



## ISV and Developer Relations

# Market and Sell Your Solutions

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## Engaging marketing resources

- Step 1: Understand the market
- Step 2: Plan and extend your tactics
- Step 3: Execute marketing tactics
- Step 4: Close deals
- Step 5: Publicize success



Times are challenging...

- *Nations mood darkens as jobs vanish (AP, Jan. 2009)*
- *New Zealand enacts aggressive rate cuts (Bloomberg, Jan. 2009)*
- *India central bank lowers growth forecast (AFP, Jan. 2009)*
- *Italy gives okay to stimulus package (NASDAQ, Jan. 2009)*
- *Developed economies will be worst hit, but emerging regions not immune (Gartner)*

but there are still opportunities.

- *43% of CIOs to increase IT infrastructure outsourcing. Forrester*
- *Outsourcing continues to gain traction and budget dollars owing to its inherent value add proposition. Credit Suisse*
- *Clients will look for innovation via smaller projects with quick ROI. Credit Suisse*
- *Top CIO priorities are infrastructure (29%), security (18%) and ERP(12%). UBS*

**The Bottom Line: Now is the time to be smart about how you go to market.**

# Step 1: Understand the market

## *Learn about the areas that matter to you*

### ▶ **Industry Insight**

[http://www-200.ibm.com/partnerworld/pwhome.nsf/weblook/smb\\_industry\\_solutions.html](http://www-200.ibm.com/partnerworld/pwhome.nsf/weblook/smb_industry_solutions.html)

- Develop a clear understanding of your mid-market clients' critical business issues by industry to serve them more effectively

### ▶ **Business Insights**

[ibm.com/partnerworld/wps/servlet/ContentHandler/isv/ideawatch](http://ibm.com/partnerworld/wps/servlet/ContentHandler/isv/ideawatch)

- Learn about the latest industry insights from experts in IBM Business Consulting Services and the IBM Institute for Business Value

### ▶ **IBM Subscriptions**

[http://www-304.ibm.com/jct01005c/partnerworld/mem/news/news\\_ltr.html](http://www-304.ibm.com/jct01005c/partnerworld/mem/news/news_ltr.html)

- Subscribe to get news on featured products, solutions, services, and educational opportunities for a number of industries
  - Newsflashes and ISV e-mails
  - Weekly updates
  - Campaign mailings
  - Monthly newsletters





## Step 2: Plan and extend your tactics

### *Make a plan for success*

There are a number of resources to help you develop your marketing approach and marketing plan

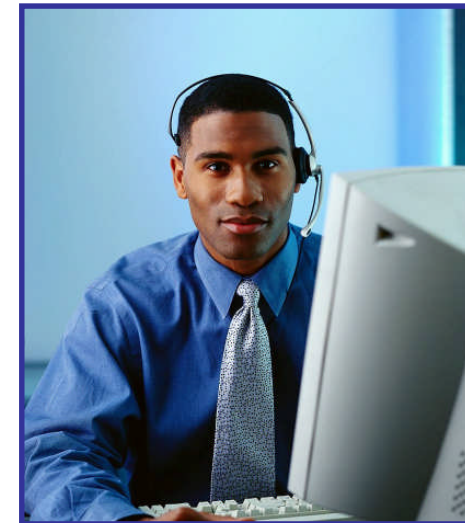
- ▶ Marketing Resource Manager
- ▶ The Marketing Navigator
- ▶ Interactive Marketing Guidance
- ▶ e-Mail List Services\*
- ▶ Hoover's Marketing Research\*

\* Discounts offered to Business Partners from the Vendor

## Step 2: Market Resource Manager

### *Leverage your Virtual Marketing Department*

- ▶ Your Marketing Resource Manager guides you through the process of building a campaign and to drive your goals and help you leverage offers available from IBM
  
