

Lotusphere and InformationOnDemand Come to You

Get Social. Do Business. Gain Insight. Optimize Results.

From 'Blah' to 'Wow': How Social Strategies can Build Exceptional Customer Relationships

Simon Lee

Regional Executive, Portal & Social Solutions

IBM Software Group, ASEAN



Every Customer Interaction Defines The Customer Experience



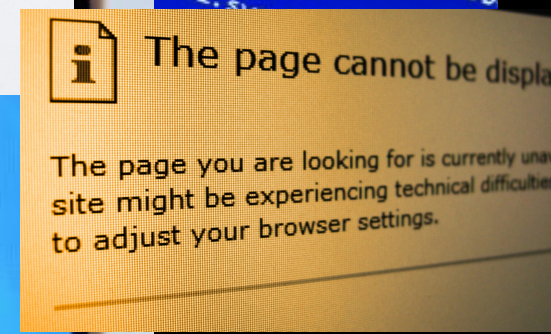
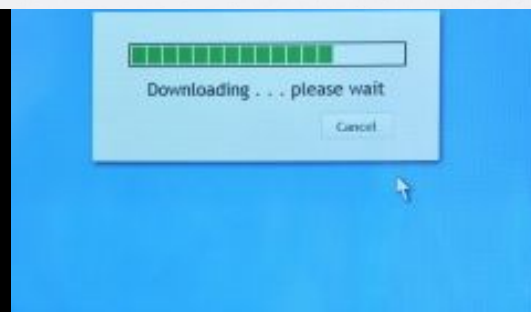
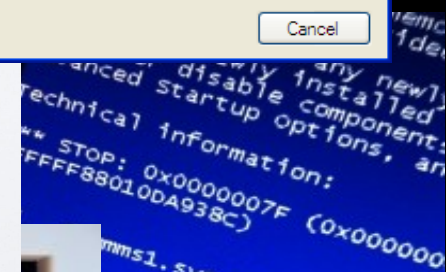


Exceptional Customer Experiences Are Defined by Customer Perception & Satisfaction



Your call is very important to us...*please wait for the next available agent...* 🎵 🎵 🎵

- Excellent
- Very good
- Good
- Average
- Poor

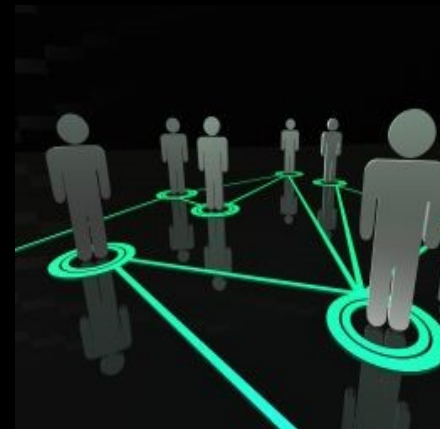




An Increasingly Social World Means *Exceptional* Customer Experiences Matter More Than Ever...

90% of consumers online trust recommendations from **people they know**; **70%** trust opinions of **unknown users**.

(Econsultancy, July 2009)



In a recent study, **81 percent** of respondents said they'd **received advice** from friends and followers **relating to a product purchase** through a social site.

(Click Z, January 2010)



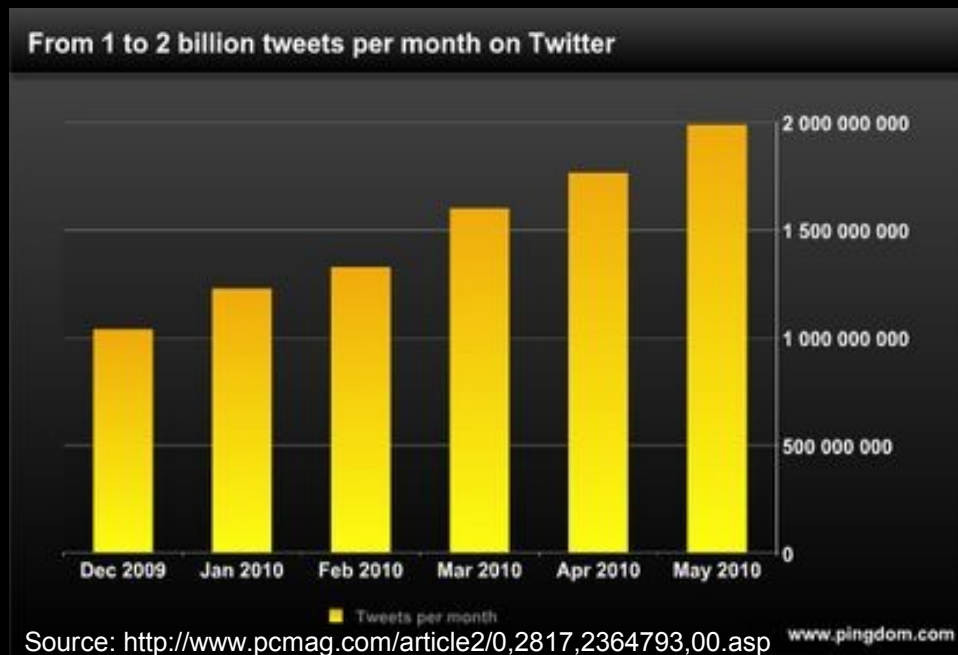
53% of people on Twitter **recommend companies and/or products** in their Tweets, with **48%** of them **delivering on their intention to buy** the product.

(ROI Research for Performance, June 2010)



Social Media is Monopolizing Consumers' Time...

