Client Name: [CLIENT NAME]   Date: 7/13/2016

Campaign Plan

Campaign Name: Microsoft Office 365 for Enterprises

Launch Date:

Timing:
Evergreen

Target Personas:
Primary Target: CIOs
Secondary Target: IT Directors
Third target: Line of Business Directors, enterprise

KPI's (Select from the following):
Forms (subscribes, downloads)
Consults (bookings)

About This Campaign / General Goals:

Messaging Goals: Assets designed to get our sales team phone calls with CIOs.
Messaging should address issues like:
- Fear of Change (concerns surrounding changing the tools an entire staff is using) -- speak to the increase in productivity due to easy adoption to intuitive tools
- Functionality of Apps themselves--ease of use, collaboration, efficiency of processes
- ROI
- Industry-Specific Applications of Microsoft Apps (one or so pages explaining how corporations can use apps, how healthcare can use apps, etc.)
- Security - addressing misconceptions about the security of Microsoft's infrastructure + educating on what makes Microsoft's cloud so secure

Performance Goals :
- In first 3 months:
  - 300 submissions
  - 75 contacts
  - 10,000 visits to landing pages combined

Assets
Top of the Funnel (ToFu): infographic
   Description:
   - Cloud services as enterprise agility enablement
     - Needs a section to appeal to the IT researcher

Middle of the Funnel (MoFu): eBook and SlideShare
   Description:
   - A two-part series
   - MoFu I: an eBook explaining the features of Microsoft 365 that will empower enterprise-sized organizations

- MoFu II: a SlideShare to position [CLIENT NAME] as a leader in the Microsoft change management, complete with case studies/social proof

Bottom of the Funnel (BoFu): Consultation Landing Page - HubSpot

Email List (Describe Segmentation Needs):

***THE FOLLOWING CAN BE APPLIED IF DEEMED ACCEPTABLE BY CLIENT

PPC (select and note budgets):

Adwords: TBD for all
LinkedIn:
Facebook:
Twitter:
Youtube:
Pinterest:

PR
No

Businesswire Blast
No

Note Publications to Contact
No

Special Notes:

Client is collecting and reviewing assets, and predicts a strong role in massaging messaging/writing copy when we hit those stages.

Content Outline

Overview
The goal of this campaign is to provide educational resources on Microsoft 365 to leverage a popular blog post and nurture the personas. The goal is to increase qualified leads, with the BoFu being a consultation/assessment booking.

Workflow Chart
[CLIENT NAME]_campaign1_workflow.jpg

Email Blasts
[MARKETING: these emails will be sent to net new names. Clicking in the CTA will cease delivery of subsequent emails and trigger the next series in the workflow.] The purpose of these emails is to convince the recipient to download the infographic.

Email 1:

- Thank the contact for [triggering action].
- Inform them that about the inforgraphic, which--easily and visually-- provides an overview of everything involved with business and enterprise-level Microsoft Office 365.
- CTA to Landing Page 1(LP1).

Email 2:

- Provide a few points of interest from the infographic
- CTA phrase (CTA phrase) to check out the infographic, which provides an overview to Office 365
- CTA to LP1

Email 3:

- Address client problem. For example, discuss how system maintenance is tedious, or how version control can make or break a collaborative project.
- Provide a screenshot of a portion of the infographic with an CTA phrase to learn more.
- CTA to LP1

ToFu

Asset

This infographic will be based upon the Microsoft PowerPoint, "What is Office 365" (see in Deliverables).

What information to use

Page 1: all information on this page is fair game

Page 2: Upon reviewing this content, the second slide contains detailed information that is more suited to a MoFu document. The only information that may be useful is what is in the blue text box [DESIGN/CONTENT: this should be in the footer of the infographic]. The useful content below the textbox is also on Page 3.

Page 3: The content on this page is good, however, the points of interest geared toward line of business are already in the blue textbox on page 2; may strike this [CONTENT: by striking this information, the headlines will need to be rewritten]. Also, the "Be always up to date" is repeated twice in the textbox; strike this as well.

[DESIGN: We are combining three letter-sized pages of heavy content into one tabloid-proportioned infographic.]

Deliverables

What_is_Office_365_One_Sheet.pptx

Emails

The purpose of the emails will be to convince the contact to download the first MoFu, with a link to the second landing page.

