



*From a Whisper to a
Scream: Marketing 2.0*

Our Strategy DELIVERS RESULTS!!!!

- 1 Delivered 41% leads from marketing**
- 2 Achieved 15% YTY in new customers**
- 3 Highest SWG conversion of leads to win**
- 4 46% increase in leads from Web and Impact event: lowest cost per lead**

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Source: New Language of Marketing 2.0, 2009

The slide has a dark background with a light blue and white gradient bar for each list item. The text is in a bold, sans-serif font. The source information is located at the bottom right of the slide.

Embedding Social Media helps us Work Smarter...and deliver strong results!

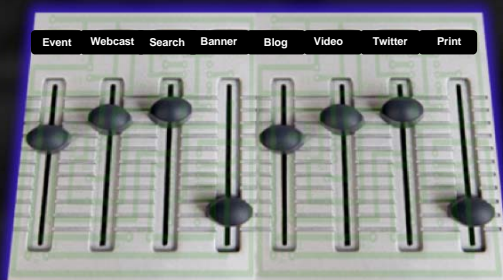
- § **Stronger Collaboration:** Build the right thing for the customer through “Listening”
- § **Better Execution:** Deliver a more effective Go-to-market strategy in the economic environment
- § **Creating More Value:** Be agile and be able to respond in real time to opportunities

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Source: New Language of Marketing 2.0, 2009

Our Social Media Strategy is Integrated

- § No separate social media campaigns
- § Integrated into our overall mix
- § We dial up traditional and non traditional elements as we proceed forward
- § We coach our partners on best practices too
- § IBM Social Media Council is key



Scenario 1

Scenario 2



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Source: New Language of Marketing 2.0, 2009

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IBM SOA & WebSphere Social Media Council Views of Diverse Business Areas



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Source: New Language of Marketing 2.0, 2009

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IBM Study on the Value of your Social Connections! Social networking affects your bottom line

Each person in your email address book
at work is associated with **\$948** in annual revenue

Knowing executives external
to project: **\$6,395** in revenue
per executive/project

Strong links to a manager:
\$588 more revenue/mo

Multiple managers:
\$98 less revenue/mo
per weak tie

Source: New Language of Marketing 2.0, 2009

Full text: <http://smallblue.research.ibm.com/publications/Utah-ValueOfSocialNetworks.pdf>

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Source: Value of Social Network -- A Large-Scale Analysis on Network Structure Impact to Financial Revenue of IBM, 2009

Framework for Marketing 2.0 *Implementing Traditional and Web 2.0 Marketing*



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Source: New Language of Marketing 2.0, 2009

Social Media Case Studies

- § **Analyze & Listen:** Project Zero
- § **Go-to-Market & Drive Demand:** No Leads Left Behind
- § **Energize Channel:**
Virtual Forum & What's Coming in the Future

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Source: New Language of Marketing 2.0, 2009



IBM Case Study: Analyze & Listen *Project Zero*

Objective: Launching new web 2.0 product in time for Impact 2008

Approach: Eat your own cooking approach! Use web 2.0 to get customer feedback to complement traditional feedback techniques

