IBM Business Partner

ALL THE BLUE. WITHOUT ALL THE BIG.

IBM

IBM Campaign Designer Welcome Kit

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About Campaign Designer

What is Campaign Designer?

Campaign Designer is a Web-based tool designed to enable creation of demand generation tactics customized with YOUR company identity and focusing on YOUR solution information, while leveraging IBM's campaign investments. Campaign Designer is designed to be easy to use, flexible, and cost effective.

Campaign Designer allows you to leverage the strengths of the IBM brand by participating in IBM's current, in-market campaigns. Use this Web-based program to help save time, money, and resources, to develop highly visible materials and generate greater demand for your solutions.

Customize direct mail, event invitations, postcards, solution sheets and even catalogs, or download high impact photography, industry and solution messaging, e-mail text, Web content, telemarketing scripts, and other campaign materials with our own unique message and special offers. Create HTML email and have it sent directly to your email contacts. Work online with an array of campaign templates to tailor headlines and images, add your own messages to promote your solutions, and attach your company identity with your name and logo. You can even preview your creation online, download for your further review, or send to others on your team.

New for 2007 is a complete end-to-end email functionality, integrated into the basic Campaign Designer structure, that provides the same high impact marketing messaging in a cost-effective, and integrated delivery. Many campaigns now will offer direct mail, email, telemarketing and surrounding comarketing content and services as a complete, fully integrated, multitouch campaign. Other email tactics will stand on their own merit as a fast and economical way, for example, to drive attendance to your events, provide a newsletter process and delivery mechanism, etc. More on this exciting email tool later in this document.

Who can use Campaign Designer?

Campaign Designer is available to IBM Business Partners who have a signed Business Partner Agreement (BPA) or PartnerWorld Agreement (PWA) regardless of level. Certain material, however, may be limited to Business Partners meeting specific qualifications, such as Premier Partner status, Built On Express Advantage, or On Demand Certified, for example.

How much does it cost to create a campaign?

Campaign Designer is provided to eligible IBM Business Partners at **no cost**. Campaign execution expenses, such as printing and postage for Direct Mail tactics, are typically a Business Partner cost. Some campaign content may be downloaded in high resolution format, after customizations, so that you an engage with a printer yourself. There are often complementary materials available, such as suggested telemarketing scripts, presentation templates, white paper outlines, and some customizable templates are available (in electronic pdf) version at no cost.

There is no cost to customize and execute email tactics. Depending on your own availability of email data lists, you may need to incur costs for data.

Where can I find Campaign Designer on the Web?

Visit http://www.ibm.com/partnerworld and, after you sign in, select Campaign Designer from the "Business Shortcuts" link list.   Or, depending on your own personalization of the PartnerWorld site,

Select "Marketing Resources", then "Campaign tools, playbooks and kits", then "Campaign Designer". Simply click the "Sign In" icon there, and you will be sent directly to the application.

There is also a vanity URL: http://www.ibm.com/partnerworld/campaigndesigner that will take you directly to the Campaign Designer pages on the PartnerWorld site.

There are many links at the top of the Campaign Designer page that will give you a deeper sense of what Campaign Designer, and Campaign Designer, is about, including a list of the content currently available, and access to testimonials by your peer Business Partners about their successes with Campaign Designer program.

Accessing Campaign Designer for the first time

The first time you access Campaign Designer, you will be asked to complete a profile and to provide information about yourself and your company, so that we may build your profile, and enable the power of the application to automatically imbed your logo, for example, in your customized piece. This process will usually only take you a few minutes to complete, and your password and ID will be activated within approximately two business days.

You will also be given instructions on how to upload your logo, and the image quality and size best suited for Campaign Designer.

What are the benefits of Campaign Designer?

Using Campaign Designer is smart marketing.   Campaign Designer is designed to help you create an array of campaign materials quickly and affordably. Building a campaign on your own can often take weeks along with a substantial investment in resources. Today, you can do it in just minutes using Campaign Designer - all at a cost typically much lower than if you were to build it on your own.

