in place for Paid and Owned media, but most likely a gap exists in Earned media measurement. Earned media is assessed through “listening” tools that aggregate and monitor web conversation. These tips can help IMTs execute listening and monitoring programs:



# Tips for Earned Media Benchmarks

## Define Objective

Establish a clear goal for the value your IMT wants Earned media to deliver, otherwise selecting the right listening tools and more importantly, extracting value from gathered information will be difficult. Sample objectives include:

- My IMT wants to assess brand sentiment in the marketplace and be alerted immediately when bad/good things are said about the brand
- My IMT wants to measure the volume of conversation about [insert industry keyword] and be able to join the conversation to bring more credibility to the brand
- My IMT wants to identify people in need of our product and help them at the point of need

## Decide Where to Monitor

As in real life, you cannot be everywhere at once. Instead, select where you “digitally hang out” based on where the constituency you want to reach “hangs out.” Locations should include current paying customers, potential customers and industry thought leaders. Listening can help you figure out where these people are, and what communication channels are best

# Tips for Earned Media Benchmarks

## Choose Key Words

Listening is key-word based, thus selecting the right keywords is important. At the very least track company name, brand names, product names, names of key execs, competitor names, competitive product names, industry keywords, and the tagline of your most recent marketing efforts (for example Smarter Planet or Engines of a Smarter Planet)

## Select Tools

Your checklist of what your IMT needs in a tool is largely driven by the purpose defined in step #1 and the locations your IMT chooses to monitor in # 2. So for example if you know you will be creating quarterly reports, archivable data, data charting and sharing capabilities might be necessary in the tool your IMT selects. If in step #2 you identified Twitter as a focus area, then select a monitoring tool strong in Twitter. And so on. A list of free and low-cost tools are contained in the Resource section of this guide.

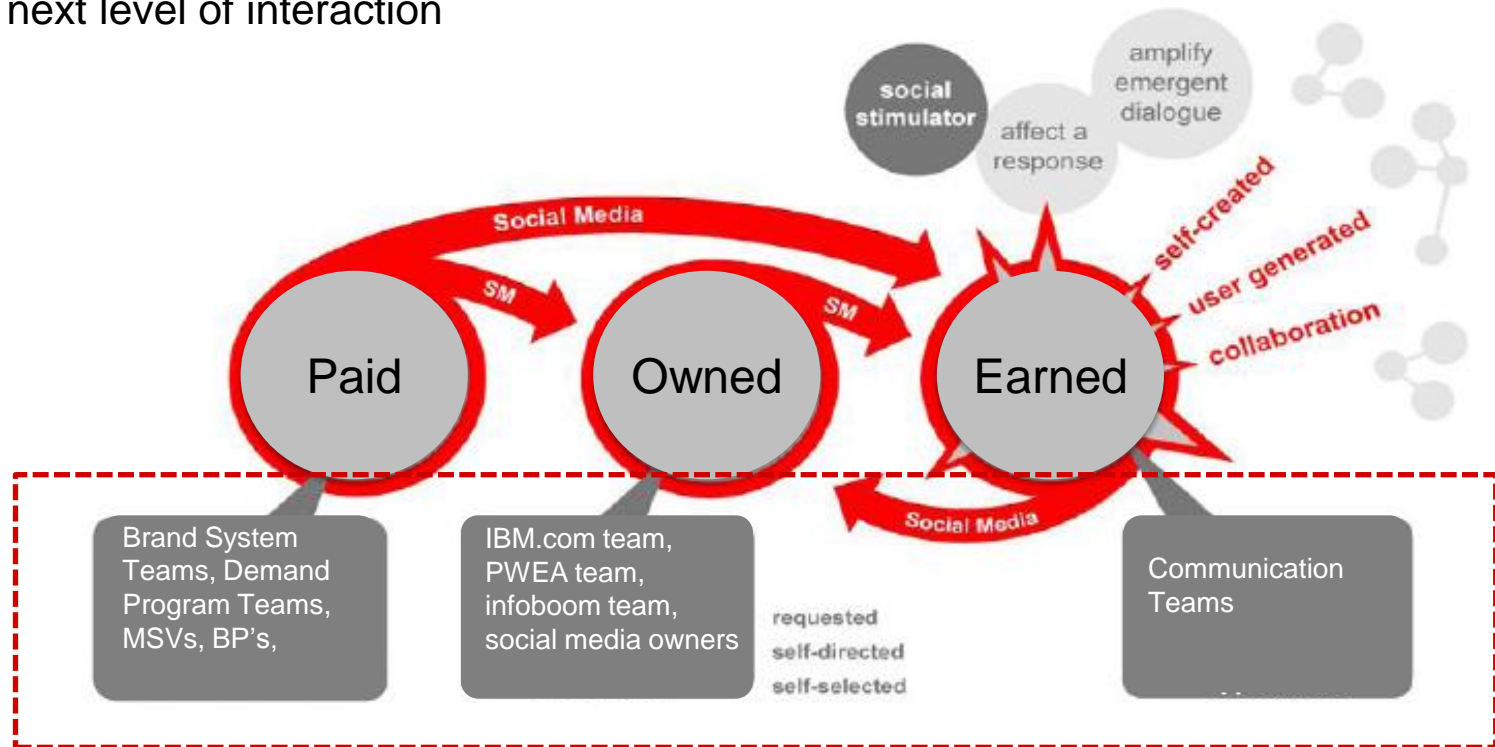
## Deploy & Assess

Before taking the next step of “speaking digitally,” assess the listening result based on established objectives. This will be your IMT benchmark against which future results will be read. Observe the culture, member interaction, how influence is expressed, and vocabulary being used. These will be important when you move to participation.



## Step 3: Coordinate Stakeholders and Align Resources

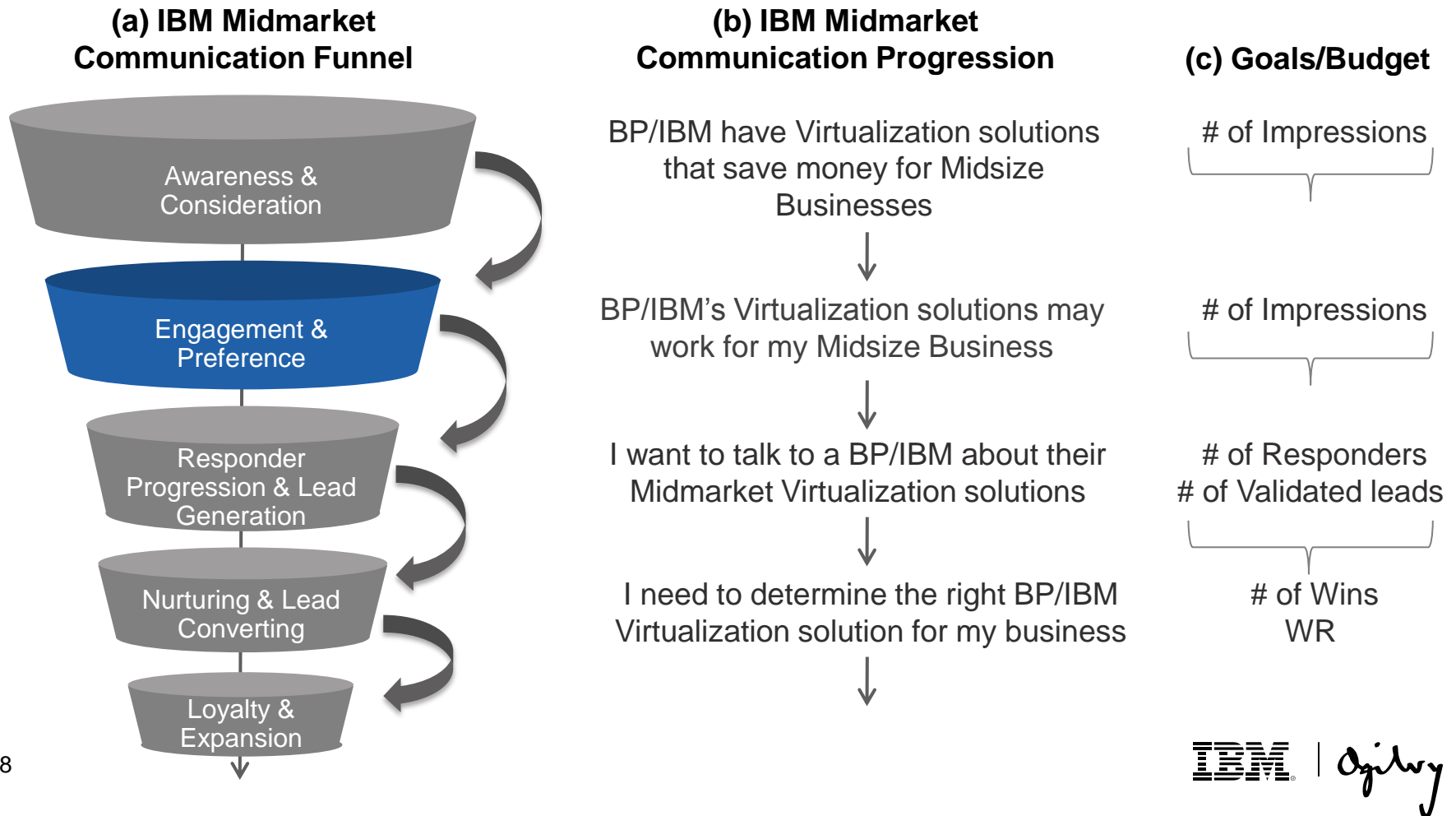
- Successful integration requires all stakeholders – Brand Systems, Demand Programs, BPO, Communications, IBM.com – actively participate in a coordinated fashion
- Media now resembles a solar system and IMT resources must align accordingly. Note: this does not mean a shift in official structure, but taking existing working relationships to the next level of interaction