Outcome: Successful launch of sMash at Impact 2008



New Velocity in Hearing Clients' Requirements

Traditional Approach



Focus Group



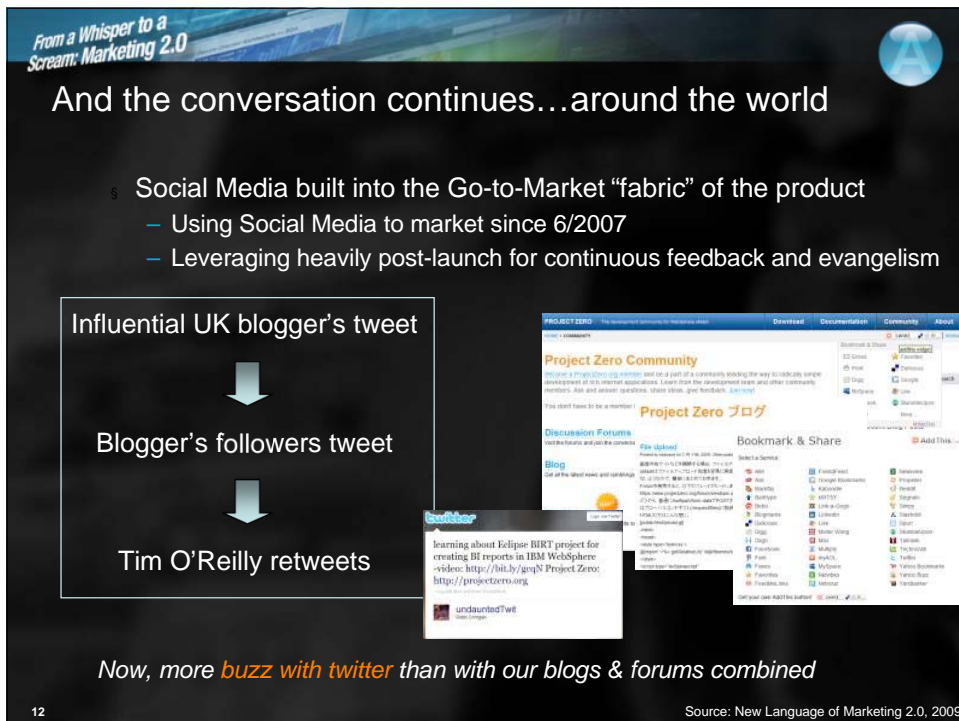
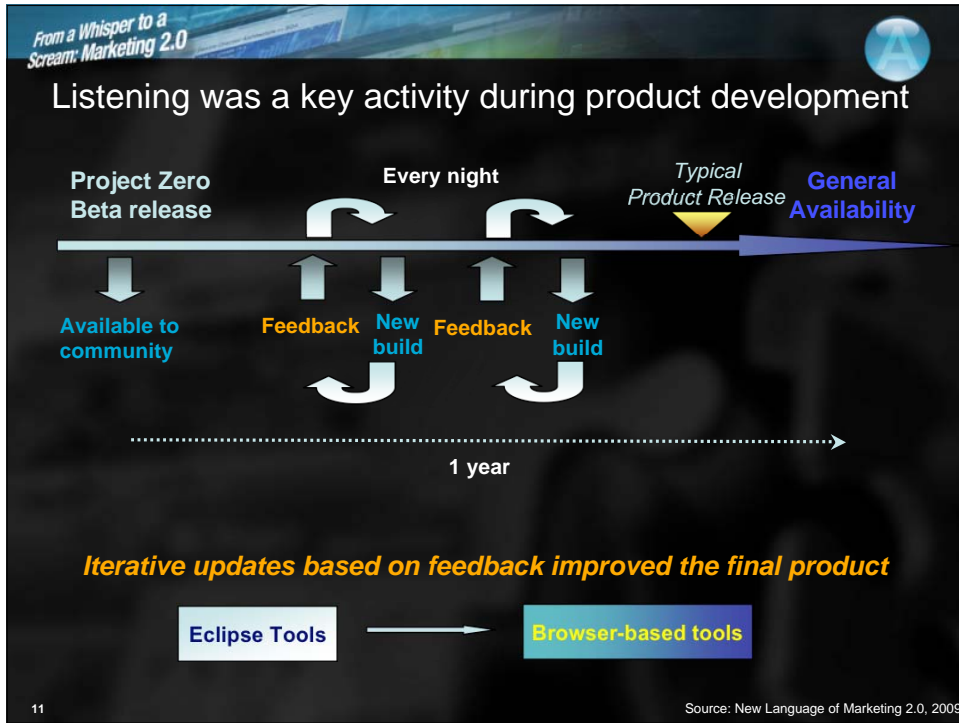
Market Intelligence

Social Media Approach

Blog, Forums, Twitter...

"Help & Feedback" forum
•1026 topics
•4377 postings

@ProjectZero: Can i run the PHP-java-stack on a stand alone tomat instance?