Campaign Designer enables you to leverage your relationship with IBM and take advantage of significant campaign investments and the brand recognition while generating awareness for your solutions and increasing your market visibility.

What Campaigns are available?

Campaign Designer offers many co-marketing materials that are industry and/or solution-based messaging; almost all allow a robust area for you to describe your solution and value. Many templates are designed with specific industry orientation, and, there is almost always room for your own solution message. In some cases, the intersection of a Cross Industry document, combined with the freedom to write your own solution content, offers you customization freedom well beyond what we have been

previously able to provide. There are also a set of documents that allow you to more closely focus on the value of your skills and certifications to potential clients.

New offerings are communicated to IBM Business Partners through the various channel communications vehicles. To subscribe to these communications, again, go to ibm.com/partnerworld, select "News" from the left navigation bar, then select "Newsletters"; you will be afforded the opportunity to subscribe to the various communications listed. Additionally, watch the "announcements" area of the Campaign Designer pages on PartnerWorld site.

Campaign materials navigation is quick and simple. Fully customizable campaigns and all their elements are found by clicking the "Campaigns" tab. You will notice a text box will have the campaigns succinctly listed, and a link by each ("more…") where detailed campaign specifics can be found. Also immediately displays is a filtering feature, which first displays all the customizable documents associated with the campaign, and enables you to "drill down" to the content appropriate to your needs by clicking the various filters.

For example, clicking on "SMB Solutions Toolkit" will first display, lower on this page, the full depth and breadth of that campaign, all 100+ Industry and solution variations; by "filtering" you can pare down the list to your focus… Banking for example, ATM solution area, or even to an event invitation.

HOME	CAMPAIGNS	DOWNLOADS	ADMIN	EMAIL	

CAMPAIGNS HOME   MY CAMPAIGNS   MY LOGO   AGENCY SELECTION   English

Logged in As:

BP Demo
IBM

Acting As:

BP Demo
IBM

Campaigns

To begin, simply select a Campaign. Next, filter the selections until you've located a document that's right for your application an click the Customize link in the Actions column.

Campaigns

BP & IBM Professional Certification Promote your IBM certified skills to potential and existing clients when you customize this brochure. more…

BPIC Blade Rage Event Support BPIC Event support material and services. more…

BPIC System i Express Advantage Event Support Use the postcard, email and flyer templates to invite your customers to your IBM System i Express launch events. more…

Business Process Management (BPM) A suite of four products to help users model, assemble, deploy and

Filters

Campaign Type - Flyer

Name	Actions
BP & IBM Professional Certification Brochure	Customize

Creating A Direct Mail Campaign

What is a Campaign?

Campaigns represent IBM's current marketing efforts. Each "campaign" offers unique products, solutions and/or services for you to promote and provides a set of customizable "tactics" from which to choose. A campaign may include only a single tactic however you will typically realize greater success when you execute multiple tactics within the same campaign messaging.

You are strongly encouraged to consider multiple tactics in your campaign strategy. Simply, your response rates and results may be significantly enhanced with multiple "touches" to your end-user contacts, through multiple media formats. Many Campaign Designer offerings include tactics that compliment each other to deliver a consistent and yet varied message. Some campaigns may have a telemarketing tactic as an option, others may include no-cost downloadable messaging materials such as white papers or e-mail content that you may use.

What is a Tactic?

A tactic is a single marketing effort. It may be a postcard mailing, an invitation to an event, an outbound telemarketing effort, or even an e-mail or Web content/Web banners. Campaign Designer will often offer many or all of these materials within the design of a specific brand or solution message. Your strategy will allow you to decide which are best suited for delivering your company's solution message. Each method or tactic will generally have its own unique response rates and resultant return on your investment.

What is a "Layout"?

A layout, in Campaign Designer terms, is a special piece of marketing collateral that is designed to be customizable to meet your marketing needs. Layouts are designed so that some of the content is professionally written to keep the message "on brand" , but allow you specific areas to add your own specific message about your firm, your solution, your offer or your value-add as an IBM Business Partner.