2 BILLION Tweets Per month



People spend over **11.7 billion hours per month on Facebook**

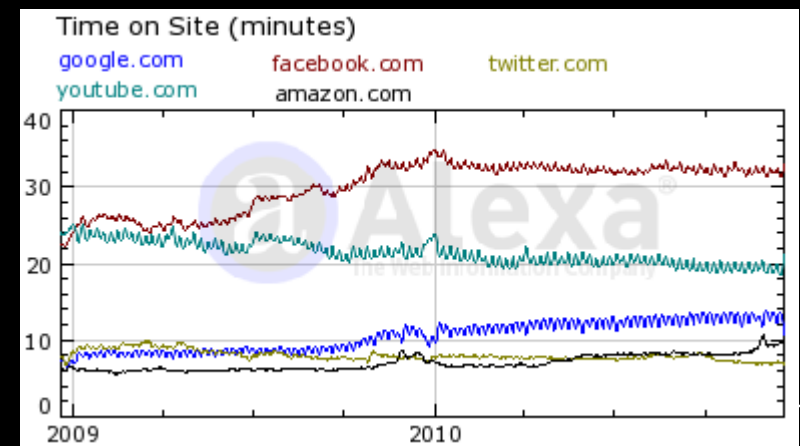
Source: <http://www.facebook.com/press/info.php?statisticst>

75% of WW Internet users visited a social media site in April 2010, spending **22% of their online time.**

Source: <http://www.soravjain.com/2010/06/social-media-usage-increased-by-3-hours.html>

Every Day, **2 BILLION videos are watched** on YouTube and hundreds of thousands of videos are uploaded.

Source: http://www.youtube.com/t/fact_sheet





... And Changing How Consumers Make Decisions

25% of search results for the world's Top 20 Largest brands are links to user generated content.



90% of consumers online trust recommendations from people they know. **70%** trust opinions of unknown users.

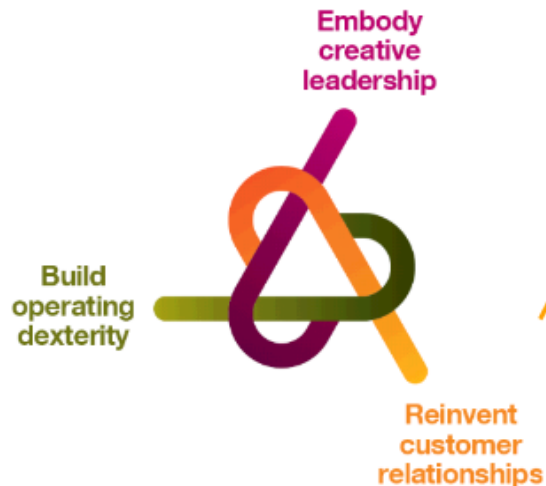
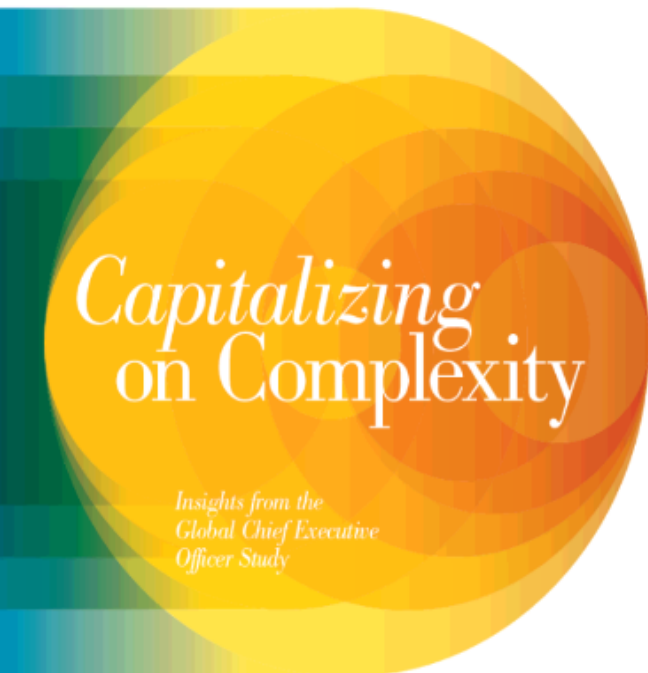
Only 14% trust advertisements.



Customer Focus Is CEO Priority

2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways...



“Getting closer to Customers” is the single most important theme. Engage customers in new ways that increase interest and loyalty to generate demand and revenue sources

Better understand customer needs and involve customers more effectively and directly in product and service development

Exploit the information explosion to hear the voice of your customer through the vast amounts of data, understand it, and act.

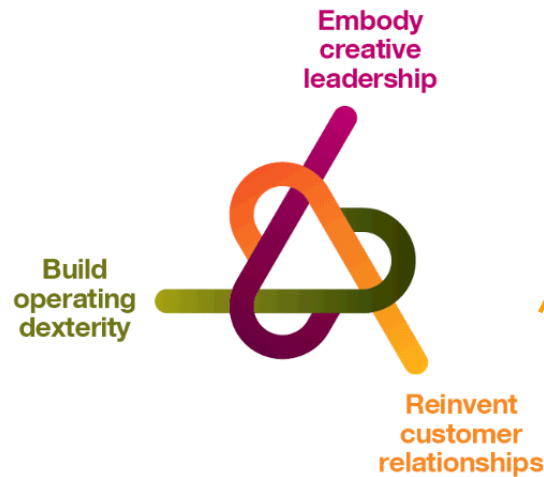
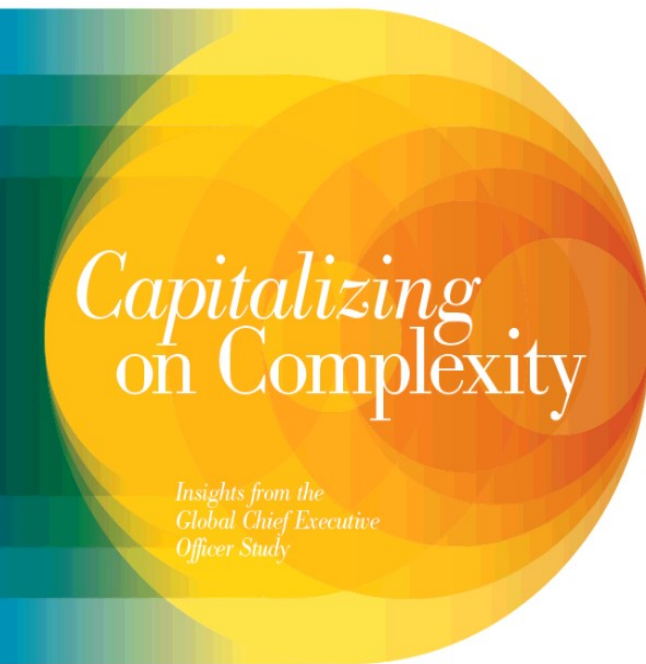
IBM.com/CEOStudy



Customer Web Experience Elements Are Key

2010 IBM Global CEO Study

High-performing companies capitalize on complexity in three ways...