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Social Media Enabled Successful Product Launch!

Created cool new name

sMash

Energized Community
Project Zero members proudly chant its own baby's name

Impact 2008

13 Source: New Language of Marketing 2.0, 2009

From a Whisper to a Scream: Marketing 2.0

Success Continues for Both Project Zero & sMash

Increased community participation

- Blogs, twitter & DeveloperWorks
- +
- Local user groups: TriPUG, TriJUG
- +
- Local events: 3 unique Meetup groups

Steady increase of site registration

Explosion of Twitters

Accelerated sMash adoption via Partner

47 subscribers since February launch!

8000+ hours used across the globe!

14 Source: New Language of Marketing 2.0, 2009

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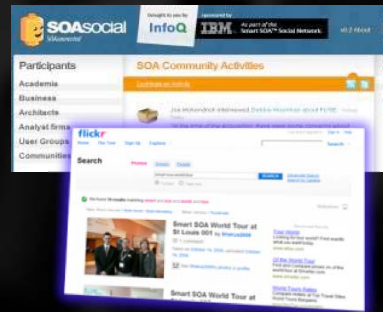
IBM Case Study: Go-to-Market & Drive Demand



1. Increase Event Registrations



2. Build Community



3. Improve conversions

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Source: New Language of Marketing 2.0, 2009

From a Whisper to a Scream: Marketing 2.0



Increase Registration: Smart SOA World Tour

IBM

Home Solutions Services Products Support & downloads My IBM

Welcome | IBM Sign in | Register

Powering Smarter Business Outcomes
Global Experience - Local Focus

Eliminate inefficiencies

Smart SOA™ WORLD TOUR
100 Cities in 10 Days - October 7-17, 2008

You can get smarter business outcomes!

In tough economic times, you need to work smarter. Learn how — join us at the Smart SOA World Tour! See how the Smart SOA™ approach can power the business outcome you seek, from cutting costs to improving customer satisfaction.

The Smart SOA™ approach lets you leverage actual SOA deployments to help you achieve smarter business outcomes. IBM embeds the "smarts" from its 6,550 SOA customers into best practices, products and service offerings, industry expertise, and skills.

At a World Tour event, you'll learn from IBM customer speakers how the Smart SOA approach can help you to:

- Connect your business applications
- Support end-to-end business integration
- Enable rapid transformation

Whatever your role, there's a World Tour event for you!

World Tour events for both business and IT roles help you align the two and achieve optimal SOA results.

Smart SOA Business Forums: for business and IT executives

- Green Solutions Powered by Smart SOA: help drive greener business processes for competitive advantage
- Customer Experience Powered by Smart SOA: help deliver a superior customer experience
- Integrated Operations with Supply Chain Powered by Smart SOA: transform the supply chain from a cost center to a competitive advantage

Smart SOA Technical Series: for enterprise architects and developers

Register today!

- North America
- South America
- Europe, Middle East, Africa
- Asia Pacific

Stay informed

- Follow us on Twitter
- YouTube: Watch the Gal

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Source: New Language of Marketing 2.0, 2009



Increase Registration: Smart SOA Linked in & Twitter

LinkedIn Groups March 30, 2009

IBM Impact - The Smart SOA?x2122; Conference

Today's Activity: 1 discussion | 4 news articles

Discussions (1)
Limited offer - Meet with Jerry Cuomo 1-on-1 (IBM Fellow, WebSphere CTO, Impact Keynote speaker)
Started by Jeff Balon, Program Manager - IBM

Latest News
SmartSOA: another broken tiny url... sorry, try this one guys! http://tinyurl.com/dwv5j
SmartSOA: another broken tiny url... sorry, try this one guys! http://tinyurl.com/dwv5j
Jerry Cuomo's Top 10 WebSphere Trends and Directions for 2009
SmartSOA Webcast - Untangle Your SOA Connective Infrastructure - Free Up Your Cost...

