

# IBM Digital Content Marketing TRANSFORMS Your Marketing Efforts

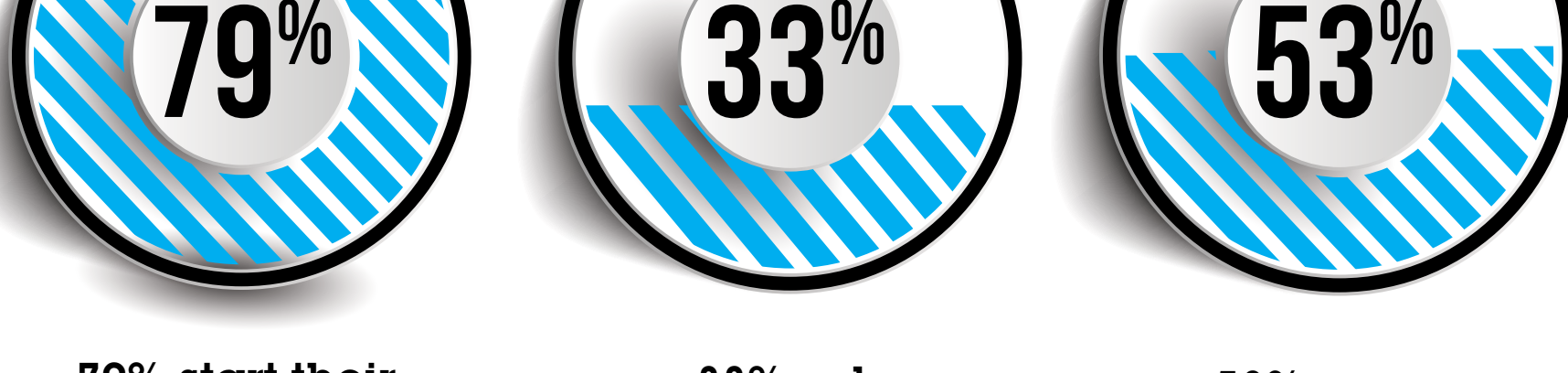


## IBM Digital Content Marketing Will Help to Jumpstart Your Marketing Presence



- **Won't hurt your wallet** - no additional cost to IBM Business Partners
- **Instant gratification** - quick to setup, painless to implement, easy to use
- **You won't be left in the dark** - our help desk is available
- **Far reaching** - this end-to-end digital solution will help you reach new customers and prospects
- **Trending now** - buyers are looking for information in the digital world; IBM Digital Content Marketing can help ensure they'll find your solutions