Some layouts will allow you to select from multiple recommended inputs, for areas such as the headline, or offer an array of photography from which you may choose. Other templates may have only one headline or photo, but offer you other areas for your customization. Many offer both! The Campaign Designer tool will show you which areas are available for you to customize, and which contain customized information pulled from your company profile.

Typically, only the areas where you are asked to describe your solution, or talk about your company, are you totally without our help. Even when you have the ability to edit text, we will many time offer you suggested text, for have pre-written options available that you can use some part, or all of, at your discretion.

In the example postcard below, the selections you make or the input you key into the tool are highlighted in orange and tan, while your logo and address for example, are shaded in light blue.

Postcard layouts, by virtue of the physical size limitations of the piece, do not generally allow as much room for either the IBM fixed message or your own company messages; the larger self mailers usually have a generous amount of space for your input. Event Invitations are usually the same size (6" x 9") as the "offer" postcards and are designed to support either a physical event (date, time, and place) or a "Virtual" event (web seminar, conference call, etc.).

Postcard layouts are most often designed much like their larger self mailer siblings, solution and industry orientation, with some IBM product mention, or be "Cross-brand" and even cross-industry.

Layouts define the size and how the elements (text, photos, headlines, and logos) position and work. Within layouts, you will find from at least one to a large number of "documents" which will hold the specific headlines, industry text, solutions messaging that best fits your needs.

What "rules" do I have to follow?

The "rules" for Campaign Designer are really no different than those you agreed to in your Business Partner Agreement or PartnerWorld Agreement. Use of Campaign Designer is intended to promote your solutions, while, at the same time, including IBM content in the message, be it hardware, software, or services. Business Partner submissions are typically reviewed for appropriate content before it is returned to you for your distribution or printed by the vendors who are retained to support the program.

The Campaign Designer layouts themselves are designed with these intents in mind. You will notice that there is text and graphics that you cannot change on a given piece, but, you are most often given a generous amount of space to include your company solution message and special offer.

Other than that, the rules are just best practices that apply to marketing: make a good presentation of you value proposition, your solution, your company and products and services. Of course, don't forget to mention the value of IBM. Be sure to make a strong offer to help boost response rates. Visit the Campaign Designer program section on the IBM PartnerWorld site at: http://www.ibm.com/partnerworld/campaigndesinger. There are a number of guides and resources to help you build an action plan to drive responses, leads and sales.

Managing Campaigns

How do I customize a document?

The Campaign Designer Web based tool will walk you through the customization steps for the document you have selected. It is designed to walk you through the creation of your marketing message step by step, from selecting your appropriate Business Partner emblem, to selecting from various images and solution, industry or product messages that are available, and presenting to you the opportunity to key in your specific company message and special offer. At each selection the Campaign Designer application will display an updated view of your work, dynamically, and give you the opportunity to launch a full-sized pdf at almost any time for closer inspection. At any time, you can name and save the pdf, go back in and edit your work, or even e-mail it to your team for further review. Your work will almost never be lost; if you loose your connection, get distracted by others and "time-out", or most any reason, you work will be saved with a "Not Saved" name for a period of time.

How do I get to my drafts?

Once you have created a customized template, and named and saved your work, it is kept in your personal "library", called "My Campaigns". You can access this section of the Campaign Designer application by logging on and the selecting this section under the Campaigns tab at the top of the web page, or the specific "My Campaigns" link on the home page. Here you can review your work, edit anything you have previously created, delete files no longer needed, and complete your campaign by placing your "order". You can collaborate with your teammates by e-mailing right from the tool, or copying your work if you have multiple but repetitive in nature documents to create (or simply want to do the same tactic to a new audience, for example). "My Campaigns" will retain all your previous named efforts, however, some campaigns may eventually be sunset, and will not be available to edit or order.

How do I edit my previous work?

When viewing the list of your efforts in My Campaigns, you can edit your work by simply clicking on the "edit" link. You will reenter the same screens and site flow that you used to create your piece initially. However, you will have the opportunity to change your text input, image or headline selections, or any of the selections you originally made. You can save your changes and continue, placing your order, or exit and return to order, again, at a later time.

