Multi Content Asset Package

Continually cranking out relevant and appropriate content – that answers the buyers needs at the exact right time in their buying process – is exhausting and difficult. Understanding the role of 3rd party industry research (and other trusted content) in your marketing strategy should not be ignored. Did you know that:

1. 78% of AIIM Industry Watch downloaders value the content as impartial and authoritative –and more useful than that provided by industry-specific associations.

2. 84% of AIIM Industry Watch downloaders are key influencers in the early stages of the buying process.

AIIM Industry Watch should not just be viewed as a source of leads (although it is), but as a tool for domain education that supports your Challenger sales objectives. 87% of AIIM Industry Watch downloaders believe that it is essential that sales representatives be domain experts – not just knowledgeable about their product.

AIIM Industry Watch reports examine core IIM building blocks as well as the key issues that surround them.

- The key drivers motivating potential customers;
- Buying intentions during the next 12-24 months;
- Obstacles faced during the acquisition and implementation process; and
- Business results they have achieved through IIM technologies.

AIIM Industry Watch is a multi-content asset package. Each Industry Watch sponsorship includes:

- An Industry eBook containing the major survey findings.
- A "What does it mean?" video acknowledging sponsors.
- Promotion to the AIIM community during the first 30 days after release of the report -- a sponsor-only exclusive benefit is permissioned access to contact information for the downloaders. 500+ download leads
- A coordinated AIIM Social Media Campaign, leveraging AIIM's LinkedIn community, AIIM's Twitter followers, and John Mancini's personal social network
- A sponsor-exclusive PowerPoint deck -- typically >50 slides -- containing intelligence and data not included in the published eBook.
- Thirty (30) days after the release date , a Custom eBook on the findings (with only your branding) ready for use in your own content marketing program.
- A Custom Infographic ready for use in your own content marketing program.

NOTE: Companies interested only in acquiring a set of valued content assets for use in their content marketing programs -- a custom report, a custom infographic, the "what does it mean video," and the exclusive powerpoint deck — can also purchase a sponsorship that does not include the initial lead generation benefit. This "exclusive content" sponsorship can be purchased at any time during the year, long after the initial release of any report.

Schedule and Trade Member Pricing

Report	Release Date	Project Focus
Intelligent Capture and Artificial Intelligence *Includes 500 leads* *$11,000*	*March*	Why — and how? — is Intelligent Capture a key enabling technology for Digital Transformation? What is the relationship between intelligent capture and downstream process automation? How are organizations using AI and Machine Learning to automate the ingestion of rising volumes and varieties of content?
Process Automation and RPA *Includes 500 leads* *$11,000*	*June*	How is the role of Business Process Management (BPM) changing? How are organizations using RPA to leverage and extend their BPM investments? What kinds of process automation initiatives carry the fastest — and largest — ROI?
Automated Governance and Machine Learning *Includes 500 leads* *$11,000*	*September*	What does automated governance "success" look like and why should anyone care? How can effective Information Governance not only reduce risk, but create value? As governance is automated, what is the role of a Records Manager?
Maximizing Your Office 365 Investment *Includes 500 leads* *$11,000*	*November*	What factors are influencing when you use Office 365 and ow much of the stack you use beyond email? How are organizations addressing governance questions in Office 365 and in hybrid on-premises/cloud environments? How are organizations making the decision when to leverage Microsoft process and governance capabilities vs buying 3rd party add-on solutions and/or additional ECM solutions?

Click here
for a Sample Industry Watch Report

Click here
for a Sample Infographic