

# Partner Marketing Guide

# Partner Marketing Kit

## Accelerate Growth with Digital Prospecting Guides


Assets, recommended tactics  
and GTM strategy for a successful  
IBM Cloud for financial services  
partner marketing campaign.



Custom Asset  
Templates



Standardized  
Social Assets



# Generate new opportunities through a memorable digital experience.

Being where your prospects are is important to build meaningful relationships. Given the growing preference for digital ways to discover, learn, try and buy, executing a digital prospecting campaign is optimal for identifying new leads. The digital experience provides choices for prospects to engage, and it captures specific areas of interest, which can be developed into qualified business opportunities.

This guide supports the execution of a digital prospecting campaign. It articulates why this specific campaign would be of interest and provides an overview of what to execute in terms of tactics and assets readily available in IBM My Digital Marketing. It presents resources on who to contact or where to go for more information. Good luck with this digital prospecting campaign.

# What's in the Digital Progression Guide?

## **01 Why you should be excited**

Offering overview

Value proposition

## **02 What you could be executing**

Asset overview

Launch checklist

## **03 Who can support you**

Team IBM

Additional resources

01

Why you should be  
excited about launching  
this digital prospecting  
campaign.

# Offering overview

Ecosystem partnership for IBM Cloud for Financial Services is central to the revenue strategy of IBM Cloud to drive scale and impact.

## **Optimized Joint Messaging**

Customers easily find the information they need about the joint solution to make a decision. Optimized joint messaging ensures we tell a consistent, impactful story that connects and converts.

## **Increased Lead Generation**

Landing pages, ads, and social assets attract the target audience.

## **Capitalization of Co-Selling**

IBM and partners capitalize on each other's warm audiences and expertise to co-sell IBM Cloud for Financial Services solution in a way that resonates with both customer bases and drives more value.

## **Increased Revenue**

A robust analytics plan with powerful strategy deliverables help to develop a stronger co-selling strategy and increase campaign success.



## Create a joint value proposition

It's crucial to craft a sentence or short paragraph that clearly and concisely describes the benefits our shared customers will get from our partnership.

The messaging should tell a compelling story and capture the best of each of us. Ultimately, it should showcase how we're better together.

Start by comparing the benefits of IBM Cloud for Financial Services to your company's benefits to see what's in common and what's different. Then make sure to have answers to the following questions.

## Questions to ask when creating the joint value prop

- What is the core benefit customers get from your solutions being deployed on the IBM Cloud for Financial Services?
- What pain points does the joint benefit resolve?  
What unique and differentiated contribution does each of us provide, and how does that add up to more than the sum of its parts?
- How is the solution/partnership better than competitive offerings?  
What trends in the market are relevant?
- What obstacles exist for potential customers?
- What matters most from the answers above (primary messaging), and what's supportive (secondary messaging)?

## Phrases to use

- "[...] on a public cloud designed for financial services, featuring industry-leading<sup>1</sup> security and privacy capabilities."
- "[...] on the only cloud built for and with the financial services industry, engineered to help financial institutions with lowering the risk and cost of moving sensitive data to the cloud."
- "[...] on a public cloud designed to help financial institutions speed digital innovation while keeping sensitive data safe, secured and compliant."
- "[...] with built-in security and compliance controls on the cloud designed to set the industry standard."
- "[...] on a security-rich public cloud designed for regulated industries like financial services."
- "[...] leveraging the first public security and compliance framework with automated, pre-configured controls that are designed to help financial institutions govern everything on the platform – including IBM Cloud services, financial institution workloads and provider solutions like ours."

02

What you could be  
executing and how you  
could be executing it.



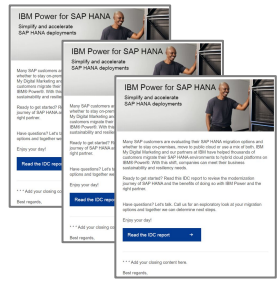
# Tactic overview

These are the suggested tactics available for execution in this digital prospecting campaign.

Drive users to a comprehensive landing page with supporting assets about the offering.

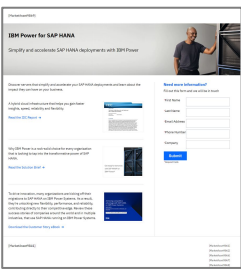
## Email / InMail

Series of 3 emails to drive users to a landing page



## Landing page

Solution overview with reports, whitepapers, infographics, etc.



## Follow-up guide

Guide includes email, tele script and inmail



## Social tile and copy

3 graphics & approved headlines to mix and match in social campaigns on LinkedIn + Twitter



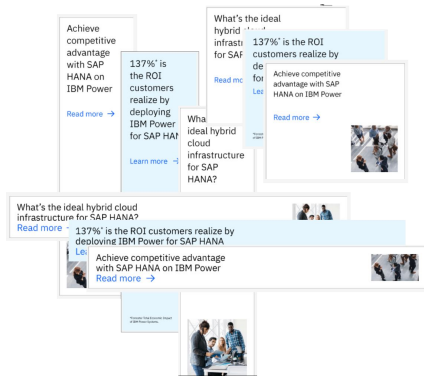
## Keywords

4 keywords to use in an AdWords/paid search campaign



## Web banners

Graphics & headlines for static & dynamic banners to drive traffic to the campaign landing page



# Asset overview

These are the suggested assets available for calls to action in this digital prospecting campaign.