Email 1:
- Delivery of infographic.
- Thank the contact for their interest.
- Guide the contact to the next step in their educational path.
- CTA to Landing Page 2 (LP2)

Email 2:
- Feedback request: how helpful did the contact find the infographic?
- Did they have any further questions? CTA phrase to learn more about the platform.
- CTA to LP2

Email 3:
- Position this email to the needs of modern businesses (seen in the MoFu).
- Bullet-pointed teaser list of information in MoFu
- CTA phrase to learn more
- Provide point of contact for specific questions
- CTA to LP2

MoFu

Asset

This eBook will combine the information from "Business is Better with Office 365" (Deck A) with "Best-in-Class Productivity for the Modern SMB" (Deck B). Please refer to the [CLIENT NAME] Microsoft365-hybrid PowerPoint presentation uploaded above for flow of information. The narrative proceeds as follows:

What is Office 365?

- It's the entire Microsoft Suite on the cloud, including flagship favorites such as Word and Excel
- But unlike software of the past, this cloud-based solution speaks to the evolving concerns of businesses.
- Statistics about the concerns of modern businesses

Why the cloud?

- Personal benefits/ mobility
- Team collaboration
- Real-time customer communication

The first two sections of this outline are basic overviews; the second half details finer points of application.

Office Suite for Business

- Besides the traditional products mentioned in the "What is Office 365" section, these are some other useful programs that make business easier (such as Sharepoint, Yammer, and Video)
- Provide an overview of how these products facilitate the points mentioned in the "Why the cloud" section.

Tech

- IT- lessening maintenance and downtime
- Encryption and safety
- Compliance and rights management

Social proof for Office 365, leading to learn more about how [CLIENT NAME]'s implementation process/ benefits.

Deliverables
Business_is_Better_with_O365.pptx
Best_in_Class_Productivity_for_SMBs.pptx
[CLIENT NAME]_microsoft365-hybrid.pptx

Emails
The purpose of the emails will be to convince the contact to download the second MoFu, with a link to the third landing page.

Email 1:
- Delivery of MoFu I.
- Thank the contact for their interest in the MoFu.
- CTA phrase to find out more about implementing Office 365.
- CTA to Landing Page 3

Email 2:
- MoFu I follow-up.
- Ask the contact about their specific needs and implementation plans
- Pros and cons about in-house migration and implementation, with an CTA phrase to learn more
- CTA to LP3

Email 3:
- Information about [CLIENT NAME]'s accolades
- bullet-pointed list on client benefits
- CTA phrase to learn more
- CTA to LP3

Asset

This asset will be a SlideShare incorporating the information from the case studies (deliverables)

Slide 1: Title Page

Slide 2: An intro with a brief introduction to the Microsoft Office 365 Suite. This text will be positioned as a "you know you want it; now what?" followed by an image. The image here should incorporate how all the pieces of Office 365 for Business fits, like a flow/organizational chart. The information for this should be on pages 47, 48 and 50 in Deck A. We can also use this image at the end of MoFu I.

Slide 3: An introduction to [CLIENT NAME] as a Gold-level Microsoft Partner (content taken from the following page).

Slide 4: The case studies provided focus on four main points: communication, collaboration, growth and implementation

[CONTENT: the case studies provided are too lengthy for a SlideShare; please distill information.] *You will notice that the following case studies have an unusual flow; t*he two apparel companies are grouped together, and the two manufacturing companies are grouped together. The reason for this is that the content follows a specific path of persona challenges, from broad to [CLIENT NAME]-specific. *The following case studies will follow the same format: quote/profile, challenge/solution, results*

Slide 5: BCBG Max Azria quote a profile

Slide 6: Challenge and Solution sections taken from case study

Slide 7: Results and Benefits sections taken from case study

Slide 8: [CASE STUDY 1] quote and profile

Slide 9: Challenge and Solution sections taken from case study

Slide 10: Results and Benefits sections taken from case study

Slide 11: [CASE STUDY 2] quote and profile

Slide 12: Challenge and Solution sections taken from case study

Slide 13: Results and Benefits sections taken from case study

Slide 14: [CASE STUDY 3] quote and profile

Slide 15: Challenge and Solution sections taken from case study

Slide 16: Results and Benefits sections taken from case study

Slide 17: CTA page to request an assessment. Precede actual CTA will blurb about seeing what [CLIENT NAME] can do for the reader.

Deliverables
Phenomenex_Office_365_Case_Study.pdf
Westech_Case_Study_365in90.pdf
St_John_Knits_Case_Study_Office_365in90.pdf

Emails
The purpose of the emails will be to move the contact to the BoFu, which is to book a consultation.

Email 1:
- Delivery of MoFu II
- Brief overview of what the contact will find in MoFu II
- A few lines about seeing the benefits of Office 365 within the contact's business
- CTA to BoFu

Email 2:
- MoFu II follow up with points of interest from the asset.
- This email will have a "They did it, why can't you?" positioning.
- CTA to BoFu

Email 3:
- Did the previously delivered assets provide them with what they need? Ask the clients what else they may require.
- Briefly outline the assessment process, positioning it as a quick way to allay their apprehensions
- CTA to BoFu