“Getting closer to Customers” is the theme. Engage customers through a **Web Platform** that increase interest and loyalty to generate demand and revenue sources

Better understand customer needs and involve customers directly in product and service development through **Social Web 2.0**

Exploit the information explosion to help customers through **Analytics** our customer through the vast amounts of data, understand it, and act.

IBM.com/CEOStudy



Retaining Customers A Priority

“A focus on customers at the top of the list is usual. This year, the “existing customers” imperative is a higher priority than “attracting new customers.”

Table 1. Top 10 Business Priorities in 2010

Rank Order	Business Priorities	Mean Rating Score
1	Retaining and enhancing existing customers	6.32
2	Maintaining competitive advantage	6.10
3	Attracting new customers	6.08
4	Attracting and retaining skilled workers and talent	6.03
5	Reducing costs via better efficiency	5.80
6	Balancing short-term goals with long-term strategy	5.74
7	Focusing on core competencies	5.73
8	Improving management decision making via better information and analysis	5.70
9	Building a responsive, flexible organization	5.62
10	Fostering innovation	5.59

Source: Gartner (March 2010)

Source: Gartner, Inc.
 Gartner CEO and Senior Business Executive Survey, 2010: Anticipating the Post-Recession Landscape
 19 March 2010



Why the Focus on Customers?

Retaining customers is linked to increased profitability

2% increase in customer retention
has the same effect on profits as
cutting costs by 10%

**5% reduction in customer
defection rate** can **increase
profits by 25-125%**, depending
on the industry

Acquiring new customers can **cost 5x
more** than satisfying and retaining
current customers





Exceptional Customer Experiences Lacking

In a survey of more than 7,700 US consumers about their interactions with a variety of companies across multiple industries:

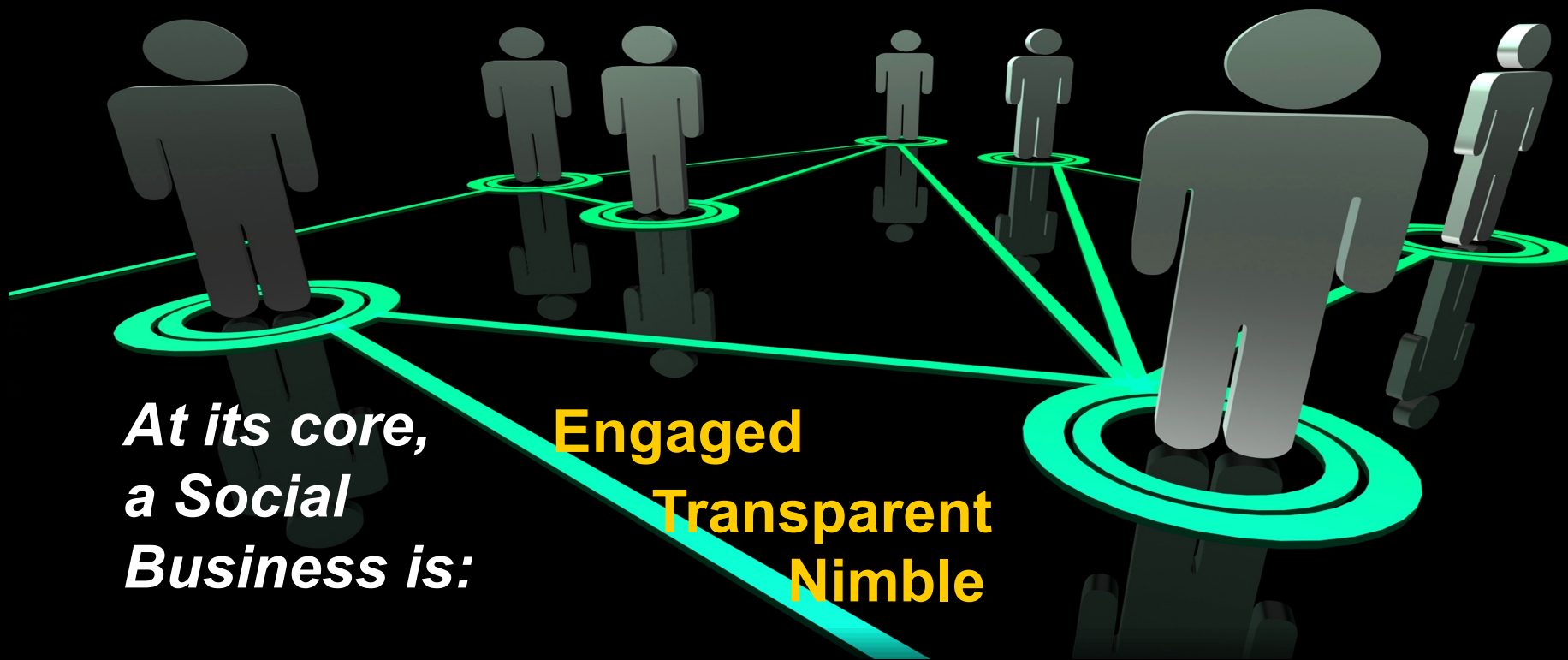
Only **6% of companies** garnered a rating of **“excellent”** in this year’s Customer Experience Index of large US firms...**29% of firms** were rated as **“poor”** or **“very poor”**.



Source: Forrester Research, Inc.
The Customer Experience Index, 2011
January 11, 2011



A Social Business embraces networks of people





A Social Business embraces networks of people to create business value

Consider the current social trends...

Employees

are connecting in new ways in all facets of their life, including work



Customers

discussing you and setting your brand today



Competitors

are crowd-sourcing ideas to bring new solutions to market



evolve and outperform



Are you ready?

To create a personal experience for customers requires doing more listening.... and being nimble to respond quickly

95% of stand out organizations will focus more on “getting close to the customer” over the next 5 years

-IBM CEO Study 2010



Time to reach mass audience has shortened from 38 years to 3 years with social media...

Twitter reached **50 million** users in 3 years

-CMO Agenda 2010;
Gartner CEO Study

How will you engage your customers in a world gone Social?



Deliver Exceptional Web Experiences That Are...