Promo: One-on-One with Jerry Cuomo, our CTO

SmartSOA 879 Followers

RT @rschmelzer: ZapThink Announces SOA for Managers Certification Course at IMPACT 2009 http://tinyurl.com/dfh8a #ibmimpact 2 days ago

Register for Impact by 3/31 & get a 1-1 mtg with Jerry Cuomo! Email your reg confirmation to impact2009@us.ibm.com (limit first 5) #ibmimpact 2 days ago

With economy in crisis, IBM SOA strategist @sandy_carter sees business processes under scrutiny http://tinyurl.com/ceqfc 2 days ago

Donator for Impact by 3/31 & get a 1-1 mtg with Jerry Cuomo!

Achieved 40% of our Promo Registration target w/in 72 hours



Clients Driving Registration

Smart SOA from IBM

SmartSOA
Joined September 15, 2008
Last Sign in 7 days ago
Videos Uploaded: 466
Subscribers: 27
Channel Views: 1,048

Go to register and sign up at the Smart SOA conference, May 24, 2009 in Las Vegas!

You can also follow us on Twitter: www.twitter.com/SmartSOA

View: Smart SOA
Country: United States
Website: http://www.ibm.com/soa
Report profile image violation

Connect with SmartSOA

Send Message | Add Comment | Share Channel | Sign Up to Receive Email

Embed this Channel

Subscriptions (4)

IBM Impact 2009 From SmartSOA View 256

Videos (8)

Subscribe to SmartSOA's videos

Jeffrey Kozak
Posted 3 days ago
"I got to network with other business professionals who've dealt with similar issues."
Architects

Give your opinion



Increase Registration; Lowering Cost through Social Media

Social Media Add-ons generated **an incremental 10% uplift registrants per event for low/no cost**

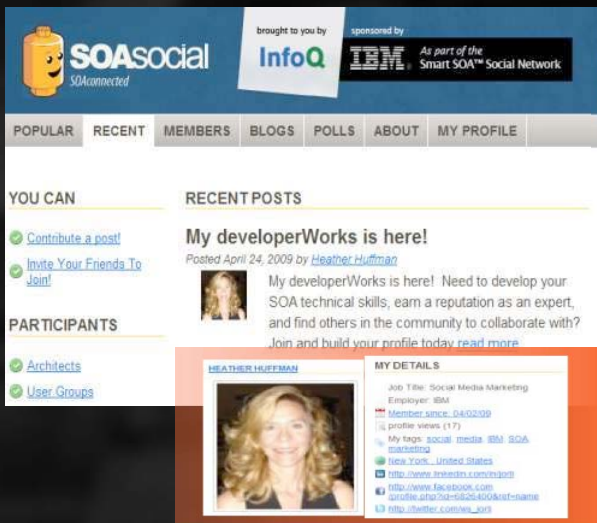


1300+ views w/in 4 weeks

540+ Additional registrations



Build the Community: SOA Social



Enhanced!

3rd party hosted community for continuously updated new information

Customized content by audience
Contributions to the activity feed
Interactive polling & commenting

Contribute, connect and co-create along with other members

From a Whisper to a Scream: Marketing 2.0

Build the Community by Participating

The screenshot shows the IBM Impact 2009 website. A red box highlights the 'Share your exciting, great, and educational photo moments at Impact 2009' section, which includes instructions to post to the Impact 2009 Photostream (Username: smartsoa | Password: websphere) and a link to Impact 2009 highlights photos on Flickr. Another red box highlights the 'Stay Connected with Online Social Networks' section, listing links to SOA & Webspheres on developerWorks, Impact 2009 Connections Community, IBM SOA Business Partner Community, Global WebSphere User Group Community, and SOAsocial.com. A third red box highlights the 'Stay Connected with online Impact Communities' section, which includes a 'Get Involved' section with a 'Connect with the Community' link and a 'Post Videos and Photos' section with a link to 'Impact & Smart SOA™ on YouTube'.