- ▶ Your Marketing Resource Manager works with you 1:1 to understand your solution areas and your marketing needs to help design a campaign
  - Review a range of tactics, some of which may be new to you
  - Uncovers the right mix of resources to meet your objectives
  - Helps with constructing a marketing plan customized to your business needs
  - Conducts follow up evaluation for continuous improvement

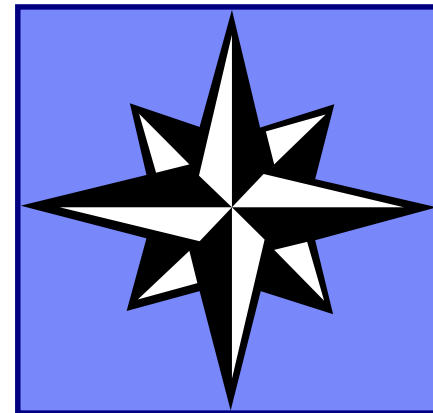


[ibm.com/partnerworld/industry/benefits/industry\\_advocate.html](http://ibm.com/partnerworld/industry/benefits/industry_advocate.html)

## Step 2: The Marketing Navigator

*Learn about the tactics available to include in your campaigns*

- ▶ The IBM PartnerWorld Marketing Navigator is an informative, educational resource designed to help you market and sell your products, services and/or solutions more effectively. Just choose the activities appropriate to your business then automatically be directed to the resources IBM can provide to assist you. Included are topics like:
  - Tips on gathering competitive information
  - Planning a marketing campaign
  - Launching a brand
  - Creating awareness at minimal charge
  - Attracting attention for your offerings
  - Driving event attendance
  - Tips for generating demand
  - Managing leads and opportunities
  - And more



[ibm.com/partnerworld/pwhome.nsf/weblook/mkt\\_navigator\\_overview.html](http://ibm.com/partnerworld/pwhome.nsf/weblook/mkt_navigator_overview.html)

## Step 2: Interactive marketing guidance

### *Learn about extending your campaign via online resources*

The Web has introduced new and exciting ways to generate leads and demand for your solutions. In fact, nearly 90 percent of IT decision makers use search engines to locate products and services.

Now there is online information for extending your marketing effort via the web:

- Education
- How-to's
- Tips
- Guides
- Podcasts
- Articles
- Books



[www-304.ibm.com/jct01005c/partnerworld/mem/mkt/mkt\\_comp\\_imarketing\\_train.html](http://www-304.ibm.com/jct01005c/partnerworld/mem/mkt/mkt_comp_imarketing_train.html)



## Step 2: Determine your campaign focus

### *Resources to help target the right prospects*

#### ► **Hoover's Marketing Research**

[ibm.com/isv/go/hoovers](http://ibm.com/isv/go/hoovers)

- An online sales lead and marketing research tool that offers company information and a means to create contact lists from:
  - 32 million firms worldwide
  - 37 million contacts for those firms
- IBM has negotiated a substantial discount exclusively for IBM Business Partners for a 1-year subscription allowing you to download up to 2000 records during the subscription period for \$1049.



#### ► **e-Mail List Services**

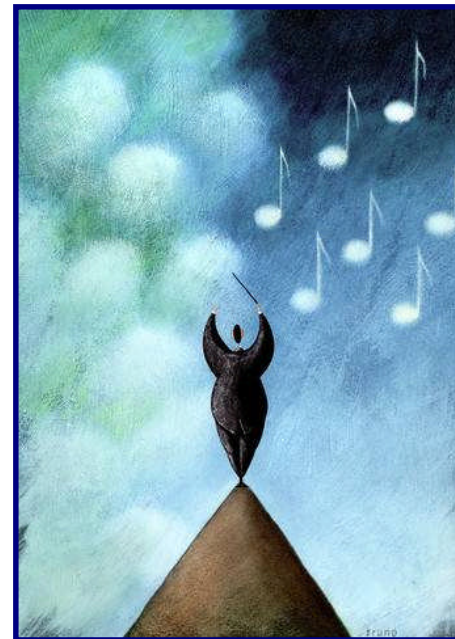
[ibm.com/isv/go/list\\_services](http://ibm.com/isv/go/list_services)