## Do You Know the Habits of Your Potential Buyers?



79% start their evaluations with an online search

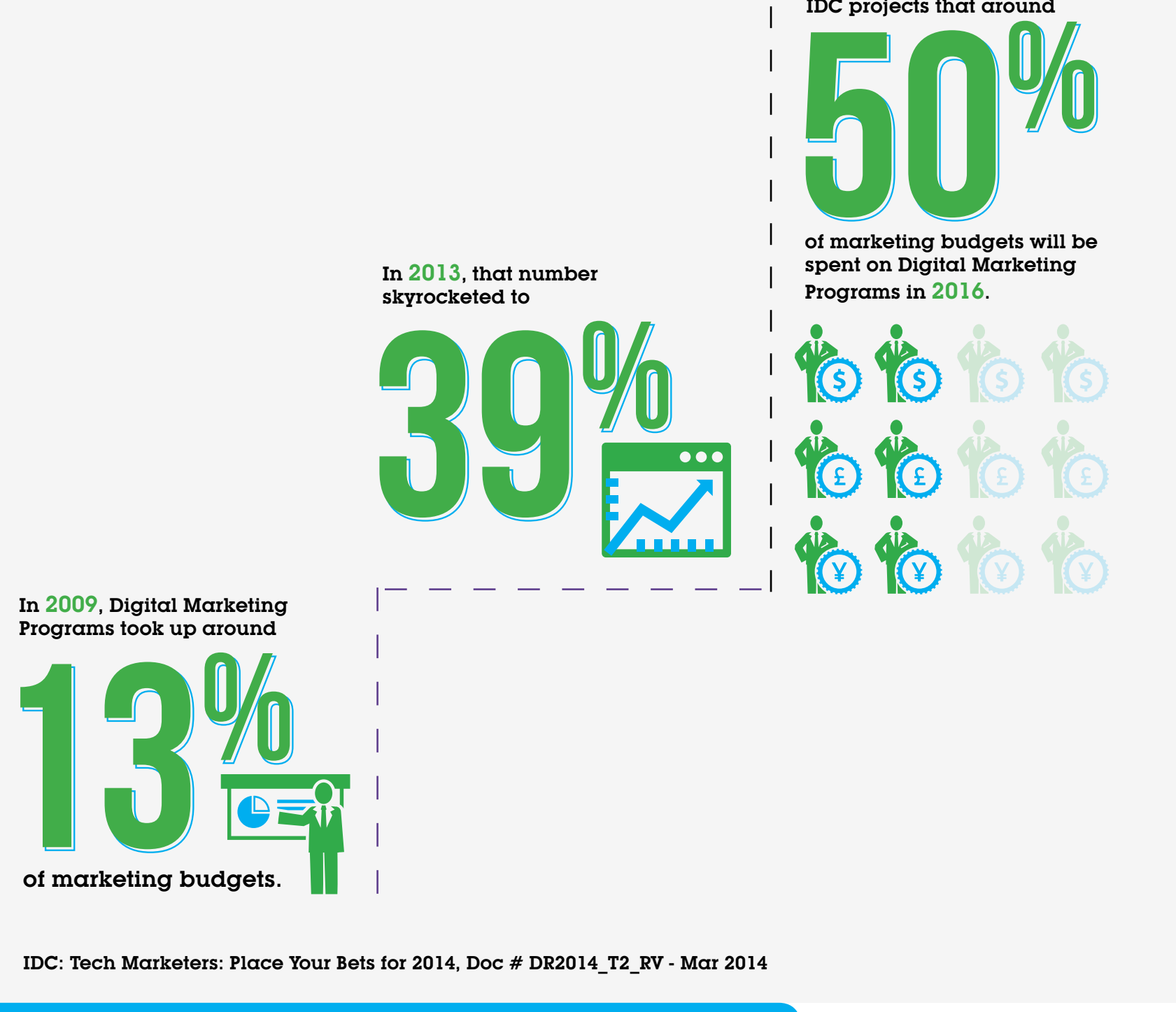
33% ask questions on social sites

53% access social content

Sirius Decisions: "Social Marketing and Sales Best Practices in B2B Channels" - April 2014

## The Influence of Digital Marketing has Skyrocketed

According to IDC's 2014 Tech Marketing Benchmark Study, Digital Marketing Expertise is a must-have for B2B Marketing Organizations.



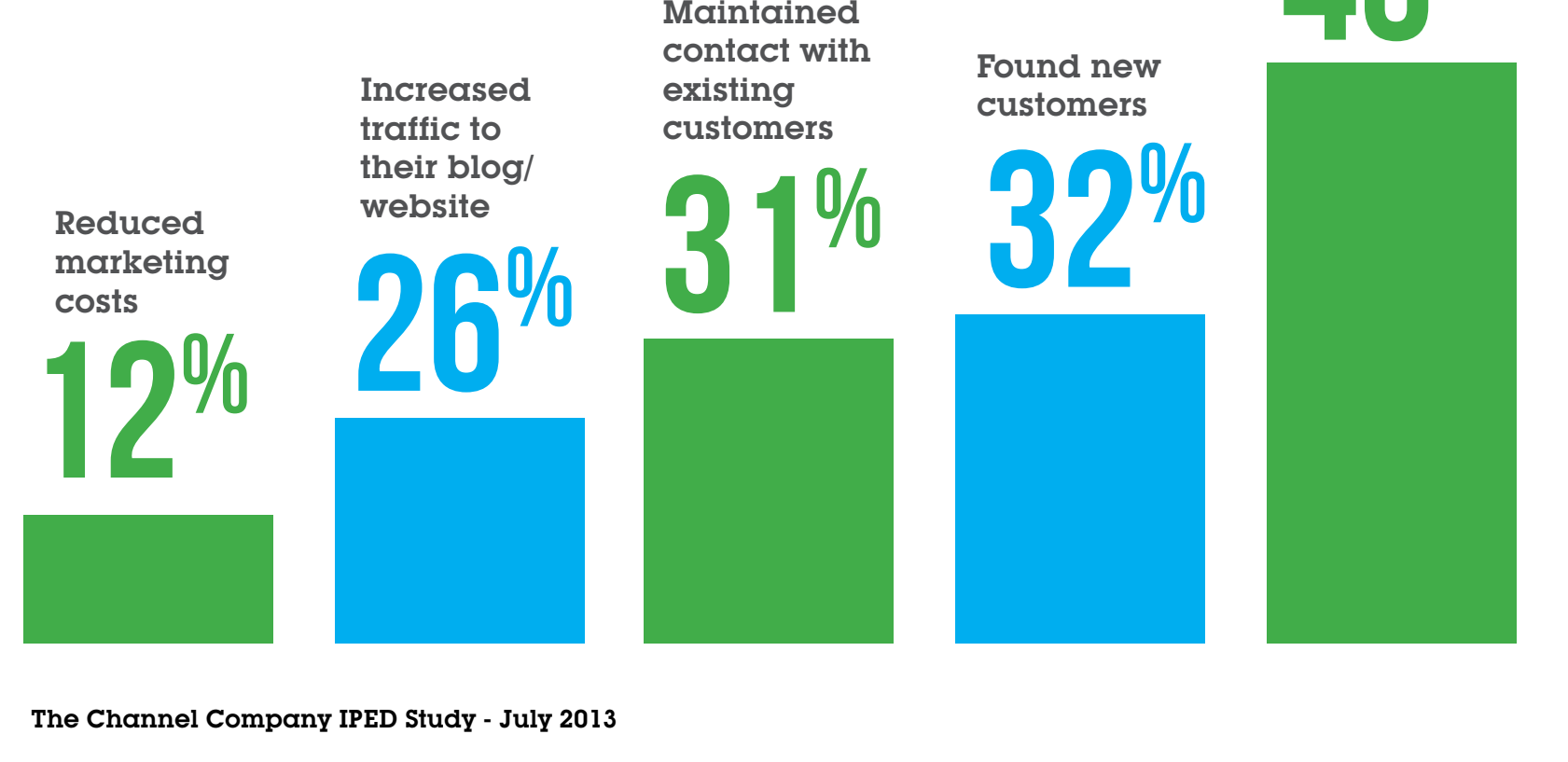
IDC: Tech Marketers: Place Your Bets for 2014, Doc # DR2014\_T2\_EV - Mar 2014