How do I submit my work for approval and printing?

Once you have completed the customization of your template to your satisfaction, it is ready to order. Placing your order will take only a few more steps for you to complete. Once again, in "My Campaigns", click the "Order" link to begin these steps. One of the first things you will be presented is the various "output" options available to you: Print by one of the vendors we have engaged with, at very attractive pricing, or request the files be returned to you for your own printing (where permitted).

You will then be asked to specify your order quantity and payment method. Next you may be asked a few questions about the data list you intend to provide, or, be given the opportunity in many campaigns to secure data from sources IBM may make available to you. You may also ask for a quantity of your mailing to be simply "bulk shipped" to you for use at trade shows, seminars, or other customer related use. Printing and postage costs are provided again, here, for your convenience.

Finally, some order confirmation details are provided, along with a chance for you to specify who should be contacted if we have any questions concerning your order. Any questions regarding your order, the data file submission, etc., can be answered by Serviceline.

Why is there the word "DRAFT" across my piece when I view it?

The low-resolution pdf that the site allows you to review is not intended to be a print-ready or electronically deliverable piece. The IBM review process has often not been completed. Your final printed or electronic piece will have better image resolution and this "draft" watermark will be removed.

What happens to my submission once submitted?

Once you submit your order, there are a number of checks and reviews that take place. A review of the content for grammar, spelling and general appeal is performed while we await receipt of your final mailing list. An IBM resource reviews the content to insure the message is robust and on-brand for the campaign. If you opted for IBM data support, the Marketing Intelligence team will typically contact you to refine the details of your data pull. Within 14-21 days, your order has completed the reviews, the data list prepared and sent to the mail house, and your piece is sent to the digital printing company you selected. (NOTE: this timeline is significantly decreased when you submit your own data.) In only a few more days, the data and the printed copy are merged, and your piece is placed into the postal system. Throughout the review process, you may be contacted with suggestions on how to improve your message.

When will my submission be printed?

Your order will be printed "on-demand", that is, it will be sent to the printing company as quickly as we can complete the content review and collect and prepare the data. Feel free to contact our Serviceline any time you want to target your mailing to a specific date or event and they can most likely accommodate your request. Once completed and the files are released to the printer or ready for you to download, you will receive and e-mail containing more information about your order.

Depending on the source of the data file that will support your mailing, it may take as much as three weeks from the time you submit your customized piece until it is printed and mailed. If you are referencing a time sensitive offer, or making an invitation to a seminar or marketing event, you should take this into consideration and make sure ample time is allotted to deliver your message to your customers so they can reasonably have time to react or attend.

Can I engage with Campaign Designer for Telemarketing or other services?

Yes! In fact, we encourage you to do so.   A number of Campaign Designer co-marketing campaigns have a telemarketing tactic as part of the suite of campaign materials. They are usually supported by IBM outbound telemarketing vendors, and are offered at attractive negotiated pricing.

Where and what are the items available for me to download?

To assist you in building a robust and multiple touch strategy for your campaign, Campaign Designer maintains a database of marketing materials. Items such as suggested telemarketing scripts, e-mail text, presentation templates, event support toolkits, photography, white papers, comarketing guides and pertinent industry and solution-focused information is all made available, and organized by industry, campaign, or type of file. These documents and images are specifically designed for you to simply download to your desktop, customize or use as is, and support your marketing or sales efforts.

They are readily found under the "Downloads" tab at the top of the Campaign Designer pages, from the quick links on the home page, and typically will also be listed in each individual campaign's "more…" page.

Printing Options

What are my printing choices?

After your document has been approved, it will be printed by the program-designated printing company we have contracted.   You will notice a selection button designating this, or additional printing options, when you click the "order" link and first submit your document. Some campaigns permit you to "print your own"; when selecting this option, once your document is approved, you will receive and e-mail containing instructions to download either or both a high and low-resolution files. You can then take the high resolution version to a digital or offset printer for large scale production and mailing, or use the lower resolution for email attachment or web site posting to complement your mailing effort.