- Everything Channel has created a portal to their e-mail list services specifically for IBM Business Partners.
  - Contacts in 65 countries around the world.
  - 900,000 U.S. end user businesses segmented by vertical industry
  - 17 million people categorized by the IT products, services, and solutions they recommend.
- Everything Channel will send your text or HTML content to e-mail lists built to your specified target demographics for both companies and recipients for US\$0.72 per e-mail address with a 1000 address minimum order. Telephone contact information is available for an additional fee.

## Step 3: Execute Marketing Tactics

### *Learn about increasing the success of your campaigns*

- ▶ One-off marketing tactics are ineffective—especially during tough economic times
- ▶ Leverage ***integrated marketing*** to get the most out of your marketing dollar
  - Use several media—simultaneously—to make your marketing investments work together to increase your leads
  - Tactic chains vs. tactics
  - Know where your prospects get their news and ideas. Then show up!



**FACT:**

**It takes an average of 7-10 “touches” from multiple sources to cultivate a prospect far enough along to have an effective conversation with your sales teams.**

## Campaign resources to create awareness

*Efficiently and effectively run marketing campaigns*

- ▶ Web Content Syndication
- ▶ Search Engine Optimization\*
- ▶ Web Banners
- ▶ Business Partner Application Showcase
- ▶ Solutions-daily.com



\* Discounts offered to Business Partners from the Vendor

Note: Not all resources are available in all locations

# Campaign resources to turn awareness into responses

*Efficiently and effectively run marketing campaigns*

- ▶ Client Events Package
- ▶ Campaign Designer (Direct Mail & e-Mail Campaigns)
- ▶ LotusLive Meeting
- ▶ Web Conferencing with LotusLive Event\*



\* Discounts offered to Business Partners from the Vendor

Note: Not all resources are available in all locations



# Campaign resources to turn awareness into responses

## *Efficiently and effectively run marketing campaigns*

### ▶ **Client Events Package**

[ibm.com/partnerworld/industrynetworks/benefits/hosted\\_customer.html](http://ibm.com/partnerworld/industrynetworks/benefits/hosted_customer.html)

- Host client briefings with IBM. We provide the location and the supporting experts (and in some locations the catering, too). Use this for demand generation or as closing events.

### ▶ **LotusLive Meeting**

[ibm.com/partnerworld/isv/lotus/unyte.html](http://ibm.com/partnerworld/isv/lotus/unyte.html)

- Reduce travel costs, save time, and increase productivity. Run a webinar, event, training session, demo, or other online business meeting with this intuitive, simple-to-use service

### ▶ **Web Conferencing with LotusLive Event\***

[ibm.com/isv/go/web\\_conferencing](http://ibm.com/isv/go/web_conferencing)

- Conduct a Web conference easily and cost effectively. Professional event facilitators help you manage and run your Web conference every step of the way from planning to rehearsal, delivery, and follow up. Includes registration, moderator service and an event recording





## Campaign resources to turn responses into leads

*Efficiently and effectively run marketing campaigns*

- ▶ Campaign Support Funding
- ▶ Internet Lead Generator\*
- ▶ Client Events Package
- ▶ LotusLive Meeting
- ▶ Web Conferencing with LotusLive Event\*



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# Campaign Support Funding (CSF)

*Build the campaign you want to run with the agency you choose*

## ► What is it?

- CSF is a co-funded marketing benefit which allows you to claim 50% of your approved campaign costs from IBM, up to an agreed maximum value. It is available in North America and in Europe.

## ► Who can use it?

- Any IBM Business Partner who has achieved Advanced or Premier status in PartnerWorld is eligible to participate.

