IBM Social Content Management
Campaign Overview

Before you begin

Before you begin this campaign, you'll want to compile a list of email addresses and phone numbers of prospects you are targeting.

Campaign Structure

This campaign consists of (1) email (2) telemarketing and (3) social media and Google search.

There are 2 emails driving to 2 offers. Each email promotes a different offer: (1) an IBM paper on CMIS; and (2) AIIM white paper on Social Content Management. Each email directs the prospect to a registration page and the contact information is imported directly into IBM's marketing system. You may choose to (1) load these offers on your website, (2) ask the prospect to reply back to your email if they wish you to send them the offer, or (3) direct the prospect to the IBM link below to download the offer.

Telephone script and email templates are available for inside sales to use. Each template can be used on its own or can be used in steps. It is recommended that inside sales send the email first and then follow-up with a phone call referencing the email.

Tweets and paid search terms are provided to drive additional contacts to the offers.

Email #1	IBM white paper on CMIS	***CMIS, A Social and Content Centric Wave.*** What is Content Management Interoperability Services (CMIS) and what value does it bring to you? Read this white paper and see how CMIS will be able to help you manage, access, and govern content applications across multiple systems.	http://public.dhe.ibm.com/software/data/sw-library/ecm-programs/LogoCMISWP.pdf
Email #2	AIIM white paper on Social Content Management	***Managing Social Content - to maximize value and minimize risk.*** Although the use of social business applications can lead to improved collaboration, knowledge sharing and innovation across your organization, it also creates a new set of content management challenges. In this Association for Information and Image Management (AIIM) white paper, you will learn about the roles of **content publishing systems and content management systems in social business strategies** and steps you can take to help ensure that your social business efforts are as successful as possible.	http://public.dhe.ibm.com/software/data/sw-library/ecm-programs/Manage-Social-Content-IBM_final.pdf

Key Message

Socialize content. Connect people, community expertise, and knowledge with business.

Background / Environment

The world has gone social. Everywhere you turn, customers, employees, businesses are posting, blogging, tagging, rating, ranking, and letting their voice be heard.

- Social collaboration tools are changing the way people work. Employees are sharing ideas and working together across professional social networks. They also want content delivered to a device convenient for them at the time whether it's a laptop, phone or tablet.

- With the injection of social content (including blogs, wikis, text chats, activities, communities, pictures, and videos) into the workforce and business, customers are increasingly interested in making sure this information is available, managed, protected, and incorporated into their business systems and discoverable

- Customers want better business outcomes so they are implementing social business applications such as customer care and insight, product and service optimization, or workforce optimization solutions.

IBM ECM Products

- IBM Connections Enterprise Content Edition
- IBM Connections Content Edition (ICS pid)
- IBM Content Manager Collaboration Edition
- IBM FileNet Content Manager Collaboration Edition
- Connectors for SharePoint
- Document Manager
- Content Services
- Web Content Manager (WCM)
- Quickr Connectors
- Content Integrator

Why IBM / Proof Points

Social Content Management wins (internal Connections link)

Questions

For questions about this campaign and assets, please contact Peggy Ko at peggy.w.ko@us.ibm.com