Balance Form & Function: *Visual Appeal + Ease of Use Equally Important*

People Are Everywhere: *Explosion of Mobile Means A Moving Target!*



Know Your Intended Audience: *Deliver Precisely What They Need/Want*

Turn Customers Into Advocates: *Ensure A Reliable, Secure Experience*



For *US Open*, becoming a Social Business created an enhanced personal experience for avid and new fans

Need:

Engage fans with innovative technology that delivers differentiated experience



US Open

...an interactive, engaging website that delivered relevant rich data to fans in real time,

47% increase in traffic reaching 13.5 million people

Live video with statistics, real time data visualization of tennis matches, **deeper insights into players**

“Around Me” iPhone application launched to augment the on-site experience for fans **when and where they want**

Nurture and deepen customer relationship



For *Harley Davidson* being a Social Business,
*means promoting brand identity to turn customers into advocates and
expand your reach*

Need:

Create community of like people
with a common passion to
represent a brand as a way of life

78% of consumers trust peer
recommendations

Source: Socialnomics, 2009

“It doesn’t matter what walk of life you’re from.
When you’re on a Harley-Davidson motorcycle, you
are **part of one community, and that’s just
a really, really powerful experience.**”

JIM HANEY, CIO HARLEY-DAVIDSON

“It is about staying close to your customers and
showing them that **you’re a brand that lives
with them.**”

ANDY BENKA, HARLEY-DAVIDSON





For *HSBC* being a Social business
produces revenue results by listening to customers

Need:

Deliver personalized content to over 50 million customers in 40 countries

Test and enable go-to – market with best offers



HSBC

Being nimble, using real data to make better decisions results:

35% improvement in marketing campaign revenue

increased customer loyalty by testing and adjusting marketing campaigns

Designs **easily and quickly deployed** to all HSBC channels increasing time to market





College.gov

An Exceptional Web Experience for Students

- Designed based upon feedback from target audience (Teens)
- Embedded Rich Media (Video)
- Content Sharing (Upload Videos, Pictures)
- Social Network (Facebook) and Video (YouTube) Links, Pages & Content Sharing





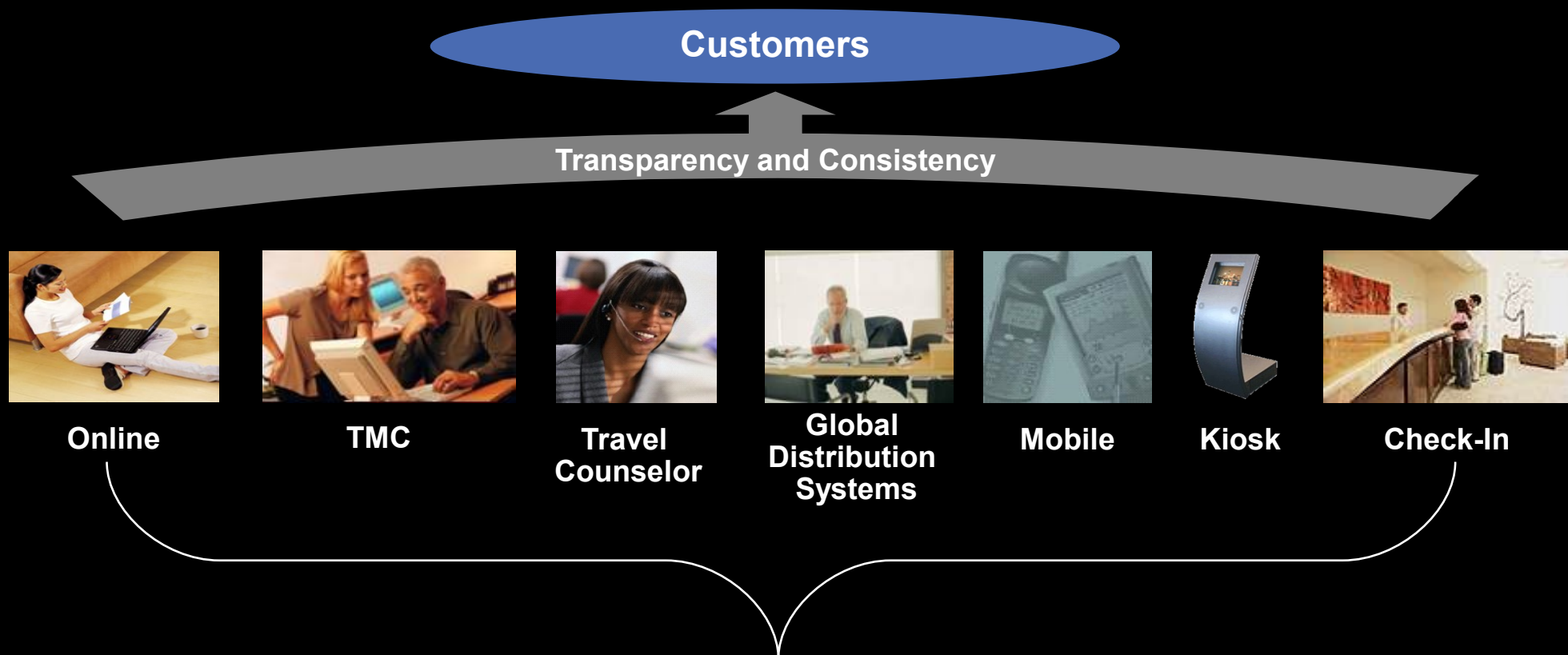
AX eXplore

American Express - Global Corporate Travel - Your travel command central today & tomorrow

Our Challenge

The Goal: Serve customers as a single point of access for related services and information

The Obstacle: Disparate applications serving up a wide variety of content



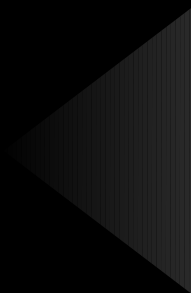
All processes supported by disparate heterogeneous applications & information silos



AX eXplore

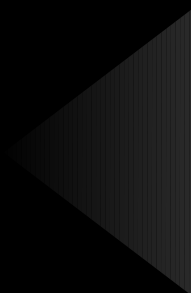
Corporate Travel management needs and challenges

You want:



- Best-in-class travel policies
- Industry-leading supplier rates
- State-of-the-art online technology

You struggle with:



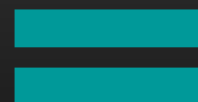
- Traveler compliance
- Technology adoption
- Fragmented travel tools / systems



