C360 Inbound Traffic

C360 Nurture to Close

GAPS
- Add asset Registration form to Microsite.
- Add C360-interested prospects from Inbound Calls into the nurture stream.
- Add link to microsite from corporate website.
- Add asset Registration form to support pages.
- Add 2nd prominent "Contact Us" CTA to all web pages.
- Add Asset Registration form to web pages.
- Add Newsletter Signup Capability to Trianz Website & Support Pages.
- Develop a newsletter distribution campaign.

ENTRIES
- C360 Microsite
- Trianz Website:
  > Testimonials
  > Experiences
  > Insights Page
  > Video Page
- Trianz Website:
  > Other Web Pages
- Newsletter Signup
- Asset Registration Form

ACTION
- Develop a process so First Responder assigns to BD based on geography & practice.

Microsite Page (Let's Engage) Form Completed — Follow-up by Fire Team
Microsite Page (Let's Engage) Form Not Completed — Retarget (360 general messaging)
Asset Registration Form Completed — Retarget & Nurture Stream Entry — NURTURE
Asset Registration Form NOT Completed — Retarget (360 general messaging)

Website Page (Let's Engage) Form Completed — Follow-up by Fire Team
Website Page (Let's Engage) Form Not Completed — Retarget (Support topic-specific messaging)
Asset Registration Form Completed — Retarget & Nurture Stream Entry — NURTURE
Asset Registration Form NOT Completed — Retarget (360 general messaging)

Web Page (Let's Engage) Form Completed — Follow-up by Fire Team
Web Page (Let's Engage) Form Not Completed — Retarget (Web Page topic-specific messaging)
Asset Registration Form Completed — Retarget & Nurture Stream Entry — NURTURE
Asset Registration Form NOT Completed — Retarget (360 general messaging)

Asset Registration Form Completed — Retarget & Nurture Stream Entry — NURTURE
Asset Registration Form NOT Completed — Retarget (Asset Topic-spc messaging)

Sales Follow Up Process
Prospect scored & moved to SFDC > Passed to First Responder > First Responder & Practices qualify MQL > First Responder assigns to BD based on geography & practice > Opportunity Opened > Presentation to Prospect > NDA/MSA Completed > Proposal > Negotiation > Won > If MQL is disqualified OR lost, place lead back into nurture stream

C360 Response / PAID
Retargeting, AR, PR, Paid Search, Social Media Ads, Syndication, Influencer, Display Ads

C360 Response / OWNED/EARNED
Blog, Influencer, Monthly Newsletter, PR, Inbound Calls, Social Sharing

Partners

Personas
- Chief Marketing Officer, SVP, Marketing VP, Marketing
- Director, Marketing Manager, Marketing
- Chief Data Officer, Chief Intelligence Officer, Enterprise Architect
- Chief Customer Officer
- Chief Revenue Officer, Sales Leadership
- Marketing Analyst, Marketing Operations

ENTRY POINT:
Asset Registration Form from:
1. Microsite (C360) OR
2. Trianz.com OR
3. Direct to Asset

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Email flow
1. Thank You Email — After 3 Days
2. Email w/link to Blog #1 & Offer — On Click Score +5 — Direct to Offer Landing Page
3. Email with link to Blog #2 & Offer — On Click Score +5 — Direct to Offer Landing Page
4. Email with link to eBook #1 & Offer — On Click Score +5 — Direct to Offer Landing Page
5. Email with link to Blog #3 & Offer — On Click Score +5 — Direct to Offer Landing Page
6. Email with link to Executive Brief & Offer — On Click Score +5
7. Email with link to Solution Brief #1 & Offer — Direct to Offer Landing Page
8. Email with link to eBook #2 & Offer — On Click Score +5 — Direct to Offer Landing Page
9. Email with link to Solution Brief & Offer — On Click Score +5 — Direct to Offer Landing Page

Set Score +50 / If NO Offer Action After 1 Week

Sales Follow Up Process
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CAMPAIGN OPTIMIZATION: CONTINUOUSLY REFINE BASED ON PERFORMANCE

GOAL: Educate the customer through the journey addressing the persona-specific pain points differently within each step of the journey.

Research & Content Topics - Customer360

Digital Research Findings (To be provided by Sylvester)	Trianz Campaign Topics (TBD)		
Keywords	Blogs	Articles	White Papers / eBooks / POV
Customer Experience, Customer 360, Customer Analytics, Customer 360 view, 360 degree view of the customer	Your Guide to Competing on Great Customer Experiences	Seven Steps to delivering great customer experiences	Meet Rising Expectations for Great Customer Experience
Customer Experience, Customer 360, Customer Analytics, Customer 360 view, 360 degree view of the customer	Great Customer Experiences Start with 360-degree Customer Views	Prepare to compete on Customer Experience	7 Imperatives for Great Customer Data Management
Customer Experience, Customer 360, Customer Analytics, Customer 360 view, 360 degree view of the customer	Three Missteps to Creating Enhanced Customer Experiences	Hyatt Hotels Article	
Customer Experience, Customer 360, Customer Analytics, Customer 360 view, 360 degree view of the customer	Enhancing Customer Experiences Start with Great Customer Data		
Customer Experience, Customer 360, Customer Analytics, Customer 360 view, 360 degree view of the customer	Achieve a 360 degree view of your customer.		
Customer Experience, Customer 360, Customer Analytics, Customer 360 view, 360 degree view of the customer	Customer 360 Data Strategies for Dummies.		
Customer Experience, Customer 360, Customer Analytics, Customer 360 view, 360 degree view of the customer	Complete, Trusted Customer Profiles Are Key to Enhanced Customer Experiences		
Customer Experience, Customer 360, Customer Analytics, Customer 360 view, 360 degree view of the customer	7 Imperatives for Great Customer Data Management		