Certain Campaign Designer documents are designed specifically for you to use in manners other than traditional printing and mailing; these are delivered to you in a .pdf file format, and may be utilized as an attachment to a brief or proposal you send to your customers, or a standalone e-mail message. We typically call these "fliers" or "customizable brochures".

How do I send in my data list for my mailing?

To protect the privacy of your data lists, IBM has engaged vendors to handle all aspects of getting your contact data printed on the mail piece. Submit your data to **serviceline@marketblox.com**, preferably in a "comma separated" file format. We recommend that you also include contact titles in your data file as this will improve delivery performance.

Can IBM Help me with data list acquisition?

Most Campaigns will offer access to IBM data resources to assist you in targeting and contacting new customers. Check the details of the campaign offering when you first begin your template customization for specific details. We can provide names for your entire mailing (subject to availability), or merge these sources with additional data you decide to provide. The IBM Data Sharing Guidelines allow us only to mail or telemarket to these lists on your behalf; only those who respond will be passed to you. Full tactic lists are not able to be shared.

Due to IBM email privacy policy, we cannot share email address lists.

Who do I pay for my printing?

Your financial obligation for printing services performed by either of the above printing companies is directly with the firm you select. Campaign Designer does not act as an intermediary in this regard. Shortly after your order has been printed, you should receive and invoice for the services provided.

The payment terms and conditions are presented to you when you place your order; please review them carefully, as they may affect your decision. Also, "do the math"….. ordering some extra pieces to take advantage of a quantity price break may save you money in the long run.

Will I receive my own copy of my mailing?

The best way to insure that any people you wish copied on your mailing receive it is to imbed their names and addresses in the data file you submit. These additional addressees will be mailed at the same time

that your customers and prospects are, thus creating a form of "alert" that will indicate when your customers begin receiving the mailing, and your follow-up marketing efforts can commence.

What happens to returned mail?

The returned mail handling procedure is dependent on the "source" of the mailing list used for your campaign. If IBM supplies all or part of the mailing list, we require that any returned mail be forwarded back to our central collection point, so that we may update our data records. If, however, the list used is solely your own, your business address will be printed as the return mail address on your piece.

We have recently implemented a new service, where, for lists you have submitted the lettershop vendor will return any address updates discovered by their address correction software. This will come to you via email in the form of a data report, with codes and explainations.

Creating eMail Campaigns

Creating An eMail Document

▦ CREATE EMAIL ▦ MY EMAIL CAMPAIGNS ▦ MANAGE DATA LISTS ▦ RECIPIENTS ▦ EMAIL VALIDATION

Similar to the direct mail templates discussed earlier, email template designs are presented for you to customize, mostly offering you the ability to include your solution message, your value proposition, your company identity, call to action or special offers. Some templates are generic in nature, and not IBM brand or solution specific, such as newsletter layouts. Many of these templates have been designed in concert with the Direct Mail offerings, in look and message, and offer you an opportunity to easily, economically, and quickly deliver a multiple tactic, one-two punch approach to your demand generation efforts.

eMail templates are not limited by the confines of postal regulations, or paper and printing sizes, so often you have more liberal space to construct your message, however, realize that lengthy descriptions, or a very long email document may lose the attention of the recipient.

eMail templates are presented in much the same way as Direct Mail: A campaign may contain one or many email offerings, clicking on each Campaign will display email templates available within that campaign construct, and subsequently clicking on the thumbnail presented to you as will launch a larger, readable image of the design and imbedded message of the piece.

Create E-Mail

To begin, simply select a Campaign. Next, filter the selections until you've located a template that's right for your application and click the "Choose and Continue" button.

Campaigns

PartnerWorld Industry Networks direct mail and telemarketing
Innovation That Matters refresh
Drive leads for your industry solutions using customizable marketing tools. Available to BPs in the PartnerWorld Industry Networks.
more...