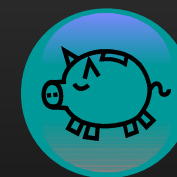
Changing



Behavior



Means



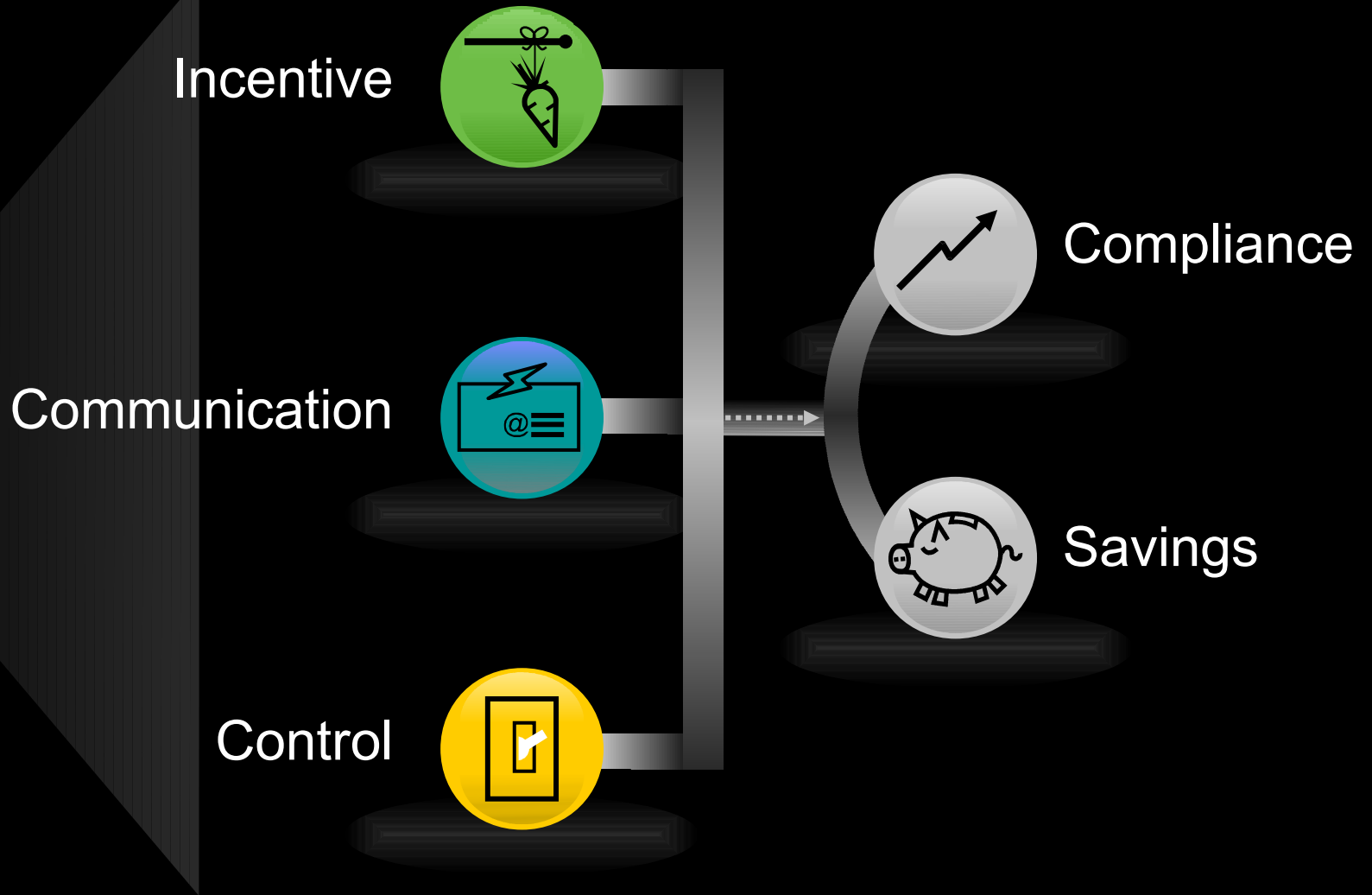
Savings



AX eXplore

The key drivers of change management

CRITICAL





AX eXplore

AX eXplore – Your travel command central

Incentive



Communication



Control



The screenshot shows the American Express Business Travel eXplore website. The header includes the American Express logo, the text "AMERICAN EXPRESS BUSINESS TRAVEL eXplore", and a "REPORT" button. Below the header is a navigation bar with "HOME", "PREFERENCES", "Log Out", "Contact Us", and "Help".

The main content area is divided into several sections:

- PRODUCT NOTIFICATIONS:** A yellow warning icon and text stating "AX eXplore Q1 2010 Release 6.0 is now available. This release contained new features and fixes that improves your over all experience on AX eXplore. In addition, new personalization options are now available with the additional news & alerts portlet, allowing you to subscribe to news feeds to receive the latest news & alerts immediately." Below this are "Previous" and "Next" navigation buttons.
- REXPORT NEWS:** A section titled "Icelandic Volcanic Ash Situation Support" with a sub-header "Support". The text describes the closure of airspace in the region and provides contact information for emergency assistance. Below this are "Previous" and "Next" navigation buttons.
- AMERICAN EXPRESS MESSAGES:** A section titled "FOREIGN PAYMENTS" with the text "Earn Membership Rewards* points for your Business on virtually every foreign payment." and a "LEARN MORE" button.
- WEATHER FORECAST:** A section showing weather forecasts for Las Vegas, NV (33°C) and San Francisco International, CA (64°F). It includes a "go" button to search for a city or post code.
- TRAVEL RESOURCES:** A list of resources including Transportation Security Admin, US Embassy, Health & Vaccination Requirements, Global Time Calculator, Currency Conversion, Maps & Driving Directions, and State Department Advisories.
- CHRIS DEL MUNDO FAVORITES:** A section with "Add Favorite" and a list of favorites including igoogle, My iGoogle, and United Airlines.

At the bottom of the page, there is a footer with "Terms & Conditions", "Privacy Policy", "Copyright © 2001 - 2009 American Express Company. All rights reserved.", and "ONLINE | OFFLINE | ALL AROUND THE WORLD | EXPERIENCE MATTERS™".