Resource & Team Alignment

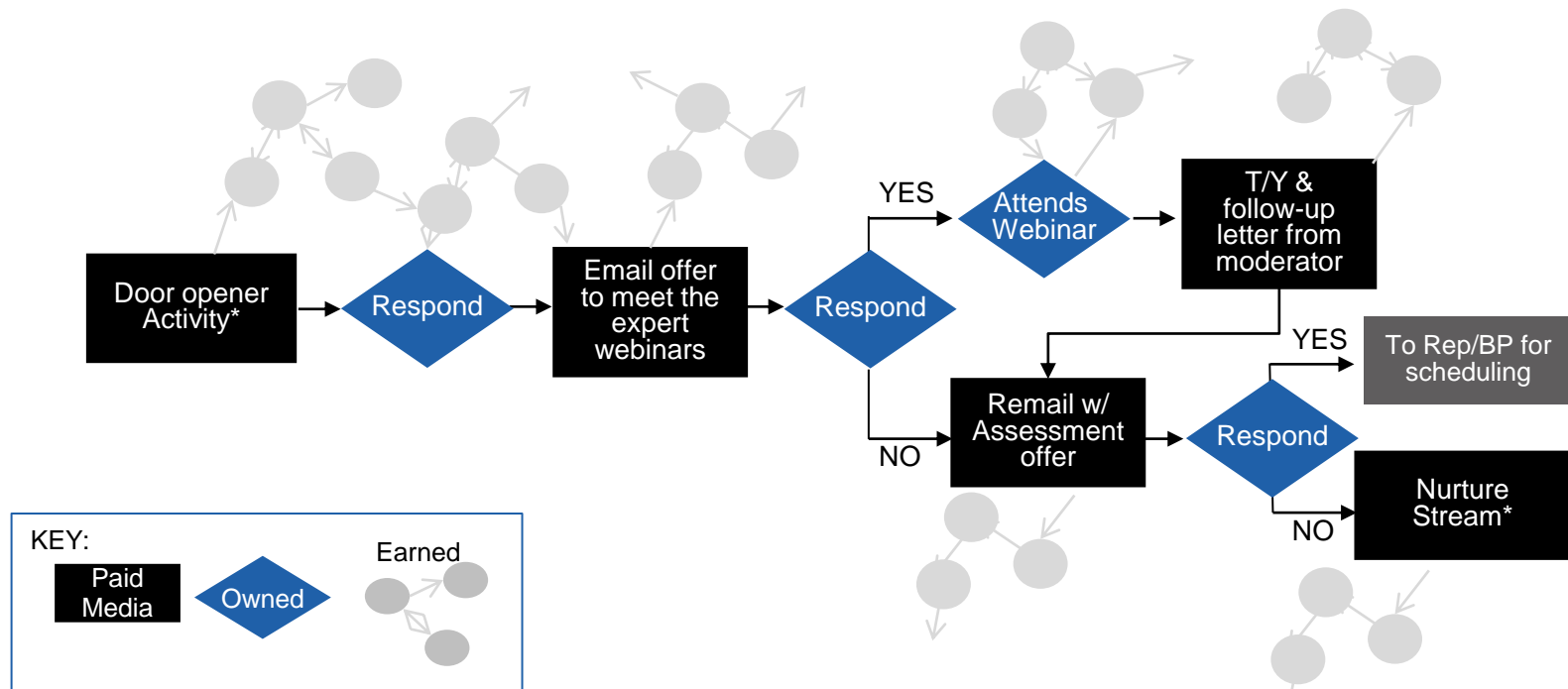
## Step 4: Building Your Integrated Plan

- Once you have set your goals, the next step is to align the prospect's journey from (a) media selection (b) key message, and (c) the universe you can afford to reach or need to drive at each stage. See the example below:



# Planning both Linear and Continuous Engagement

- Below is a typical IMT communication stream – hand raiser activity (paid media); drives to landing page (earned media); action is taken or not, triggering next communication (paid media), driving to a landing page (owned media); continuing until a lead closes
- The main stream progresses prospects forward and is a catalyst for Earned media. Earned media creates additional entry points into the stream, offers alternate areas of exploration, and leverages other people's influence to increase IBM relevance



# Building Continuous Communication Streams

- In the Best Practice section you will find practical guidance on incorporating Earned media into existing communication tactics you are doing today and take them to the next level of integration. Media types covered are:
  - Email
  - Landing Pages
  - Press Releases
  - Events
  - Video
  - Mobile

# Best Practices

# Best Practices in Integration

- How to integrate Paid, Owned and Earned media will vary by IMT and be very dependent on the results of your IMT's media audit and reclassification into Paid, Owned and Earned categories
- We believe a consistent outcome of the media audit and classifications will be as follows:
  - Paid media will be the dominant category
  - There will be multiple Owned media properties, but the distinct role and purpose of each will not be clearly defined and there may be overlap
  - Earned media will be the lightest category in terms of volume
- With that in mind, this section of the guidance will introduce ways to elevate Earned media presence, focus Owned media, and use Paid media as catalyst

# Driving Earned Media from Email

- Email should remain singularly focused on driving a specific action. However, there may be opportunity to highlight other avenues to learn more about IBM Midmarket offerings without diluting response. Here are some simple ways to encourage email recipients to further engage with IBM via social media using existing email marketing

## Step 1

- Determine the social media sites your customers and potential customers use. Facebook, Twitter, and LinkedIn are great places to start for most businesses

## Step 2

- Setup profiles on each of these websites (or work with the owner of an existing profile that is appropriate in your IMT)

## Step 3

- Add links in your emails to follow or subscribe to your social media profiles. People subscribing to your emails are great candidates for following you on social media. Just let them know that you are there

## Step 4

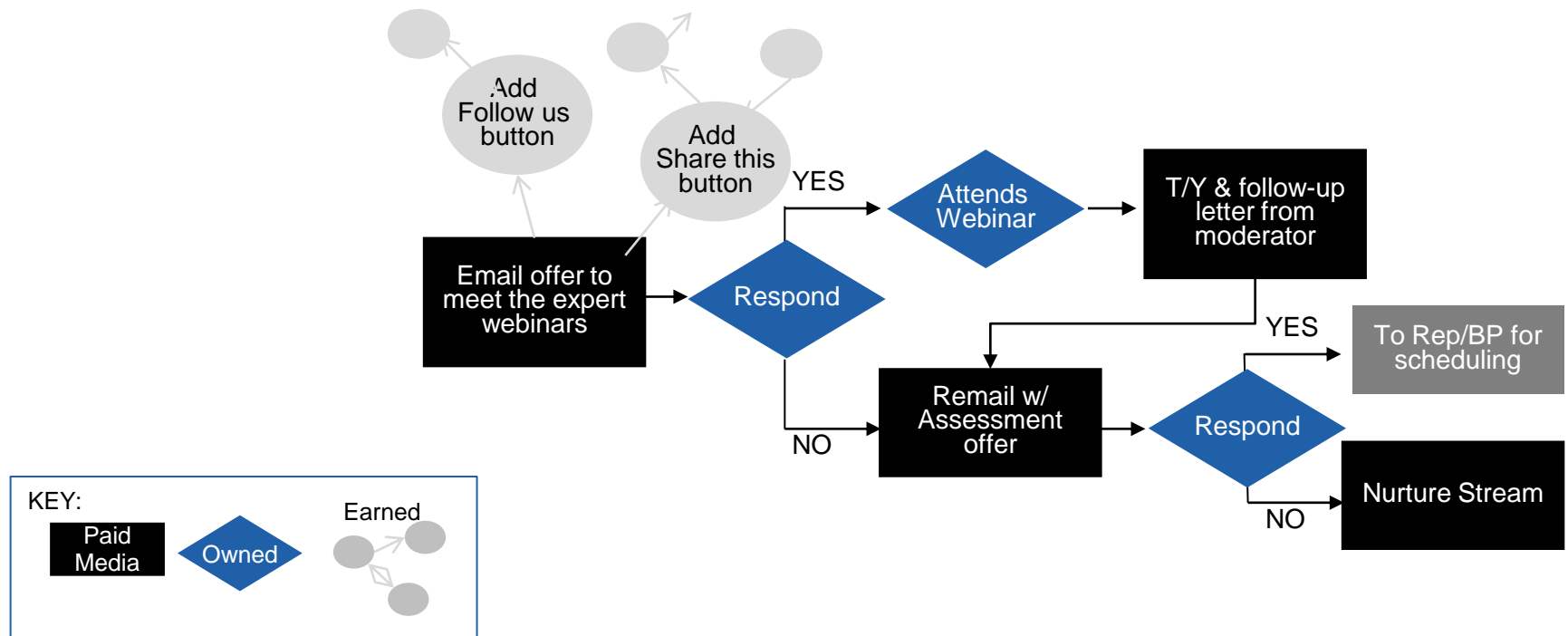
- Make it easy for email recipients to share content with their networks by adding links to share email content