Filters

No More Filters Found

Available Templates

Cross Industry
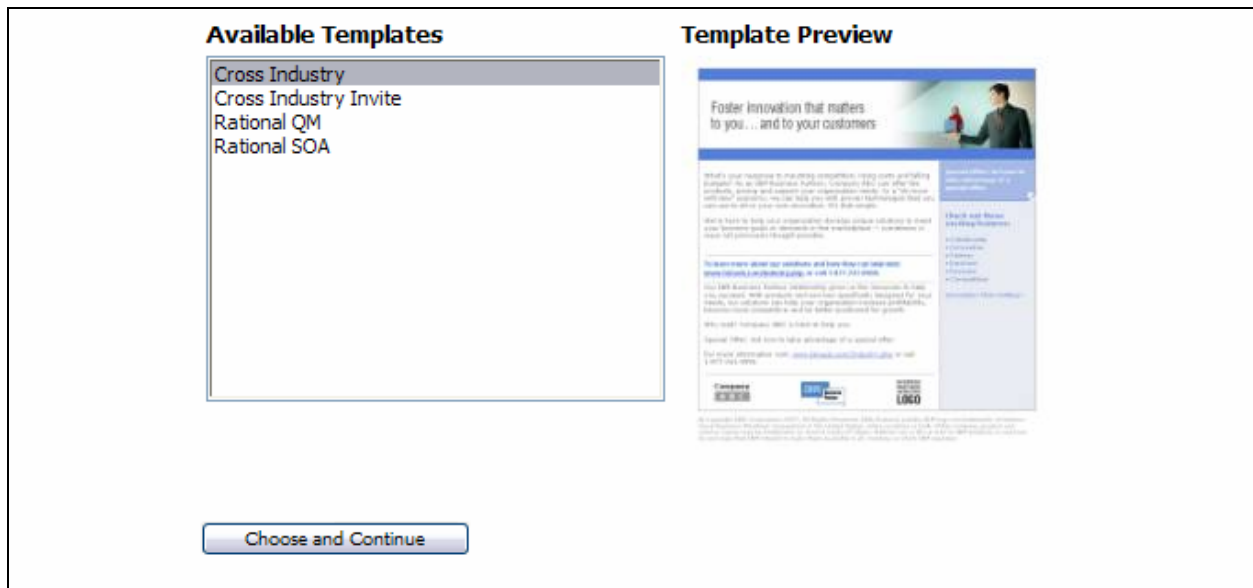Cross Industry Invite
Rational QM
Rational SOA

Template Preview

🌐 Internet

How do I customize email documents?

Once you have determined the appropriate email template for your tactic, click on the "Choose and Continue" icon to begin:

By Law in the United States, commercial email has some specific antispam requirements, the first two of these are immediately presented to you to complete the information:

* The CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act) establishes requirements for those who send commercial email, spells out penalties for spammers and companies whose products are advertised in spam if they violate the law, and gives consumers the right to ask emailers to stop spamming them.

• It bans false or misleading header information.
Your email's "From," "To," and routing information – including the originating domain name and email address – must be accurate and identify the person who initiated the email.

• It prohibits deceptive subject lines.
The subject line cannot mislead the recipient about the contents or subject matter of the message.

Now you are at the point where you will start customizing your email template. Each element of the document that is available to you to customize (images or text) will be displayed in the area titled "Elements"; as you click on each element, the screen will refresh and you will be presented the options programmed to that specific field. Make your selection or edit text as appropriate. You will notice that each element will be highlighted in yellow in the thumbnail to the right after you select, giving you a visual reference of where you are in the process.

When you have completed the customization elements, click the "Continue" icon; you will be asked to identify a data list to send this document to, however, you can skip this step at this time if your data is not yet prepared, if you are purchasing data from a List Broker, or simply have not finalized your email document and will come back later to complete.

Your next step is simply to name and either save for further editing or request the email be submitted for review and transmission (submission does require data list selection).

How do I edit my email drafts?