BUYER PERSONA'S

Communication	Chief Marketing Officer SVP, Marketing VP, Marketing	Director, Marketing Manager, Marketing	Chief Data Officer, Chief Intelligence Officer, Enterprise Architect	Chief Customer Officer	Chief Revenue Officer, Sales Leadership	Marketing Analyst, Marketing Operations	Unique Asset	CTA's
	Targeted Need(s)							
Email #1	Investment priorities extend to technologies that help marketers gain and use actionable customer insights that grow revenue. This includes analytics (segmentation & personalization, cross-sell/up-sell offer development, performance measurement), big data platforms (customer journey mapping, attribution analytics, social listening, relationship identification).	1st order goal is to use trusted data to quickly respond to changing business, market and customer needs. 2nd order priority is to be able to trust and use the customer data needed to inform, measure and execute customer centricity initiatives. 3rd priority is to establish a cost effective, repeatable process for meeting the current and future customer initiative goals.	1st order goal is to provide the trusted data the company needs to compete on customer experience. 2nd order goal is to enable the organization to quickly respond to new strategic customer centricity initiatives and to enable the analysis of key customer data by line of business, marketing, & operational groups.	Investment priorities extend to technologies that help marketers gain and use actionable customer insights that grow revenue. This includes analytics (segmentation & personalization, cross-sell/up-sell offer development, performance measurement), big data platforms (customer journey mapping, attribution analytics, social listening, relationship identification).	Investment priorities extend to technologies that help marketers gain and use actionable customer insights that grow revenue. This includes analytics (segmentation & personalization, cross-sell/up-sell offer development, performance measurement), big data platforms (customer journey mapping, attribution analytics, social listening, relationship identification).	1st order goal is to implement a successful customer centricity initiative by collaborating with the line of business heads, functional departments, business intelligence, and operational teams to create a repeatable and scalable customer centricity programs and ensure consistency, productivity, & efficiency in meeting customers' needs. 2nd order goal is to have access to the data they need to fuel customer centricity programs.	N/A	1. Asset Share via Email/Social Media 2. Follow Trianz (SM)
Email #2	(same as above)	(same as above)	(same as above)	(same as above)	(same as above)	(same as above)	BLOG: Your Guide to Competing on Great Customer Experiences	1. Click to Blog 2. Offer Contact Form 3. Asset Share via Email/Social Media 4. Follow Trianz (SM)
Email #3	(same)	(same)	(same)	(same)	(same)	(same)	BLOG: Great Customer Experiences Start with 360-degree Customer Views	1. Click to Blog 2. Offer Contact Form 3. Asset Share via Email/Social Media 4. Follow Trianz (SM)
Email #4	(same)	(same)	(same)	(same)	(same)	(same)	BLOG: 3 Missteps to Creating Great Customer Experiences	1. Click to Blog 2. Offer Contact Form
Email #5	(same)	(same)	(same)	(same)	(same)	(same)	eBOOK: Customer Data Strategies for Dummies	1. Click to eBook #1 2. Offer Contact Form 3. Asset Share via Email/Social Media 4. Follow Trianz (SM)
Email #6	(same)	(same)	(same)	(same)	(same)	(same)	EXECUTIVE BRIEF: Meet Rising Expectations for Great Customer Service	1. Click to Exec Brief 2. Offer Contact Form 3. Asset Share via Email/Social Media 4. Follow Trianz (SM)
Email #7	(same)	(same)	(same)	(same)	(same)	(same)	SOLUTION BRIEF: Prepare to Compete on Customer Experience	1. Click to Solution Brief #1 2. Offer Contact Form 3. Asset Share via Email/Social Media 4. Follow Trianz (SM)
Email #8	(same)	(same)	(same)	(same)	(same)	(same)	eBOOK: The 7 Imperatives for Great Customer Data Management	1. Click to eBook #2 2. Offer Contact Form 3. Asset Share via Email/Social Media 4. Follow Trianz (SM)
Email #9	(same)	(same)	(same)	(same)	(same)	(same)	SOLUTION BRIEF: Transform Fragmented Data into Actionable Insights	1. Click to Solution Brief #2 2. Offer Contact Form 3. Asset Share via Email/Social Media 4. Follow Trianz (SM)