## Step 5

- Integrate social media at all stages of communication by also including the sharing option on the landing page and the conversion page

## Sample of Earned Media in Email

- Below is a typical email communication stream including ways to insert “Earned Media” into the initiating email communication:
  - “Follow us” button allows people who are interested in learning more on an ongoing basis, to do so. A complete list of “follow us” options is in the resource section of this guide
  - Similarly, adding the “share this” button, allows recipients to share the webinar offer with their own network, and so on. “Share this” examples are again in the resource section of this guide







# Driving Owned Media Traffic

- Landing pages should remain singularly focused on driving and closing a singular action. However, once the conversion has occurred, confirmation and thank you pages offer opportunities for driving traffic to other Owned media properties. Actions to take are below:

## Step 1

- Consider the offer being fulfilled on the landing page. What is the next logical level of engagement off that offer? Direct traffic to the most appropriate Owned media

## Step 2

- Ensure there is a clear & distinct strategy behind each Owned property. Streamline any redundancies. PartnerWorld, IBM.com and the like will already be focused. But there may be multiple blogs, Twitter ID's, LinkedIn Groups etc. that are less so

## Step 3

- Review your existing Plans and identify opportunities to provide links to Owned media. NOTE: ensure it does not interfere with lead generation

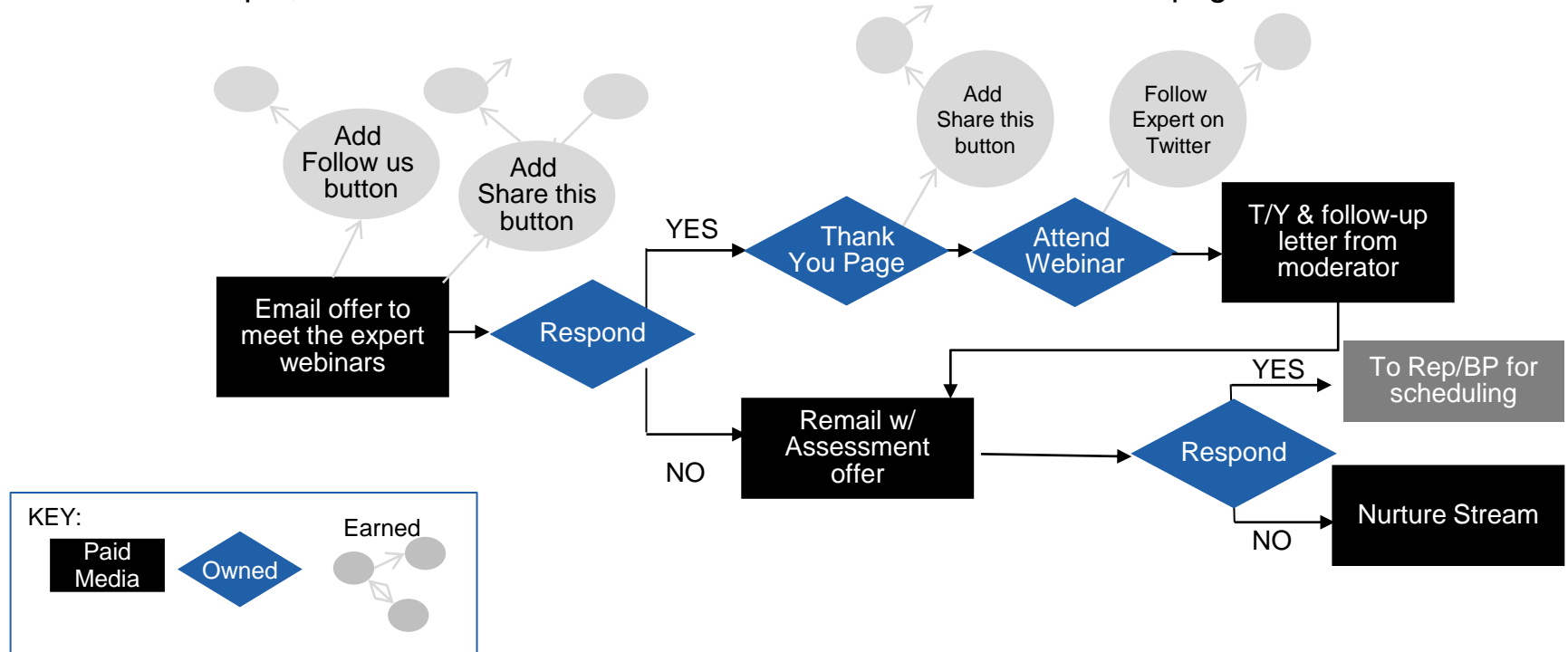
## Step 4

- Make it easy for prospects to opt in and share content with their networks by adding links on confirmation and thank you pages; and other owned sites per your strategy identified in step 3



## Sample of Owned Media Promotion

- Building on the previous email communication stream example, here are opportunities for driving traffic to “Owned Media” properties:
  - Add a “share this” button on the confirmation page to enable registrants to forward the invite to their networks
  - The example of the “meet the expert” webinar creates an opportunity to build a twitter following. So in this example, we have added a “follow on twitter button” on the webinar page

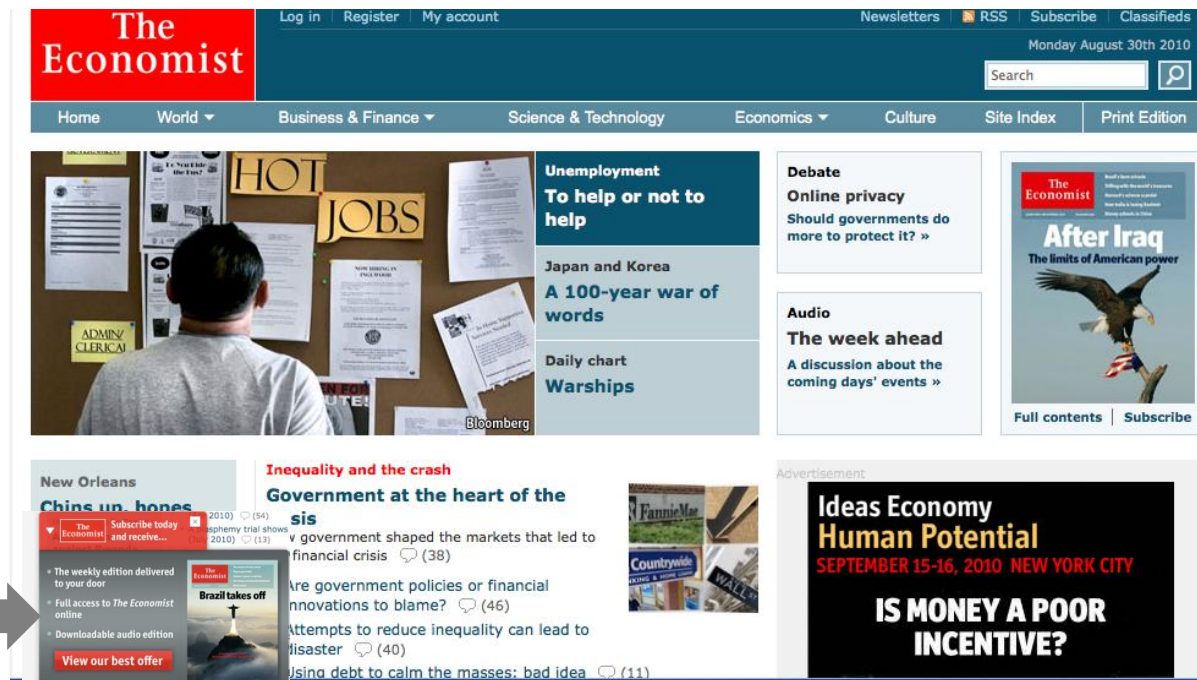


# Sample of Cross-promoting Owned Media

- When your Owned media properties have clear roles and functions, it will enable more successful cross-promotion
- For example, on an IBM.com product Storage page, if there is a “Storage Virtualization” RSS feed or Twitter ID, a hover box offering opt-in or the inclusion of “follow-me” buttons would be a great moment of cross-promotion