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Source: New Language of Marketing 2.0, 2009

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Build Community: Energize through Flickr

The screenshot shows a Flickr photostream for 'smartsoaworldtour's photostream'. The page displays several photo collections, including '00001324%20image', 'DSCF0173', 'DSCF0171', and 'DSCF0169'. There are also vertical banners for 'Australia, Melbourne' and 'Australia, Sydney'. The page includes navigation links like 'Home', 'The Tour', 'Sign Up', and 'Explore', and a search bar.

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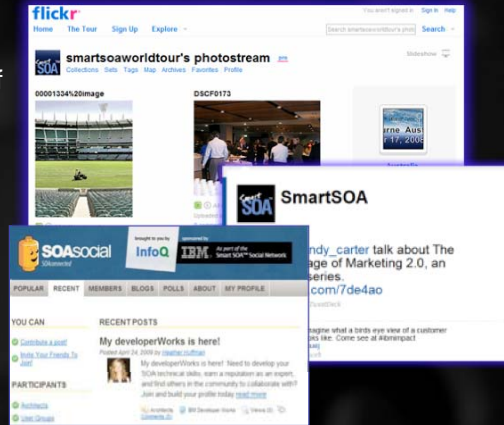
Source: New Language of Marketing 2.0, 2009



Build Community: More effective Collaboration enabled by Social Media

Over \$100K savings on:

- **Staff travel:** Fewer events staff traveling to different cities
- **Speaker education:** through podcasts and wikis
- **Production:** No professional photographers onsite
- **Operational:** Less manual reporting to get event information



\$...100MBs of emails avoided!

Twitter to collect audience quotes and real time sparklers from the event

Flickr: 750 entries from World Tour cities!



Improve Conversion: Widget

Widget: syndicate IBM Smart SOA™ assets & info

Traditional version: desktop widget

Requires user to download executable file and install locally



Web 2.0 version: browser-based widget

Customizable & embeddable into any SOA blog or website via javascript or Flash object code

[See this Widget live](#)

Over 8,000 External Downloads

Productivity gain from easier & higher accessibility: tool, assets & info

Improve Conversion: Live Person



Drives leads by more effective listening & responding

Accelerated lead identification & progression

LivePerson ROI = 56 X

Improved Conversion of Attendee to Leads



73% leads from core from white space vs 67% typical from a road show*

27% leads from non-core from white space events...vs only 16% at typical events!



Instant access to event presentations through SOA Widget



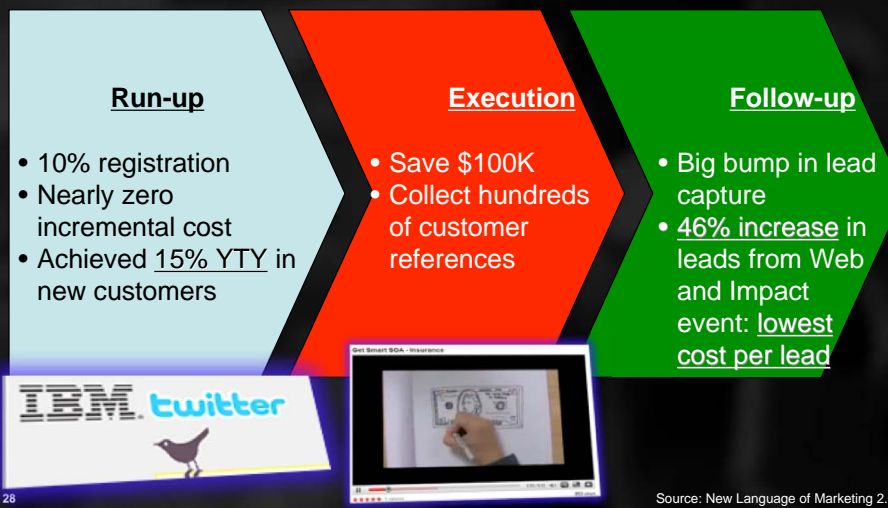
“Who can I talk to from IBM?”

Live Chat for quick response!