## Leveraging Social Media

73% of Business Partners are currently using social media

21% are extremely active

Give your business a boost! Socially active Business Partners have:



The Channel Company IPED Study - July 2013

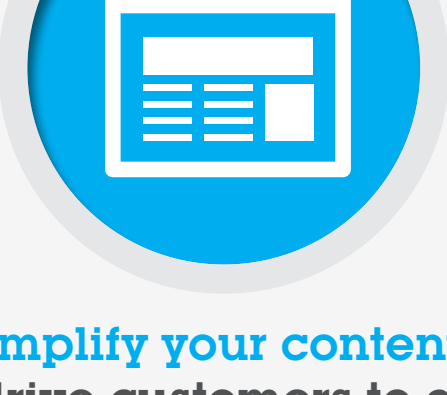
## What IBM Digital Content Marketing Can Do for You

IBM Digital Content Marketing is an integrated suite of marketing tools that enable IBM Business Partners to easily and effectively execute integrated campaigns across web, email, and social media. Jumpstart your digital marketing with:

### Web Syndication



43% of marketers said they lacked time for content creation<sup>1</sup>

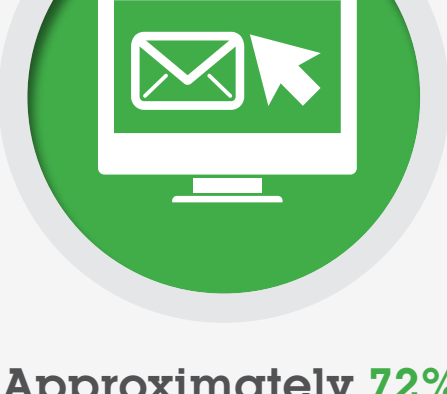


Simplify your content & drive customers to an effective website where you will capture leads

### Email Marketing

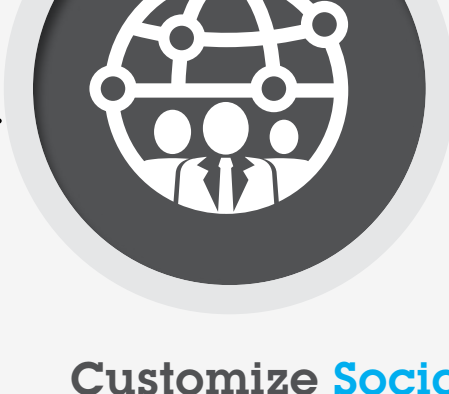


Automate direct engagement with your customers



Approximately 72% of email users check their inboxes 6 or more times each day<sup>2</sup>

### Social Automation



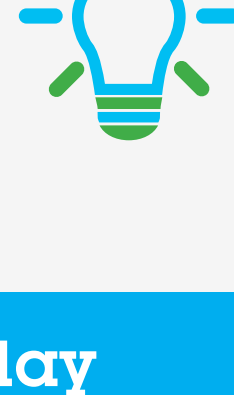
Customize Social Automation campaigns



Start to reap the benefits of having a strong social presence: new customers, lower marketing costs, better brand awareness and more!

## These tools enable IBM Business Partners to create digital marketing campaigns that:

- Automate and save time on marketing efforts
- Generate leads for your brand and solutions
- Acquire more qualified leads
- Accelerate customer buying
- Engage your customers through social media



## Jumpstart Your Digital Marketing Today

Simply register and start using this efficient, time-saving marketing tool today!



Click Here

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

## Currently an IBM Business Partner?

- Start using these offerings today
- No additional cost to you
- Setup is quick and easy
- Help desk is available: [ibm@sharedvue.net](mailto:ibm@sharedvue.net)