The Economist uses a hover box to cross-promote Offline content on their digital home page

Hover Box  
Sample



# Creating Earned Media Impact

- The Press Release is a great vehicle for driving Earned media mentions in mainstream press and the blogosphere. Below are some tips for writing SEO-effective Press Release headlines which can optimize Earned media impact:

## Step 1

- Select a relevant highly searched term or phrase to be the primary keyword for the release

## Step 2

- Place the primary keyword near the beginning of the release's headline

## Step 3

- Keep the SEO-friendly news release headline to eight words or less

## Step 4

- Ensure the headline accurately summarizes the news release content

## Step 5

- Repeat the primary keyword two to four times in the body of the document

Email

Landing  
Pages

Press  
Releases

Events

Video

Mobile

# Sample Earned Media Impact





## Driving Earned Media from Events

- For IMTs working in an IBM-led or MSV-led demand generation market, Events most likely are a prominent component of your IMT execution plan. Therefore, it will be critical for you to leverage events to generate Earned media. The good news is, events are a natural jumping off point for creating Earned media by:
  - Providing an anchor point for Press Releases, Buzz generating vehicles and the Paid media invitational process to stimulate activity in your IMT
  - Creating a universe of customers and prospects to communicate with and a common subject for that discussion
  - Generating content for post communication to keep the conversation going well beyond the actual event
- The challenge with Events is often you end up in a cycle of engagement and disengagement. Where you do pre-event activity, you communicate during the event, do some post-event follow-up and then all activity stops. Leaving a series of no longer active Owned properties such as Event microsites, Twitter ID's, blogs, etc.
- The guidance on the following pages provides direction on how to break this cycle and create sustained engagement, pre, during and post event



# Driving Earned Media from Events

- Events provide great opportunities for one-to-one conversation that can continue beyond the actual event date. And by creating a sustained “Owned media” location dedicated to your IMT events, you can deploy effective SEO techniques that elevate your overall presence. Further suggestions follow:

## Step 1

- Audit existing event properties. Your listening effort conducted earlier should help identify both active and inactive properties (blogs, microsites, twitter id's, etc.)

## Step 2

- Develop a digital/social property developed with a specific audience in mind and organized by topic areas. For example, Data Management, Lotus, CIO or Tech Guys.

## Step 3

- Create ongoing engagement by using a mix of temporary (email invites or event-specific #tags) and on-going engagement vehicles (topically relevant IMT specific blogs, IBM.com pages, Twitter ID's etc.)

## Step 4

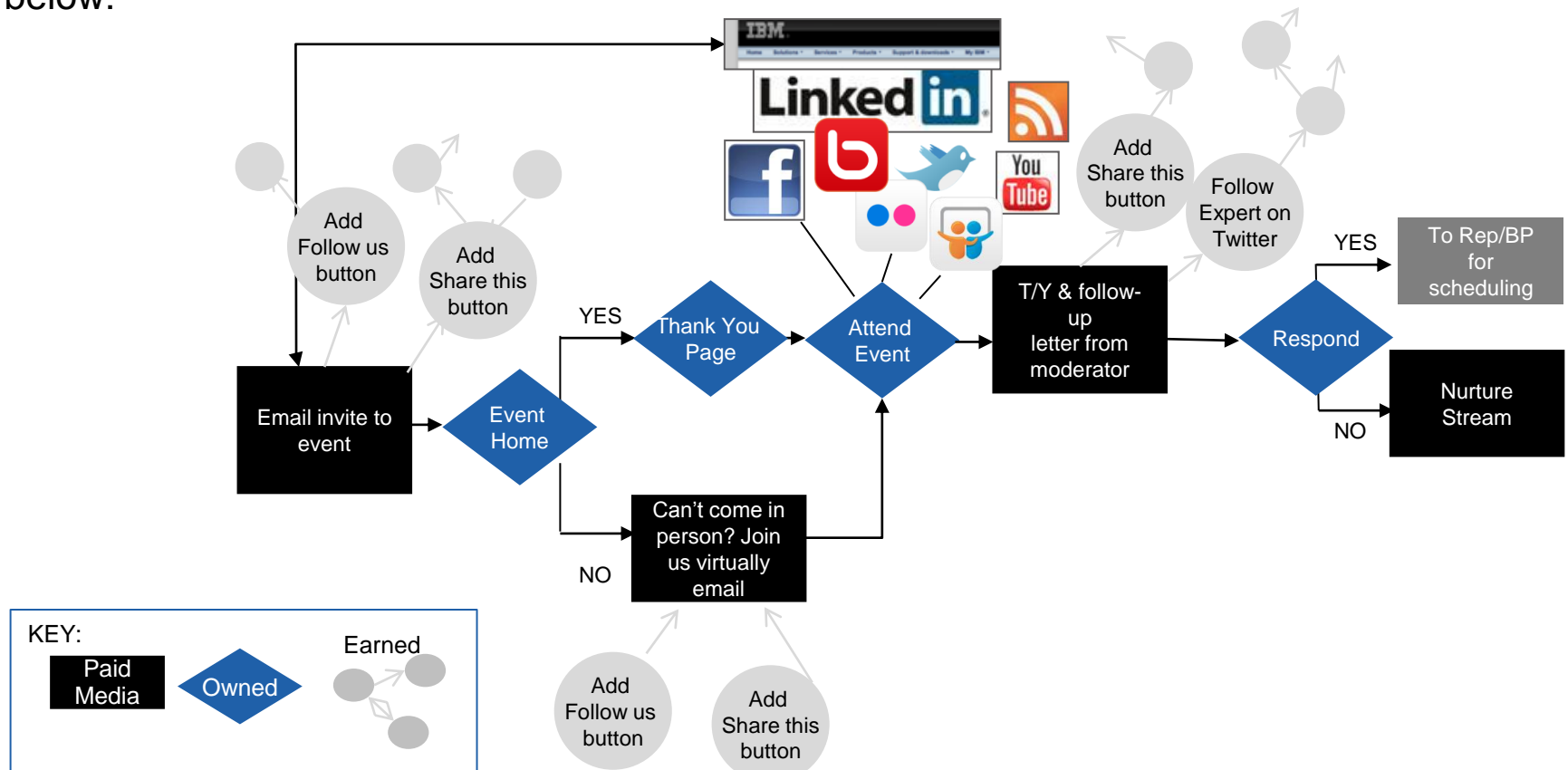
- Capture Event content (video, key note transcripts, presentations, Q&A or round table transcripts, etc.) and use it to fuel the ongoing engagement vehicles with content

## Step 5

- Pull attendees and their networks into the discussion on both the Owned properties and elsewhere. This might require encouragement at the event to ensure participation of Attendees with Twitter, LinkedIn or other social vehicles

# Sample Event-driven Earned Media

- The key to success is transforming the churn of activity that swells and ebbs with events, into a continuous flow of content and communications, into which you are constantly pulling new prospects and participants. The communications flow would be a cycle per below:







# Using Video to Drive Owned & Earned Media Traffic

- According to a Forbes/Gartner report 84% of buyers aged 30-64 find product/service information more compelling when it is delivered in video. IBM has seen that 41% of users click to more information when content was delivered in video
- The conclusion? Video is a powerful tool that done correctly can drive Owned and Earned media traffic. The key is well-done SEO. On the next few pages are five basic tips for video SEO to improve the “searchability” of IBM videos

## Step 1

- Optimize with keywords. Just like any type of text based content, video SEO involves optimizing target relevant keywords—use keywords in File name, title, tags, url, link text

## Step 2

- Include a paragraph of optimized text that provides a brief description of the video. This will improve user experience and search rankings