AX eXplore

AX eXplore Provides Incentive

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REXPORT NEWS

Icelandic Volcanic Ash Situation Support

If you are currently stranded due to the closure of airspace in the region, the company has made arrangements to provide support and possible alternate transportation for you. Please contact our emergency assistance desk for more information on the options available to you through one of the following contacts points:

Phone: # 1 818-930-2727 (Inside/Outside US)
Email: disastersupport@report.com

If your future travel plans have been disrupted due to the closure of airspace over the European region, please contact the travel desk at: 1 800-555-1212.

DISCLAIMER: Content within this area is provided by your company. American Express does not control and is not responsible for this content.

NEWS & ALERTS

Items: 3

Amex News & Alerts

- U.S.: Update: Tornado warnings issued for northeastern Texas
- U.S.: Update: Suspicious substance found in Philadelphia declared harmless
- U.S.: Suspicious object prompts evacuation of Liberty Bell Center, surrounding areas in Philadelphia

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AMERICAN EXPRESS MESSAGES

FOREIGN PAYMENTS

Earn Membership Rewards® points for your business on virtually every foreign payment.

WEATHER FORECAST

Las Vegas, NV 33°C

THU	FRI	SAT	SUN	MON
33° 18°	32° 17°	26° 12°	22° 9°	23° 12°

San Francisco International, CA 64°F

THU	FRI	SAT	SUN	MOH
[Sun]	[Sun]	[Sun]	[Sun]	[Sun]

Enter city or post code to find

TRAVEL RESOURCES

- Transportation Security Admin
- US Embassy
- Health & Vaccination Requirements
- Global Time Calculator
- Currency Conversion
- Maps & Driving Directions
- State Department Advisories

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CHRIS DEL MUNDO FAVORITES

- igoogle
- My iGoogle
- United Airlines

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REXPORT RESOURCES

- AX Business Travel ConneXion
- AX iBank
- AX TrackPoint
- AX Small Meetings eXpert
- Travel Policy
- AX Worldcue Traveler
- AX Worldcue Planner

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Incentive



Single sign on



Centralized travel tools and info



User-friendly navigation



Traveler specific content*



Visibility in expenses/reimbursements





AX eXplore

AX eXplore enables effective communication

PRODUCT NOTIFICATIONS

AX eXplore Q1 2010 Release 6.0 is now available. This release contained new features and fixes that improves your overall experience on AX eXplore. In addition, new personalization options are now available with the additional news & alerts portal, allowing you to subscribe to news feeds to receive the latest news & alerts immediately.

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AMERICAN EXPRESS MESSAGES

FOREIGN PAYMENTS

Earn Membership Rewards® points for your business on virtually every foreign payment.

WEATHER FORECAST

Las Vegas, NV 33°C

THU FRI SAT SUN MON
33°|18°-32°|17°-26°|12°-22°|9°-23°|12°

San Francisco International, CA 64°F

THU FRI SAT SUN MON

TRAVEL RESOURCES

- Transportation Security Admin
- US Embassy
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- State Department Advisories

REXPORT RESOURCES

- AX Business Travel Connexion
- AX iBank
- AX TrackPoint
- AX Small Meetings eXpert
- Travel Policy
- AX Worldcue Traveler
- AX Worldcue Planner

Communication



Push user- or group-based info*



Store travel policies



Share news/ promote suppliers



Call out incentives, best practices, team competition results



AX eXplore

AX eXplore is a command centre for travel managers

The screenshot shows the AX eXplore web application interface. A central yellow box labeled "Control" has green arrows pointing to various sections of the dashboard:

- PRODUCT NOTIFICATIONS:** A notification about the AX eXplore Q1 2010 Release 6.0.
- REPORT NEWS:** A news item titled "Icelandic Volcanic Ash Situation Support" with an "Edit | Add" button circled in green.
- NEWS & ALERTS:** A list of news items, including "U.S.: Update: Tornado warnings issued for northeastern Texas" and "U.S.: Suspicious substance found in Philadelphia declared harmless".
- AMERICAN EXPRESS MESSAGES:** A section for "FOREIGN PAYMENTS" with a "LEARN MORE" button.
- WEATHER FORECAST:** A weather forecast for Las Vegas, NV and San Francisco International, CA.
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- REXPORT RESOURCES:** A list of resources including "AX Business Travel ConneXion", "AX iBank", "AX TrackPoint", "AX Small Meetings eXpert", "AX Worlddue Traveler", and "AX Worlddue Planner".