Engage users across the 'Buyer Journey' with compelling content and with options to register for more information

## Social assets

External thought leadership



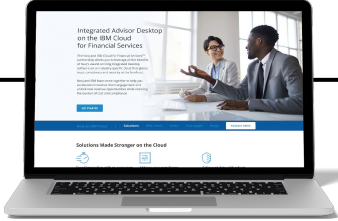
## Banner ads

Communicates how an IBM solution addresses specific IT challenges



## Landing page

with supporting assets



## One-pager

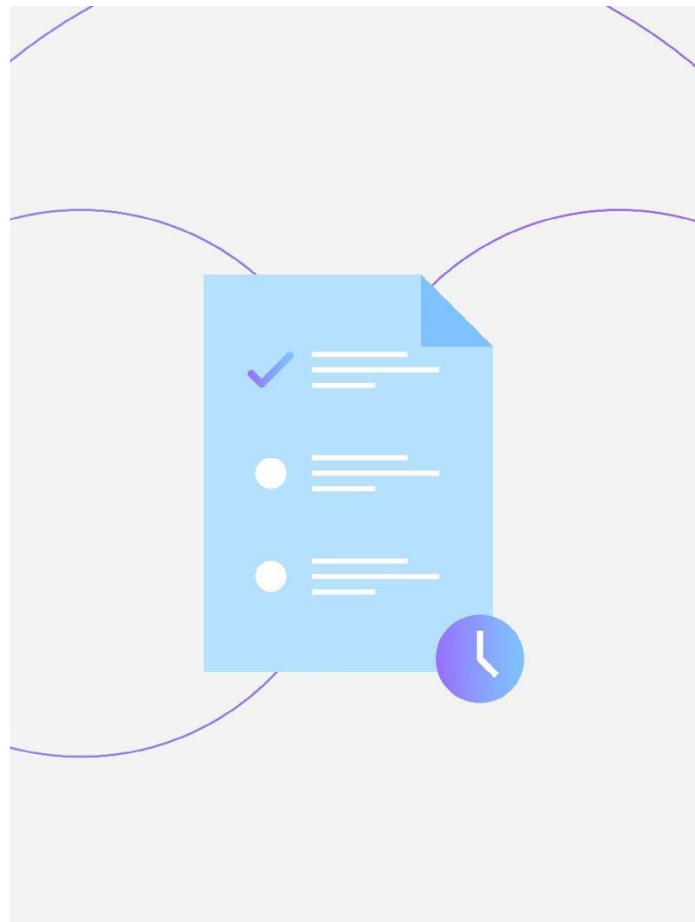
Communicates how an IBM solution addresses specific IT challenges



# Launch checklist

Follows these steps to ensure a successful launch and a complete campaign.

- ☐ Establish GTM (Review Doc)
- ☐ Develop Joint Value Proposition
- ☐ Customize assets
- ☐ Send to IBM for legal review
- ☐ Launch



03

Who can support you  
and where you can find  
more information.

# Team IBM

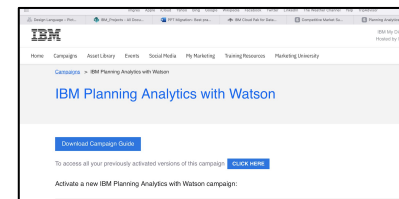
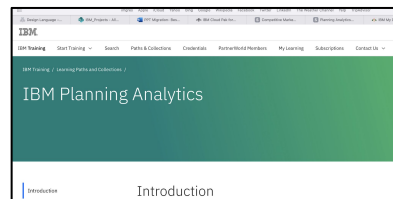
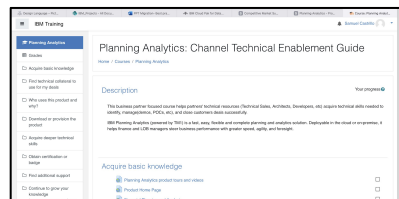
Your dedicated IBM marketing team is here to support you in partner marketing.



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# Additional resources



## Main website

[ibm.com/cloud/financial-services](https://ibm.com/cloud/financial-services)

## White papers

[Overview of IBM Cloud for Financial Services](#)

[Accelerate innovation through security and compliance with IBM Cloud for Financial Services](#)

## Sales kits on Seismic\*

[IBM Cloud for Financial Services](#)

[IBM Cloud Security and Compliance Center](#)

## Co-marketing resources

[Overview for co-marketing resources and funding](#)

[IBM Business Partner marks and certificates](#)