## Step 3

- Distribute videos on video-sharing sites. In addition to posting videos on owned media, video-sharing sites are effective tools for gaining visibility and additional links (in other words, Earned media). Go beyond YouTube (see resource guide for additional site suggestions)



# Using Video to Drive Owned & Earned Media Traffic (cont'd)

## Step 4

- Implement a linking strategy: video is judged by the same linking standards as other forms of digital content. Linking strategy should include:
  - Cross-linking to other videos
  - Linking to videos from relevant web pages
  - Tweeting the video
  - Linking to videos from social media pages
  - Bookmarking the video

## Step 5

- Encourage viewers to share videos: First rule is to create content that is interesting, relevant, or informative, so users view and share it. Also consider:
  - Allowing and encouraging users to comment on the video
  - Make it easy for users to share your video on YouTube, Twitter, Facebook, etc.
  - Offer content in multiple formats so users can select platform and connectivity speed

## Step 6

- As with text content, the more optimized video the better, so get creative to repurpose videos across the web:
  - Embed videos in blog posts
  - Break up long videos and create multiple shorter ones
  - Use transcriptions of videos to create blog posts or content for web pages
  - Take screen shots from videos and post them to Flickr and other image-sharing sites
  - Turn offline content into optimized digital assets for your Owned media properties

Email

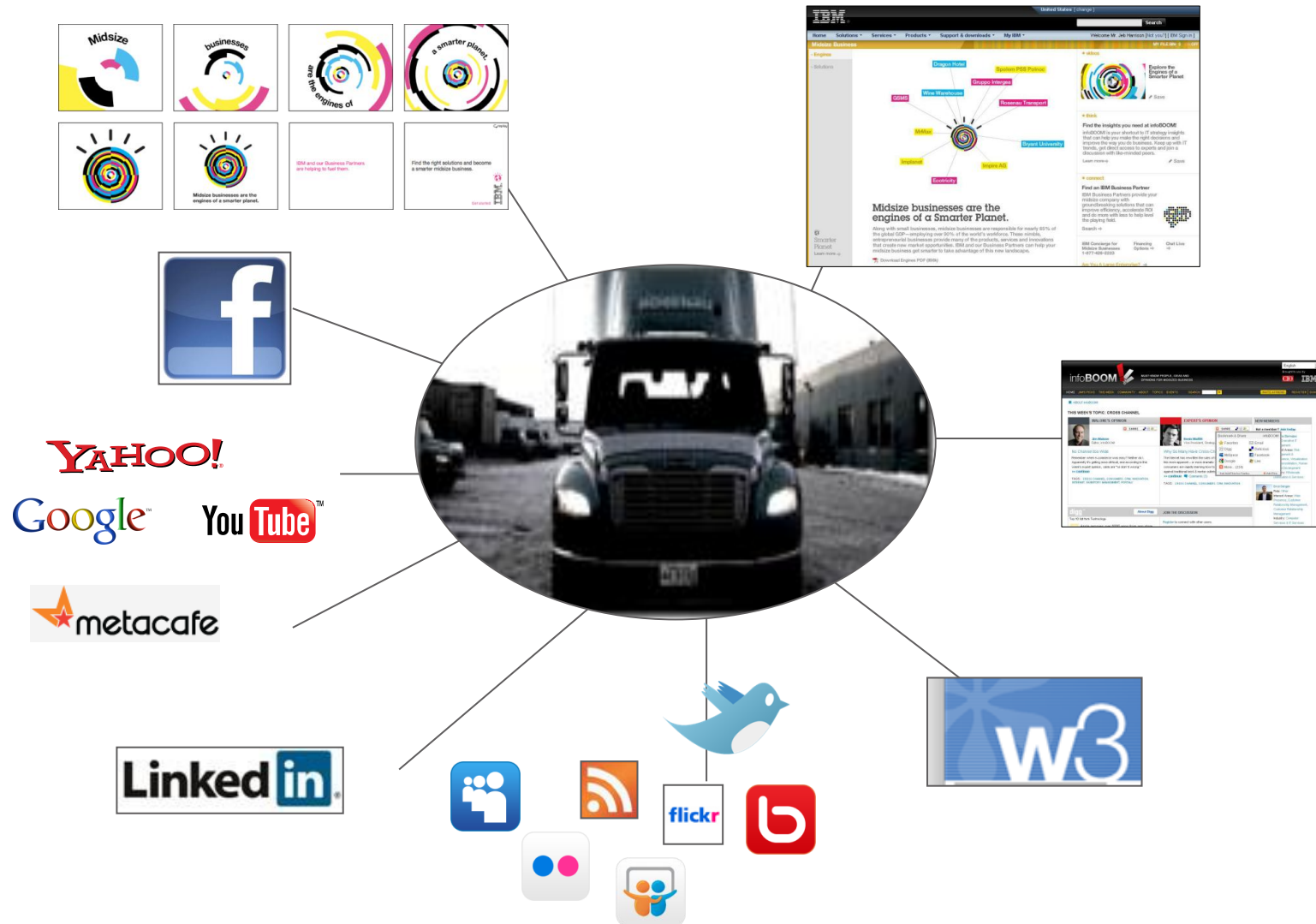
Landing  
PagesPress  
Releases

Events

Video

Mobile

# Sample Video Distribution



# Video Distribution Sites & Tips

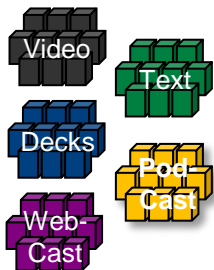
- In addition to posting videos on owned media, video-sharing sites are effective tools for gaining visibility and additional links. Remember these few points to maximize results:
  - Ensure quality control prior to distribution – standardize and optimize aspect ratios, frame rates, screen size, pixel dimension – enhances the brand image and user experience
  - Expand beyond YouTube – Metacafe, Yahoo Video, Blip TV, Daily Motion, MSN, Veoh and Vidilife – or use a video distribution service like TubeMogel
  - Plan for audience interaction – what devices are they using? Where will they be viewing, how will you ask them to interact, what is the desired post-view response? What is the length of the clip?
  - Tag content correctly

The logo for Yahoo!, featuring the word "YAHOO!" in a bold, red, serif font with a registered trademark symbol.The logo for YouTube, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle, with a trademark symbol.The logo for Google, featuring the word "Google" in its multi-colored, sans-serif font with a trademark symbol.The logo for Metacafe, featuring a stylized orange and red star icon followed by the word "metacafe" in a black, lowercase, sans-serif font.

# Using Metadata Effectively for Earned Media

- Definition: Metadata is information about a piece of content that enable Search engines to find the content and entice audiences to engage with it. After selecting relevant content for distribution, each of the assets are examined to identify the keywords that would serve as the most effective metadata

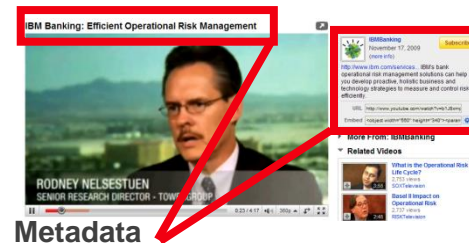
Identify Keywords  
Found Within The  
Prioritized Content



Identify High-Demand  
Search Terms Synonymous  
With Asset Keywords



Generate Metadata  
For Each Asset



Metadata

- Title
- Link
- Tags
- Description
- Transcript

Drive to IBM.com For  
Relevant Information





# Incorporating Mobile into Earned, Owned and Paid Media

- Mobile can be a part of any traditional advertising or direct marketing campaign; it's interactive, it's personal, delivers a seamless engagement point between a brand and a consumer, and it's measurable. Marketers can now implement mobile tactics into Paid and Owned media by leveraging:
  - **2D barcodes or Quick Response (QR) codes** are a graphical image that enables fast data access. A user simply photographs the 2D code with their barcode-equipped reader, the reader interprets the encoded URL and directs the browser to the relevant information on a website. Some 2D barcode systems even deliver information in a message for users without web access
  - **Short codes** are special telephone numbers, significantly shorter than full telephone numbers, that can be used to address SMS and MMS messages from mobile or fixed phones. They are designed to be easier to remember, and in many countries there are Common Short Codes that can be used across carriers
  - **Mobile dial codes** are one way for brands to connect with opt-in mobile consumers through daily deals, applications or text messaging options. The 'ads' are delivered directly to the consumer's mobile device



# Integrating Mobile into Your Marketing

- Mobile is a natural complement to many of the marketing efforts you are already doing today. To ensure that it works as hard as you want it to, you need to consider the following:

## Step 1

- Keep your target audience in mind. The mobile experience must be relevant to their expectations

## Step 2

- Expand your engagement. Provide a mobile offering that's meaningful and will have the consumer coming back to the branded response

## Step 3

- Make it memorable. There are brandable mobile solutions available to ensure your consumer can easily find you

## Step 4

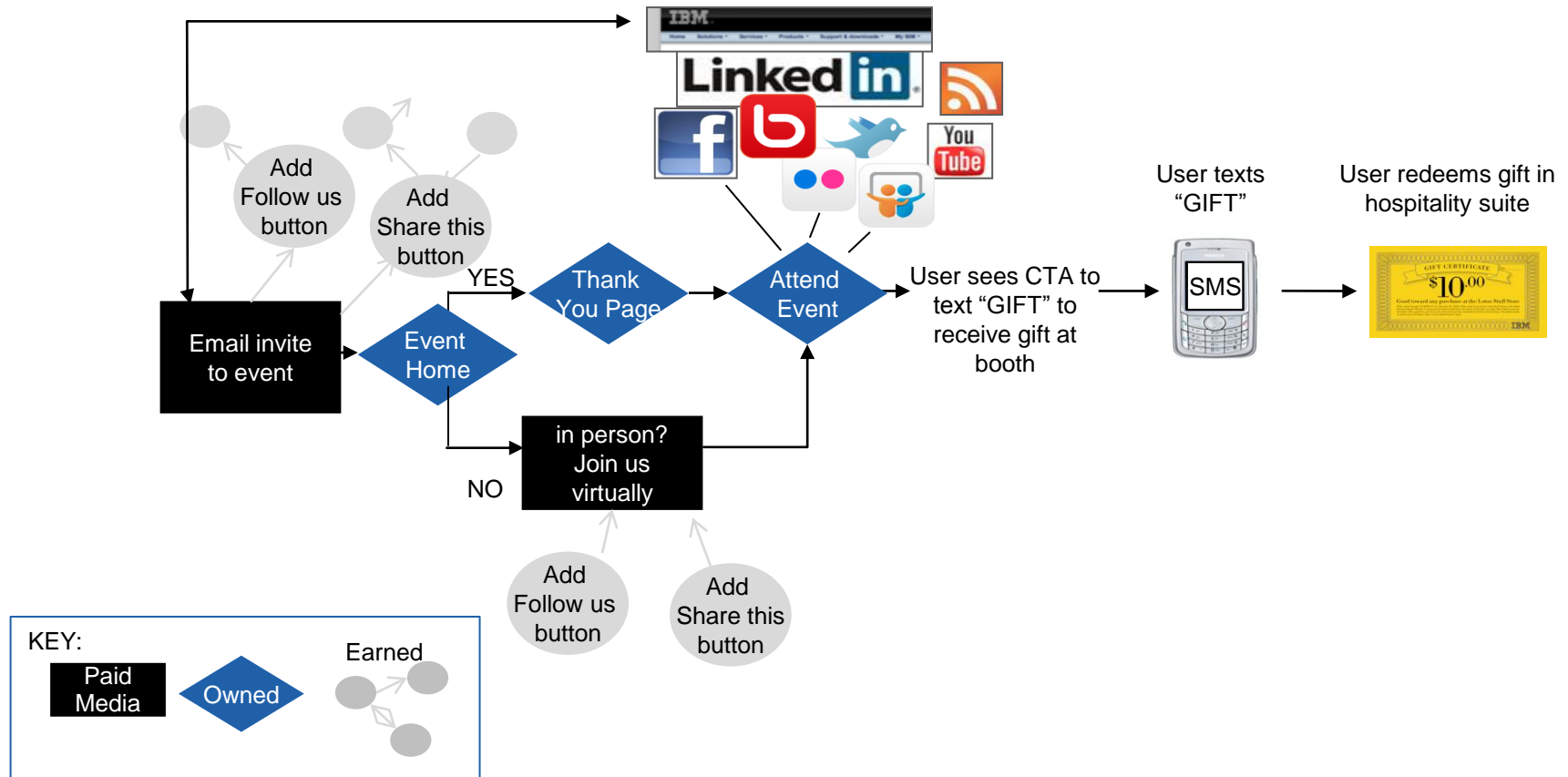
- Make it easy. Relying on the consumer to learn about your engagement method may be asking too much of them

## Step 5

- Make sure it works. Assuring your call-to-action works for all mobile subscribers, on any phone, is critical to program success

## Sample of Mobile

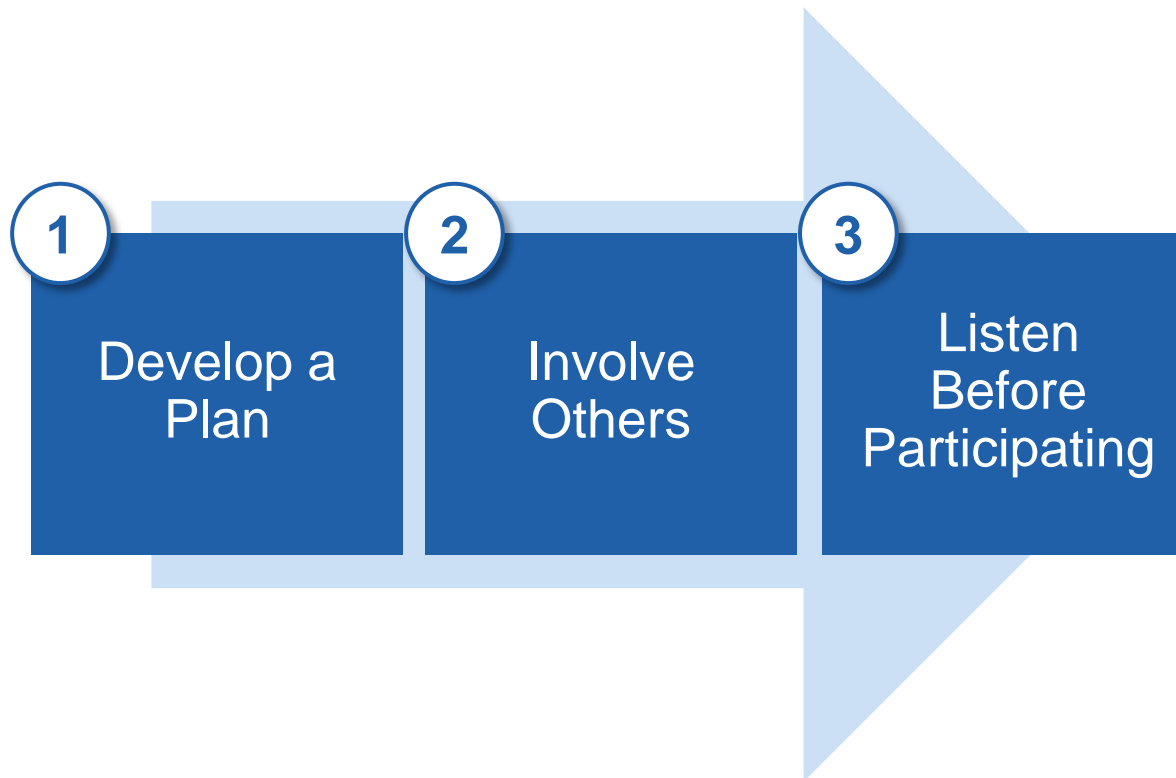
- Mobile usage varies throughout the world. But one thing is common, it is a powerful platform that we haven't fully leveraged in IBM Demand Generation. Below is a simple way to incorporate a mobile effort into existing strategies such as events





# Establishing Backend Support for Earned Media

- Most IMTs have existing backend support for marketing activity such as telemarketing, data capture, web pages, etc. However the same might not be true of Earned Media. Earned media is largely comprised of social media, and is bigger and faster than any other channel out there. And there is equal chance for positive and negative media in this situation. Therefore, before implementing any Earned media consider the following:



# Tips for Earned Media Benchmarks

## Develop a Plan

You need to anticipate and plan for engagement in routine situations:

- A blogger raves about a product, how do you turn this goodwill into collaboration that benefits both parties?
- Conversely, there is a negative comment? How will you react
- How do you internalize and execute on feedback about your product?
- How do you internalize and execute on feedback about a competitor's product?
- How do you react to irate customers?
- How do you deal with false information being communicated about your brand?

## Involve Others

One of the biggest challenges will be tapping into the right person in the organization to either answer a query or help answer it. Here are some things you need to think about and put in place:

- How will data flow in your IMT?
- How will people be notified their help is needed – email, IM, phone?
- How quickly are the right parties notified? Is it fast enough?
- How is information cascaded?
- Are functional experts engaging themselves or funneling answers through the social media ambassador?
- After the interaction happens, how is the customer record updated and shared? (customer records in call center notes, Siebel, Unica?)