aXis@work



Trackpoint



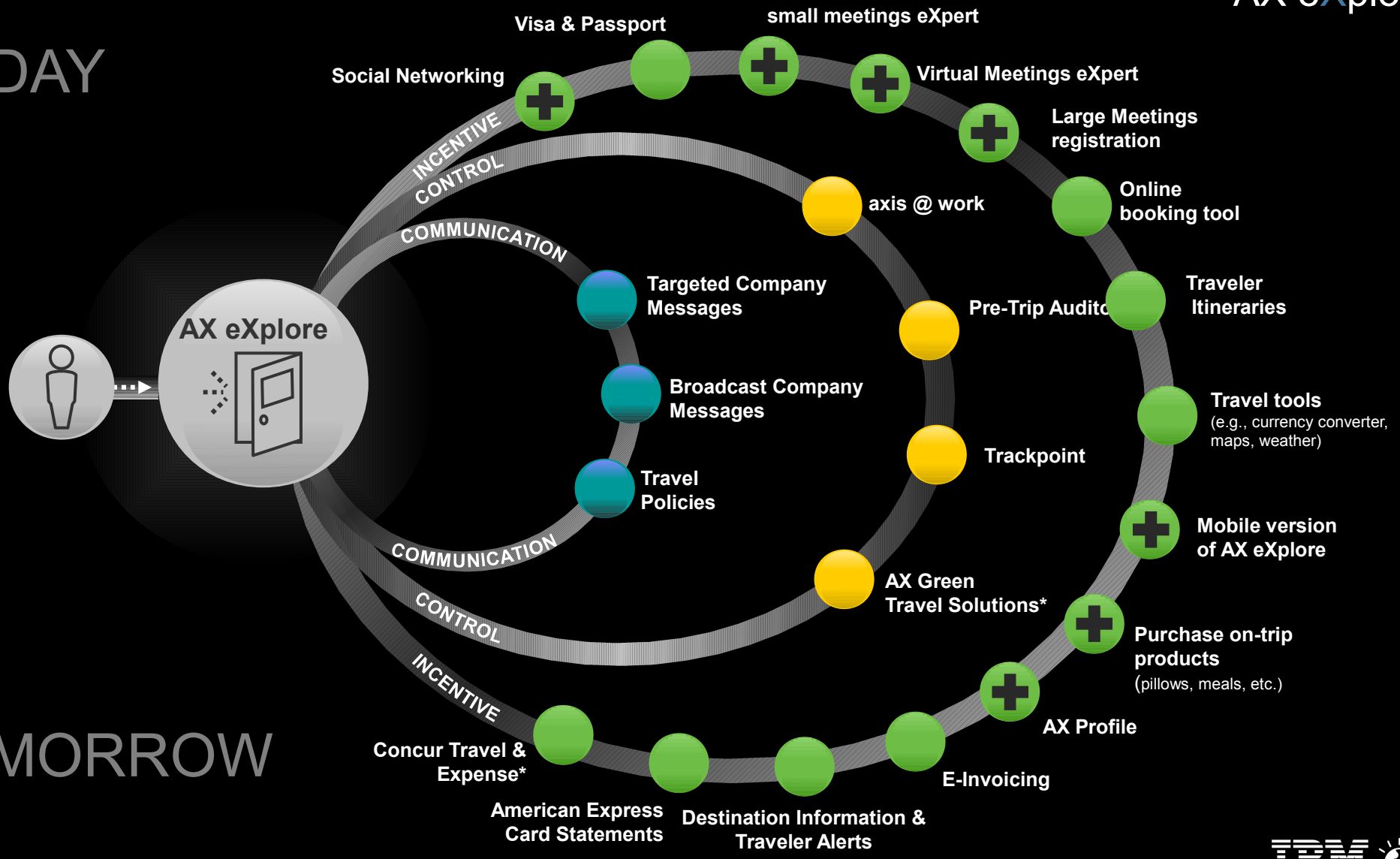
Pre-trip auditor



AX eXplore

AX eXplore – Your travel command central

TODAY





AX eXplore – Your travel command central today & tomorrow

AX eXplore

The screenshot shows the American Express Business Travel eXplore website. At the top, it features the American Express logo and the text 'AMERICAN EXPRESS BUSINESS TRAVEL eXplore'. Below this is a navigation bar with links for 'HOME', 'PERSONAL PREFERENCES', 'SITE ADMINISTRATION', and a search bar. The main content area is divided into several sections:

- SYSTEM MESSAGE:** A yellow warning icon and text stating: 'Due to maintenance work customers may be unable to login between 9.30 and 10.00 a.m. We apologize for any inconvenience, please call 0800-555 10 20 30 40.'
- REPORT NEWS:** Two news items: 'Group Travel Policy' and 'New travel expense report form'.
- TRAVEL NEWS:** Two news items: '03/06/2008 - Weather prompts 200 flight cancellations' and '11/05/2008 - Nationalcar adds Lexus hybrid vehicles to its rental fleet'.
- TRAVEL ALERTS:** One alert: 'Canada' regarding a winter storm.
- BUSINESS TRAVEL:** A central section with a large image of an airport terminal and text: 'Online, offline, all around the world, American Express Business Travel is there for you.' It includes links for 'Book Travel Online', 'View Trip Details', 'American Express Card Statement', and 'Travel & Card Reporting'.
- LATEST OFFERS FOR CARDMEMBERS:** A promotional banner for 'THE OLACHEN TREATMENT'.
- WEATHER FORECAST:** A section for 'NEW YORK CITY' showing a current temperature of 77°F and a 5-day forecast.
- TRAVEL TOOLS:** A section with a dropdown menu and a 'GO' button.
- ROBERT CARLISLES FAVOURITES:** A list of links including 'State Department Advisories', 'Embassy locations', 'TSA Travel Restrictions', 'Frequent Flyer Programs', 'Airline Check-in', 'Aircraft Seating', 'Airport Information & Facilities', and 'Vaccination & Health Requirements'.

At the bottom of the page, there is a footer with 'Help | Inprint | Contact us | Privacy Policy', 'Copyright © 2001 - 2008 American Express Company. All rights reserved.', and a small IBM logo.

Higher traveler compliance

Greater savings

Speed to market and usage in the future





Exceptional Web Experiences May Deliver...

200%
higher

visit-to-order
conversion rate

16.6%
more

recommendations
by customers
for products and
services

30%
higher rating

of self service web
over Help Desk

75%
faster

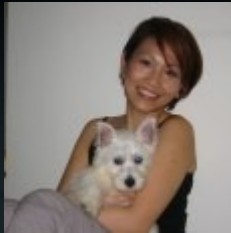
time to roll out new
customer applications

14.1%
repeat purchase
interest by customers

*Based on IBM client engagements



*To illustrate the dynamic IBM Portfolio,
let's look at the impact on people and their work...*



Joanne,
Global CMO



Marie,
Potential
Customer



John,
Director of
Sales



Joanne, Global CMO

wants to grow her business through customer insights

Market Segment	Unique Visitors	Sessions	Orders	Sale
College Graduates	120,340	3,496	21,483	\$2,...
Young Professionals	230,340	4,986	36,491	\$7,...
Baby Boomers	404,953	15,942	78,189	\$60,...