You may return to add additional information, complete your editing, order your email document, send yourself or a teammate a test, or even copy a previously used document for use again, by selecting "MY EMAIL CAMPAIGNS" from the second level navigation bar on the top of each page of the Campaign Designer tool.

Note: if you wish to submit an existing draft document for transmission, you need to "edit" the document, even if you do not change any of its content or data list. This is simply the way you open it for new action, and you only need to follow the "Continue" icons to completion.

When you return to MY EMAIL CAMPAIGNS, you will notice there is now additional information regarding the status of your document and the scheduled delivery, however, once submitted you cannot return to edit this document. To stop delivery of a not-yet-transmitted email document, click the reschedule link and you will have that option. You can then make a new copy of that document and complete your changes to content or data list.

Managing Data Lists

Your email data is a very important asset, and Campaign Designer has created protection for your data lists into this tool.. No one other than yourself (no IBMer even) can access your data lists.

You can easily and quickly load your email data to the Campaign Designer tool, and segregate it into unique lists for specific purposes. A given email address can reside on multiple "lists", but in reality is only recorded once in your database.

While the only required data field for an email list is the actual email address, properly formatted, you have the opportunity to append a full contact profile to the email address for your Customer Relationship Management. Launch and review the available excel spreadsheet linked on the Manage Data Lists page for more information.

You can import a list of any size to the tool, you can export that list back for offline review or rework, and reload. You can even simply add a contact manually if one or two or a small quantity need to be appended quickly.

You can even test an email address by having the Campaign Designer email tool send a "ping" to it to verify its existence.

One more key element of the CAN-SPAM act is that you must allow recipients of your message the ability to "opt-out" of any future email tactics from you. The Campaign Designer email tool automatically handles this for you, and details of those addresses are presented for your review under "Reports".

Reports and metrics

After your email document has been transmitted, the Campaign Designer tool provides you with real time metrics on its success. Some of the information is obvious, such as the sent quantity, other information perhaps needs further definition here:

Soft Bounce: email address is valid, but was not delivered, likely blocked or spam filtered.
Hard Bounce: email address is invalid
Opt Outs: individuals who, after receiving your email, have sent notification that they no longer wish to be contacted (these names are now suppressed from further use).
Opens: number and percent of recipients who actually opened your email document
Clicks: number and percent of recipients who, after opening your document, click on one of the links you imbedded in your message

Each of these categories is a link to the detailed information supporting this summary. For instance, if you wanted to review who had clicked your URL within this email tactic, you could by simply clicking on the summary information.

Activity Report

Enter the appropriate date range below to view the report on-screen or download in Excel format.

Sent Date From: 04/09/2007

Sent Date To: 05/09/2007

[View] [Download]

Overall Summary Report

Sent	Soft Bounces	Hard Bounces	Opens	Clicks
42	0.00% (0)	0.00% (0)	35.71% (15)	1

Summary Report by Campaign

Date Sent	Campaign	Company	User Name	Sent	Soft Bounces	Hard Bounces	OptOuts	Opens	Clicks
04/26/2007	430 test	IBM	Tim Koepp	7	0.00% (0)	0.00% (0)	0.00% (0)	42.86% (3)	0
04/27/2007	Friday 7:20AM	IBM	Tim Koepp	7	0.00% (0)	0.00% (0)	0.00% (0)	28.57% (2)	0

Serviceline Assistance

Who do I call if I need assistance or have questions?

We have support services in place in North America which we refer to as "Serviceline". They may be reached via toll-free telephone at **1-866-610-4997** between the hours of 8:30AM - 5:30PM Eastern.

Serviceline can assist you with help on creating your template and navigating through the Campaign Designer tool, addition questions you may have about a specific campaign, questions about your logo image, data file submission, and the status of your order. They serve as your Single Point of Contact on Campaign Designer, and when they do not know the specific answer, are skilled at finding the right person who can answer your questions.

Can I e-mail my questions if I am not available by phone?

Serviceline can be reached with your questions via e-mail at serviceline@marketblox.com, or via the "Support" link in the Campaign Designer application.