## ► What's covered?

- Any marketing campaign designed to drive the sale of your solution/offering along with the sale of IBM Middleware and/or Hardware
- Campaigns can use any agency you select, whether they are IBM approved agencies or not.
- Campaigns can be simple single-step engagements, or complex multi-step activities – as long as they drive revenue for both you and IBM.

## ► Is there a catch?

- Not surprisingly, we want to ensure that our funds are being used effectively, so we will be looking at the forecast return on our investment – just as you will.



[https://www-304.ibm.com/jct09002c/partnerworld/wps/servlet/ContentHandler/isv/campaign\\_support](https://www-304.ibm.com/jct09002c/partnerworld/wps/servlet/ContentHandler/isv/campaign_support)

# Campaign resources to turn responses into leads

## *Efficiently and effectively run marketing campaigns*

### ► **Internet Lead Generator**

[ibm.com/isv/go/lead\\_generator](http://ibm.com/isv/go/lead_generator)

- An automated “back-end” Web capability that lets prospects download compelling content while supplying their contact information directly to you for follow-up and nurturing. And we’ve even created the campaign content, offers and the infrastructure for you.



## Step 4: Close deals and improve your bottom line

### *Work with IBM to close deals and maximize your profit*

#### ▶ **Sales Connections**

[ibm.com/partnerworld/industrynetworks/benefits/sales\\_connections.html](http://ibm.com/partnerworld/industrynetworks/benefits/sales_connections.html)

- Connects you with the right IBM seller or partner to close your deal fast
- Builds your reputation with IBM

#### ▶ **Client Value Method**

[www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel\\_spt\\_cvm.html](http://www-304.ibm.com/jct01005c/partnerworld/mem/sell/sel_spt_cvm.html)

- Win more deals by focusing on client buying behaviors

#### ▶ **Sales Resource Managers**

Ask for support through your local IBM Innovation Center

- Guides you to the right IBM sales channel resource to help you close deals





## Step 4: Close deals and improve your bottom line

### *Work with IBM to close deals and maximize your profit*

#### ► **Software Value Incentive (SVI)**

[ibm.com/partnerworld/softwarevalueincentive](http://ibm.com/partnerworld/softwarevalueincentive)

- Rewards value: Delivers additional incentives for identifying new opportunities and focusing on the General Business market
- Protects your contribution: Protects your opportunities and your margins

#### ► **Application Specific License(ASL)**

[www-304.ibm.com/jct01005c/partnerworld/mem/pat/pat\\_sw\\_oem\\_main.html](http://www-304.ibm.com/jct01005c/partnerworld/mem/pat/pat_sw_oem_main.html)

- A new spin on OEM
- Simple contract
- More revenue through annual subscription and revenue fee
- Predictable costs

#### ► **Grow Your Business with IBM Software**

[www.ibm.com/partnerworld/growyourbusiness](http://www.ibm.com/partnerworld/growyourbusiness)

- Explore 150 cross brand scenarios
- Address more of your client's needs
- Leverage the top IBM Business Partner Programs & tools





## Step 5: Publicize your success

### Get the word out about your solution

#### ► Publish Your Case Study

[ibm.com/partnerworld/industrynetworks/benefits/published\\_case\\_study.html](http://ibm.com/partnerworld/industrynetworks/benefits/published_case_study.html)

- IBM writes and designs a glossy color brochure of your success for you at no charge, then posts it on ibm.com
- Provides visibility of your success to Clients, IBM sales representatives, and Business Partners - - and you can link to it from your website

#### ► Client Reference

[www-304.ibm.com/jct01005c/partnerworld/mem/mkt/mkt\\_camp\\_capitalize.html#client](http://www-304.ibm.com/jct01005c/partnerworld/mem/mkt/mkt_camp_capitalize.html#client)

- Publish your client references in the IBM Worldwide Customer Reference Database where thousands of IBM sales people and Business Partners search daily for solutions