## Listen First

Prompt response is important, but it is equally important not to over-react, or react in a way that is not appropriate in the particular community. The rule of thumb before “speaking digitally”, is to really listen first. Familiarize your self with community culture, members, stakeholders and norms, and act accordingly. In many ways the digital world is like the off-line world.

# Case Studies

# Lotus Fly Paper: Successful Video Distribution

- Challenge: The Lotus team was looking for a way to extend their media reach and specifically, engage c-level executives in conversation
- Strategy: Expand the conversation by unlocking a library of distributed video “fly paper” designed to attract potential customers via SEO and social linking
  - Create diverse library discussing pain points and solutions by c-level peers
  - Surround videos with metadata reflecting the content and language used in each clip and keyword strategy
  - Enhance the YouTube channel as a main touch point
  - Use clips to create a distributed content force across the Internet.
  - Flood video sharing sites with content that features the terms and phrases c-levels search on
- Results:
  - 12,000 views in two months
  - 5 of 7 always on key words showing up on page 1 results
  - 38% engagement rate on ibm.com
  - 2% registration rate on ibm.com

# The Lotus “Flypaper” Program

21 videos shot at one event and distributed to 8 sites



## Lotusphere opening video

Leveraging existing Watson footage

All around the world,



## Lotusphere closing video

Customer footage taken at Lotusphere



## Flypaper videos

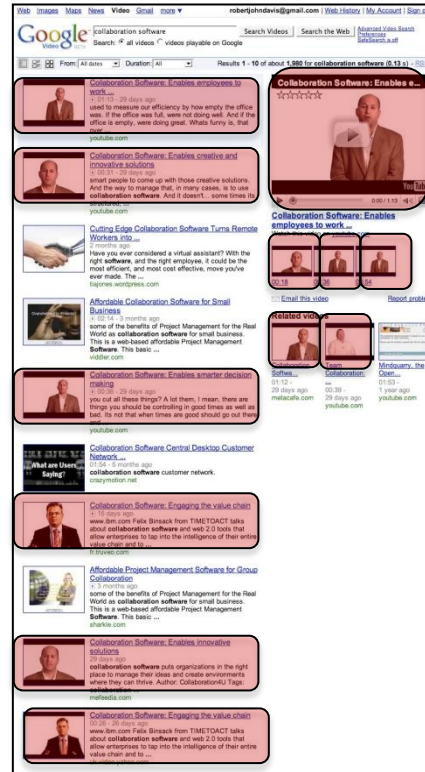
Short customer videos focused on pain points and solutions

[www.youtube.com/user/collaboration4you](http://www.youtube.com/user/collaboration4you)

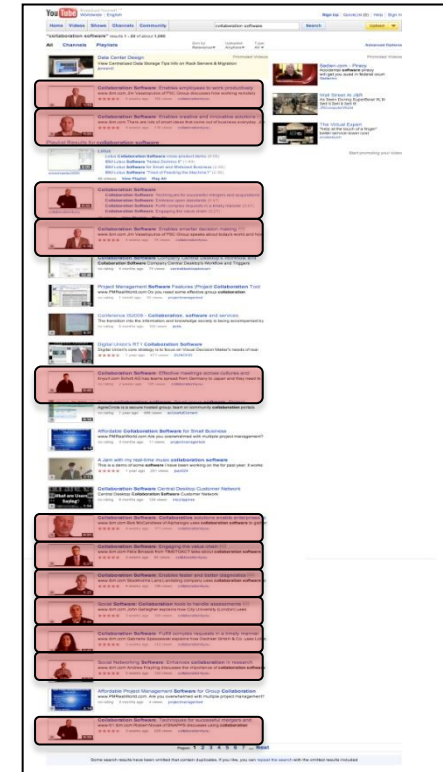
# Lotus Success: “Collaboration Software” Search Results



Yahoo Video Search:  
#1 organic search spot  
20 of top 20



Google Video Search:  
#1 organic search spot  
Featured video  
6 of 10 search spots



YouTube:  
#1 organic search spot  
4 of top 5  
12 of top 20

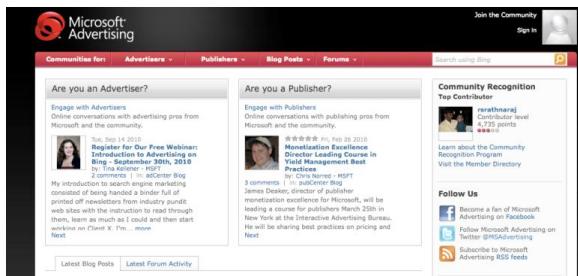
# Microsoft's AdCenter Team: Successful Social Engagement

- **Challenge & Strategy:** Facing negative perceptions and recognizing their customer and product was very different from their parent Brand, Microsoft's adCenter team took a very different approach to their business:



**Put a face on the brand and built a reputation as a proactive partner, there to help:**

- Created a Community Team and began hanging out where online marketers gathered
- Introduced themselves as Microsoft employees dedicated to answering adCenter questions
- Fed sentiment & feature requests back to development and marketing teams



**Built trust with the community and were rewarded with acceptance and business**

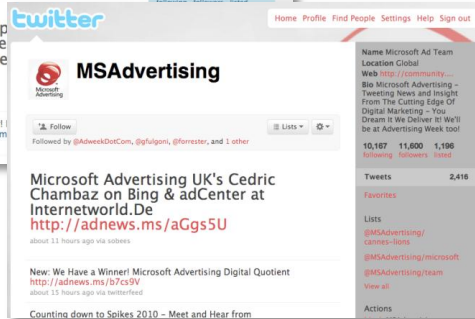
- Provided credible source for information to customer/prospect questions
- Recognized need for prompt response and arranged resources to provide close to 24/7 service as possible
- Now grown to a hub of blogs catering to multiple audiences: Clients, API developers & Prospects

# Microsoft's AdCenter Case Study (cont'd)

- Challenge & Strategy (cont'd):



5,300 followers



11,000 followers



3,900 fans

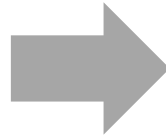
Before launch, ensured each “owned property” had a distinct reason to be, and adequate staffing and content to make it vibrant:

- @adCenter customer service team uses Twitter Search to provide support resources and help advertisers overcome any hurdles with the product
- @msadvertising provides news, best practices and advertising insights not necessarily tied to Microsoft advertising products and customers
- Facebook page – cleaned up followed MS pages and created a branded page designed to post photos, videos, news updates and blog posts and “drip-feed” the content into fans news feeds



# Microsoft's AdCenter Case Study (cont'd)

- **Results:**



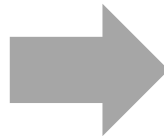
## **Developed measures relevant to marketing and the business**

- Measure traffic growth (fans, followers, visitors) validate qualified audience, and translate to “reach”
- Track and monitor all clicks on links in Twitterfeed, multiply their number by call centre costs. Add incremental revenue to that number and identify significant cost savings
- Track how often content is shared, put a realistic monetary value to how much that exposure would cost in the press to quantify value.
- adCenter's Twitter following is more than 10,000, but regularly grows to 50,000+ when followers deem something worthy of sharing.