Joanne needs...to launch new online marketing campaign to expand into Asian Market

With IBM social collaboration, her teams are able to:

Test new market dynamics and use analytics to adjust and tune messaging

Deliver global look and feel with localized relevant engaging content

Blog to help and improve search optimization and content syndication

Deliver media rich, video, images and podcasts



John, Director of Sales for ASEAN

Share information with sellers and customers with ease

John needs...to get 50 new sellers across the countries trained to meet quarterly sales target

With IBM Collaboration Solutions, he can:

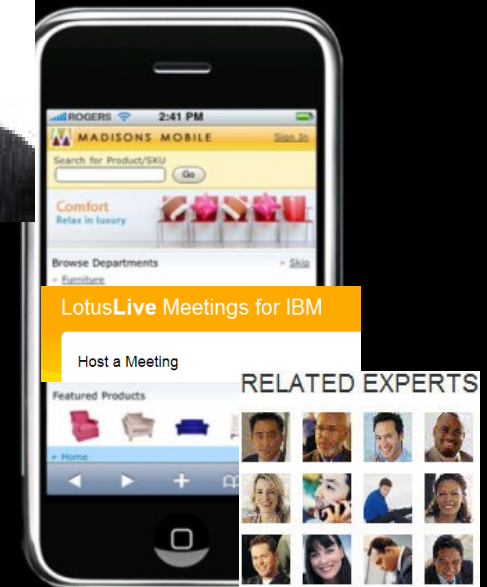
Stay coordinated with activities and meetings

Find expertise thru dynamic personal profiles

Share insights with instant messaging, blogging, forums, shared bookmarks

Use communities to promote information, education, sales kits

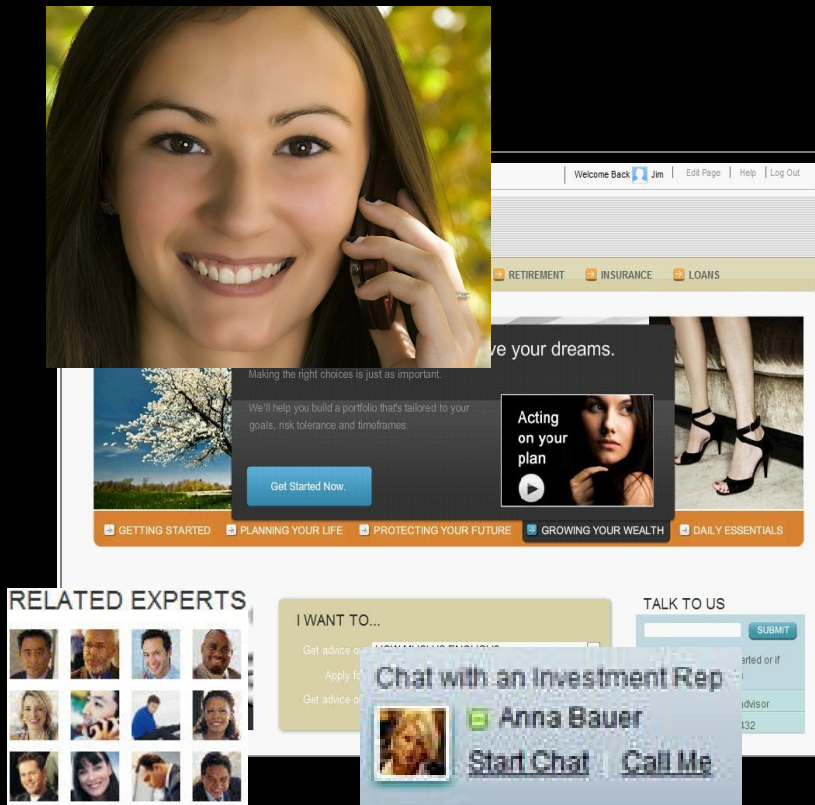
Access information from mutiple devices such as smart phone, iPad, laptop when engaging potential customers





Marie, Your Potential Customer

needs to find what she needs quickly, easily, when she wants it



Marie needs...to explore the offerings and make a buying decision

With IBM social collaboration, she can:

Connect with experts via, blogs & communities

Read ratings & reviews to see what peers are saying

Chat with her rep online, instantly

Personalize her account w/ drag & drop capabilities to ensure relevant content

Access her account with same look & feel from multiple devices seamlessly



The IBM Portfolio

is responsive to the marketplace and *your customers* ...



Sales and Marketing Leadership receives...social capabilities within reach to encourage conversation that provides customer insights



With IBM social collaboration, their teams are able to:

Find the right people with profiles to connect customers with similar interests or discover your employees with the specific skills needed

Easy adapt web content that captures customers interest based on behavior without the assistance of IT

Streamline operational efficiencies with consistent workflow processes



The IBM Portfolio

provides the broadest flexibility in deployment and delivery...



Sales and Marketing Leadership receives...flexible deployment to reach customers where they spend their time



With IBM social collaboration, they can

Deliver solutions on-premise or in the cloud

Provide access to people networks and teams from within familiar messaging tools

Stay connected and participating from their desks or on the road



We at IBM want to be your partner on this journey...
...to becoming a **Social Business**

We understand the *journey and cultural transformation* underway in business today. IBM's Social Business Portfolio and Services, provide you with business solutions that are ...

Integrated – the right capabilities, tuned to deliver exceptional experiences

Best-in-class – made up of award-winning component elements

Intelligent – driven by analytics to optimize the experience and gain customer insights

Proven – built on a scalable, secure platform relied on by demanding clients worldwide

Agile – designed to be open and flexible to adapt quickly to change

TRUST





Start your Social Business transformation with IBM Collaboration Solutions today...

Tactical Steps:

Assess Your Organization: Take the IBM Collaboration Assessment

Build a Roadmap: Identify key needs and define a roadmap

Get More Information. Get Plugged In:

Learn about the business value

Whitepaper: Forrester Study: Total Economic Impact of IBM Social Collaboration

Video: Business Value of Social Software

Listen to our customers

CEMEX: Shift Platform

Sogeti: Sogeti becomes more social

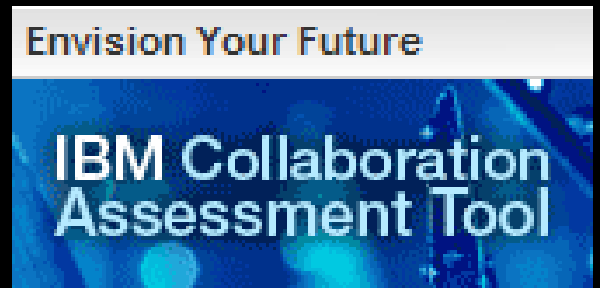
Rheinmetall: Becoming a social business with IBM software

Join in the conversation

Register with the IBM Reinventing Relationships Social Media Aggregator

Blog and Community: The IBM Collaboration Soapbox

Social Business Jam: Join in February 8-11, 2011



Lotusphere and InformationOnDemand Come to You





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Federer beats Nadal to claim end-of-season finale

Roger Federer defeated Rafael Nadal in the final of the Barclays ATP World Tour Finals at The O2 in London, the fifth time the Swiss has won the end-of-season tournament.

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