No charge case study for Specialty Partners only



## Reference Section

Tools and Resources

## Websites for more information

- ▶ **PartnerWorld:**  
[ibm.com/partnerworld](http://ibm.com/partnerworld)
- ▶ **News on the web:**  
[ibm.com/partnerworld/news](http://ibm.com/partnerworld/news)
- ▶ **Build resources:**  
[ibm.com/isv/marketing/industry networks/technical.html](http://ibm.com/isv/marketing/industry networks/technical.html)  
[ibm.com/developerworks](http://ibm.com/developerworks)
- ▶ **Market resources:**  
[ibm.com/isv/marketing/industry networks/market.html](http://ibm.com/isv/marketing/industry networks/market.html)
- ▶ **Sell resources:**  
[ibm.com/isv/marketing/industry networks/sell.html](http://ibm.com/isv/marketing/industry networks/sell.html)

## Sales / Marketing Resources

- ▶ Business Partner Application Showcase: [ibm.com//isv/marketing/industry networks/benefits/application\\_showcase.html](http://ibm.com//isv/marketing/industry networks/benefits/application_showcase.html)
- ▶ Campaign Support Funding: [https://www-304.ibm.com/jct09002c/partnerworld/wps/servlet/ContentHandler/isv/campaign\\_support](https://www-304.ibm.com/jct09002c/partnerworld/wps/servlet/ContentHandler/isv/campaign_support)
- ▶ Client Events Package: [ibm.com/partnerworld/industry networks/benefits/hosted\\_customer.html](http://ibm.com/partnerworld/industry networks/benefits/hosted_customer.html)
- ▶ e-Mail List services: [ibm.com/isv/go/list\\_services](http://ibm.com/isv/go/list_services)
- ▶ Hoover's: [ibm.com/isv/go/hoovers](http://ibm.com/isv/go/hoovers)
- ▶ Industry Insights: [http://www-200.ibm.com/partnerworld/pwhome.nsf/weblook/smb\\_industry\\_solutions.html](http://www-200.ibm.com/partnerworld/pwhome.nsf/weblook/smb_industry_solutions.html)
- ▶ Internet Lead Generator: [ibm.com/isv/go/lead\\_generator](http://ibm.com/isv/go/lead_generator)
- ▶ LotusLive Meeting: [ibm.com/partnerworld/isv/lotus/unyte.html](http://ibm.com/partnerworld/isv/lotus/unyte.html)
- ▶ Marketing Navigator: [ibm.com/partnerworld/pwhome.nsf/weblook/mkt\\_navigator\\_overview.html](http://ibm.com/partnerworld/pwhome.nsf/weblook/mkt_navigator_overview.html)
- ▶ Marketing Resource Managers (MRMs): [ibm.com/partnerworld/wps/servlet/ContentHandler/isv/marketing\\_resource](http://ibm.com/partnerworld/wps/servlet/ContentHandler/isv/marketing_resource)
- ▶ Publish Your Case Study: [ibm.com/partnerworld/industry networks/benefits/published\\_case\\_study.html](http://ibm.com/partnerworld/industry networks/benefits/published_case_study.html)
- ▶ Sales Connections: [ibm.com/partnerworld/industry networks/benefits/sales\\_connections.html](http://ibm.com/partnerworld/industry networks/benefits/sales_connections.html)
- ▶ Search Engine Optimization: [ibm.com/isv/go/search\\_engine](http://ibm.com/isv/go/search_engine)
- ▶ Software Value Incentive (SVI): [ibm.com/partnerworld/softwarevalueincentive](http://ibm.com/partnerworld/softwarevalueincentive)
- ▶ Solutions-daily.com: [ibm.com/isv/go/solutions-daily](http://ibm.com/isv/go/solutions-daily)
- ▶ IBM Value Net Connections: [ibm.com/partnerworld/valuenet](http://ibm.com/partnerworld/valuenet)
- ▶ Web Conferencing: [ibm.com/isv/go/web\\_conferencing](http://ibm.com/isv/go/web_conferencing)