Case Study: Global Virtual Forum

- Effective alternative for clients who cannot travel
- Listen & Respond: 2 Way Interaction
- Energize the Channel

Great results by adding social media & virtual events



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Virtual Forum



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Source: New Language of Marketing 2.0, 2009

From a
Scream:

Auditorium

- Keynote Webcasts
- Live Q & A

SMART SOA CAFÉ

- Partner Sponsorship
- Chat Rooms

Booths

- Chat with IBM & Peers
- Download Demos & More

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Source: New Language of Marketing 2.0, 2009

Reach Clients who Cannot Travel





Hector Hernandez WW SOA Sales Leader kicked off the Virtual Summit at Royal Caribbean Cruise Lines, Miami Florida.



Judy Sanchez Sales & Distribution SWG sitting with James DeFendes B2B Architect and Jack McElwayne SOA Project Leader attended the virtual summit sessions and thought it was a great format to participate in without having to leave RCCL HQ.

"Was a great experience, save a lot of time and also provides the opportunity to attend such seminars when there is limited travel." - Virtual Forum attendee from Korea

Listen and Respond: 2 Way Interaction and Real Time Feedback

Message Board			Close
Forums > Topics > Overall event			
Author (EST)	Message	Flag	
 Posted By: bruceamcknight 03/03/09 12:46 PM	I am extremely pleased with the overall event. The backgrounds and ease of navigation make me feel as if I'm attending a genuine conference. Best of all, the price fits our budget. :-). It's much easier to schedule this kind of event into my day, especially since I don't have to spend time away from work. I look forward to other events being conducted this way. Thank you for doing this for us.	Flag as inappropriate	
 Posted By: byron pojol - mait.com - soa bpm esb eai solutions 03/03/09 1:26 PM	virtual events rules! let's have more of this. good to have virtual forum for impact too or any conference. virtual for non-travelers and real conf for attendees.	Flag as inappropriate	

"Good to get tweets and to tweet while #GVF is going among non/attendees. compliments the VF chats capability among attendees. let's collaborate success!"

From a Scream

Microsoft Internet Explorer
 http://www.hashbveeps.com/search/index

mukund: # of tweets: 2
 More from... • Reply • View Tweets

wfaver0: # of tweets: 1
 More from... • Reply • View Tweets

chuckgose: # of tweets: 1
 More from... • Reply • View Tweets

theRab: # of tweets: 1
 More from... • Reply • View Tweets

csalomonlee: # of tweets: 1
 More from... • Reply • View Tweets

slazarus: # of tweets: 1
 More from... • Reply • View Tweets

johnviane: # of tweets: 1
 More from... • Reply • View Tweets

sandy_carter: # of tweets: 1
 More from... • Reply • View Tweets

jowyang: # of tweets: 1
 More from... • Reply • View Tweets

rhetorica2: # of tweets: 1

RT @jodiraquel: Sandy Carter from IBM talking about INNOV8 — <http://idek.net/3vH> — 2.0 Game at #GVF [10:36 AM Mar 3rd](#) [TweetDeck](#)

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Source: New Language of Marketing 2.0, 2009

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New!

Energize the Channel:

Helping Partners Reach New Clients and Generate Leads

Partners Host Demo Booths in the virtual trade shows

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Source: New Language of Marketing 2.0, 2009

5 Things We Learned!

- 1. Creating an experience online is key**
- 2. Directing clients to offers of their interest drives up conversion**
- 3. Training for “staff” is just as important online as in person**
- 4. Experimenting is an important way to learn**
- 5. Measuring effectiveness is mandatory**

Social Marketing Blog - <http://socialmediasandy.wordpress.com/>
Twitter - http://twitter.com/sandy_carter

IBM's Case Studies: Strategies that Deliver Results!

- § **Analyze & Listen:** Project Zero
 - Successful launch of sMash at Impact 2008
- § **Go-to-Market & Drive Demand:** No Leads Left Behind
 - An incremental 10% uplift registrants per event for low/no cost
- § **Energize Channel & Community:** Virtual Forum
 - Over 3400 Registrants + 4179 Items downloaded