# CIO Midmarket Study: Mobile Case Study

- **Challenge:** IBM continues to tackle its Midmarket relevance gap by producing high-value thought leadership specific for Midmarket. However, the question remains, how do they get Midmarket to read it?
- **Strategy:** Recognizing midmarket executives' growing dependence on mobile devices for connectivity and information, IBM launched the 2009 Midmarket CIO study using mobile as an advertising and delivery vehicle:

Mobile Banners on Yahoo  
and Weather.com



Drove to WAP site for download, complete survey,  
register for a call, or share the survey

# CIO Midmarket Study: Mobile Case Study

- **Results:**

- Mobile banners

- Delivered .31% CTR and a \$2.78 CPC, second top IBM performer in terms of CTR and CPC

- Mobile WAP Page Visits

- Total of 63,692 clicks to the IBM WAP landing page in Q4
    - 95 people registered their email to receive a copy of the CIO Study
    - 178 registered to receive a call
    - 57 shared the survey with a friend
    - 258 responders took the survey
    - Weather.com delivered a 20% engagement rate and Yahoo 10% on the WAP site with Average time spent on WAP = 1:24



# Case Study: Hover Box leads to 1000% Increase in Opt-ins

- **Challenge:** Business technology marketer had great website traffic (44,000+ daily visitors) but abysmal subscription rate (10-15/day)
- **Solution:** Tested an opt-in process that used a dhtml (dynamic html) time-delay “hover box,” which mimics a pop-up, but unlike a pop-up, it isn’t produced by another window opening. Rather it is part of the code of the actual Web page being viewed; it remains hidden for an amount of time to avoid pop-up blockers

**Step #1:** tested 3 possible timings of when to show hover box

60 vs. 75 seconds  
60 vs. 45 seconds  
60 vs. 30 seconds

**Step #2:** tested design of hover box, collecting:

Name  
Email

**Step #3:** Set restriction on hover box at every 6 months for Regular readers who didn’t subscribe (based on IP)

- **Results:** The test demonstrated that 60 seconds was optimal. And once the hover box was deployed it drove 1000% average daily increase in subscriptions

# Resources

# Free and Low-cost Listening Tools

- *Radian6*, and like vendors provide a full-service solution. However, if that isn't in your limited IMT budgets, here are some free or low cost tools:
  - **Industry Tracking: moreover....(moreover.com) And Yahoo! News** – If you don't have time to track everything that relates to IBM or the competition you can track news that relates to the technology industry. Moreover and Yahoo are two vendors offering RSS feeds that aggregate industry news.
  - **Mainstream Media News: Google News** – Enter IBM Midmarket or like keyword phrase, sort the results by date published and then subscribe to the RSS feed. You'll get instant RSS updates of any news items that mention IBM and Midmarket.
  - **News Buzz: digg and reddit** – Sites such as Digg and Reddit let you search for submitted stories that match your keyword, revealing what news readers find valuable enough to pass along. Search by IBM (or HP, Dell, etc.) and subscribe to the resulting RSS feed.

moreover technologies ● ● ●  
more news more social more often

YAHOO! NEWS

Google news



digg

## Free and Low-cost Listening Tools (cont'd)

- **Blog Posts: Technorati and Google Blog Search** – By the time a hot news story gets picked-up by the mainstream media, it could have made the rounds for days in the blogosphere. Technorati is one of the best options for tracking social media sites. Custom RSS feeds let you get quick updates on any blog that utters the IBM name. Google Blog Search allows you to receive an email or RSS of any mention of IBM, recent product launches, etc. (depending on what you set) even if that blog isn't in Google news or the main Google index
- **Blog Comments: co.mments (co.mments.com)** – Tracking a blog post doesn't always reveal the full conversation about your business. The blog post might be positive, but those leaving comments could be negative to the brand. Services such as co.mments.com track the comments left on blogs. You can search by brand and subscribe to the RSS feed for instant updates
- **Blog Conversations and Trends: blogpulse (blogpulse.com)** – Blogpulse has a couple useful features. First its conversation tracker tracks who is linking to blog posts about IBM. Second, is Blogpulse trends which tracks whether a keyword is getting growing blog mentions or not. This is helpful to track IBM or competitor's product launches. For example, Apple's iPhone saw a 1000% jump in blog mentions leading up to its launch



## Free and Low-cost Listening Tools (cont'd)

- **Forum Posts: BoardTracker (boardtracker.com)** – Sometimes the most important conversations don't happen on blogs. Forums and message boards can host conversations about IBM and its products. Boardtracker monitors popular forums and alerts you by RSS if IBM or its products is mentioned in a thread
- **Keyword and Site referrals: compete (compete.com)** – Compete's Search Analytics allows you to enter a keyword and see which web sites are getting traffic for that keyword. Compete's Search Analytics lets you enter any domain name and see which keywords are driving traffic to that site, helping you see which keywords your competitors are targeting and to determine your own keyword list
- **Anything you want: Yahoo Pipes** – With Yahoo Pipes you can quickly set up your own RSS tracking, complete with filters. So now you can track Twitter mentions or anything else buzz oriented. There are simple tutorials available on the site on how to set up and manage a Yahoo Pipe

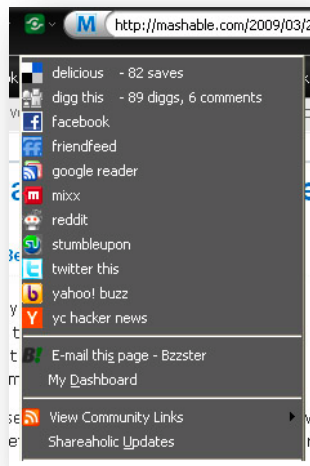




# Earned Media “Sharing” Properties

- There are multiple “sharing” properties for IMT content. And multiple ways to enable the sharing. Below are some samples, and on the next few pages the benefits of many resources are included for assessment as to viability in your IMT

(a) Pull down menu



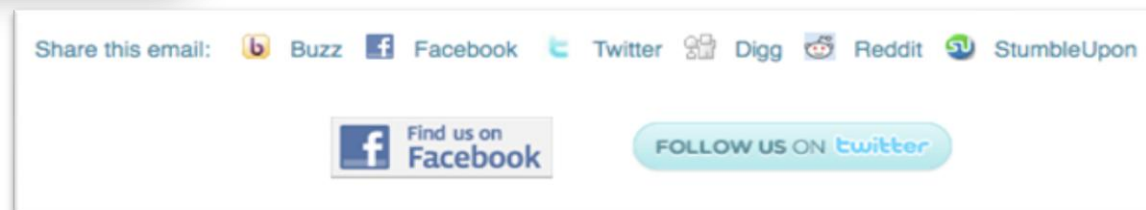
(b) Share this log-in



(c) Individual buttons



(d) Email “share” options



# Creating Earned Media via “Sharing” Properties

Property	How-to Share
<b>Twitter</b>	Fastest and most effective way to share content is through Twitter. Sharing or retweeting a link in Twitter can spread like wildfire. Use a URL shortener such as tinyurl or bit.ly to shorten links to fit within 140 characters.
<b>Facebook</b>	Sharing content on the world’s largest social network is as simple as going to the Facebook homepage and posting a link.
<b>Digg it</b>	Not only will you help bring content one step closer to reaching the front page of the news site Digg (which will spread it even further), but all of your Digg friends will see it as well.
<b>LinkedIn</b>	Some content is worthy of being shared by your business network on LinkedIn. Post a link to the Network Updates area in the homepage.
<b>Stumble the content</b>	A favorite network for discovering fun websites and useful information; make sure you give the post a thumbs up. The StumbleUpon Toolbar is the easiest way to Stumble.
<b>Bookmarking to Delicious</b>	great for sharing content, and helping categorize content for others to find. You can import delicious bookmarks to Facebook, FriendFeed, and other social media websites.
<b>Adding to Reddit</b>	Reddit is another great social media site for sharing and voting on articles. It’s quick and easy to submit a link.
<b>Emailing</b>	Email has always been a good way to share articles. Although it may not reach as many people as Twitter, it will reach anyone who isn’t as deep into social media.
<b>Texting</b>	Many blogs support sharing an article via text message. Look for the ShareThis button (three green dots connected by lines) under blog posts and select the “text” option.
<b>Changing IM Statuses</b>	You probably have dozens, if not hundreds of IM contacts. Share great posts with all of them by changing your IM status to a great post you just read or wrote.

# Creating Earned Media via Blogs

Action	How-to Share
<b>Re-blogging great Posts</b>	Bloggging about a great article is one of the best ways to engage with the topics being discussed. Post a link, write some commentary, and share it with all of your readers
<b>Sharing via Google Reader</b>	Google Reader has a great feature for sharing blog posts. If you use Google Reader as your news reader of choice, all you have to do is click the “share” button at the bottom of blog posts to share it with all of your Google friends. You can also add notes and comment as well.
<b>Posting on Tumblr or Posterous</b>	If you want to share something via a blog, but don’t want to write a full blog post about it, there are great options for that as well, primarily Tumblr and Posterous. They are the quick and easy versions of full-fledged blogs, ideal for posting about pictures and blog posts.
<b>TwitThat</b>	Posts to your Twitter quickly and easily. Just add the bookmarklet to your browser toolbar and click it whenever you come across a great post.
<b>Shareaholic Firefox Extension</b>	If you are a Firefox user, then install Shareaholic, an extension that goes on your toolbar. It provides quick links for sharing to all of the major social networks.
<b>Ping.fm</b>	links to all of your social networks and sends your updates to LinkedIn, Twitter, Facebook, to any other website you wish to link to it. You can even update from your instant messenger.

# Contacts and Resources for Targeting & List Buying

Janet Barrett, IBM

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Morgan Lopriore, Ogilvy

[morgan.lopriore@ogilvy.com](mailto:morgan.lopriore@ogilvy.com)

**Thank You.**