



IBM Creates Exceptional Mindshare in BFSI Industry with CXO TV-led Intent Marketing Campaign

Executive summary

IBM collaborated with the leading marketing technology firm Techplus Media to broaden its reach in the financial services industry and produce high-quality leads for its Data Fabric solution. The CXO TV team with its deep connect among the CXO audience across the industries, developed a comprehensive marketing and communications strategy using data-driven decision-making to generate leads and filter them down to high-quality leads enabling purchase decisions.

The 3-pronged intent-based marketing campaign incorporated state-of-the-art analytics platforms to match relevant customers with IBM for a mutually sustainable and profitable relationship. The TOFU, MOFU, and BOFU approach enabled the team to identify and prune high-quality leads followed by the excellent turnout in the webinar and face-to-face round table.

The comprehensive marketing campaign involved elaborate planning, teamwork, and data analytics to produce high-quality leads tracked down from customer intent to awareness, consideration, and purchase decision. The campaign resulted in over 30 high-quality leads, over 15 prospective customers with the intent to make a purchase decision in the 6-12 months timeframe, and 5 advanced-stage of purchase decisions

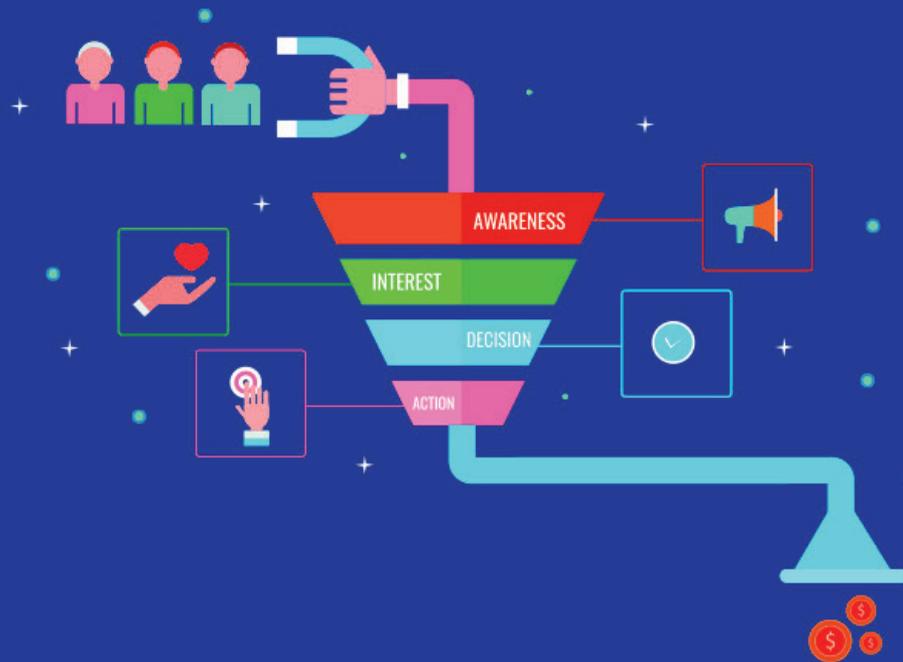
Today's financial services industry is in a state of rapid change. Financial institutions are contending with changing customer behavior and raised expectations in an increasingly digital world in addition to a difficult macroeconomic situation. Financial businesses are faced with a data sprawl across many data stores, locations, clouds, and, in some cases, vendors as they attempt to use their

data to drive digital transformation. Additionally, enterprises must follow regulatory compliance and policy enforcement about their data as they work to connect and deliver data from hybrid, multi-cloud, and multi-vendor sources.

Business need

IBM as a leading solutions

integrator offers technology and expertise, providing infrastructure, software, and consulting services to help clients solve the most pressing business problems as they pursue digital transformation. The Armonk, New York-headquartered company has been a trusted partner in the financial services industry for decades with ties to fintech and clearing and settlement partners. The company offers solutions



to intelligently integrate enterprise data for timely insights and business decisions, improved customer experience, increased competitive advantage, and faster innovation and growth.

To broaden its reach in the financial services industry and generate high-quality leads for its Data Fabric solution, IBM sought to establish a relationship with the IT decision-makers in the BFSI industry. IBM wanted to capture mindshare among the ITDMs for its Data Fabric architectural approach to simplifying data access in an organization, and how it enables and accelerates multi-cloud data integration. With this objective, the company was looking for an expert partner to design and execute a marketing campaign to generate over 60 high-quality leads from the targeted clients in the BFSI industry.

Business solution

As the leading new-age and disruptive B2B media and marketing technology company, Techplus Media offered to design and drive the

campaign with its deep expertise in intent-based and ABM marketing. The company leverages the deep connect of CXO TV among the CXOs and IT decision-makers (ITDM) community to offer lead generation services through state-of-the-art analytics platforms to match clients with relevant customers for a mutually sustainable and profitable relationship.

CXO TV team came up with a three-pronged plan for an intent-based marketing campaign to help IBM expand its reach in the BFSI sector. The initial stage involved gathering client expectations, identifying the target group, and accumulating intent data through the Top of the Funnel (TOFU) approach of capturing leads.

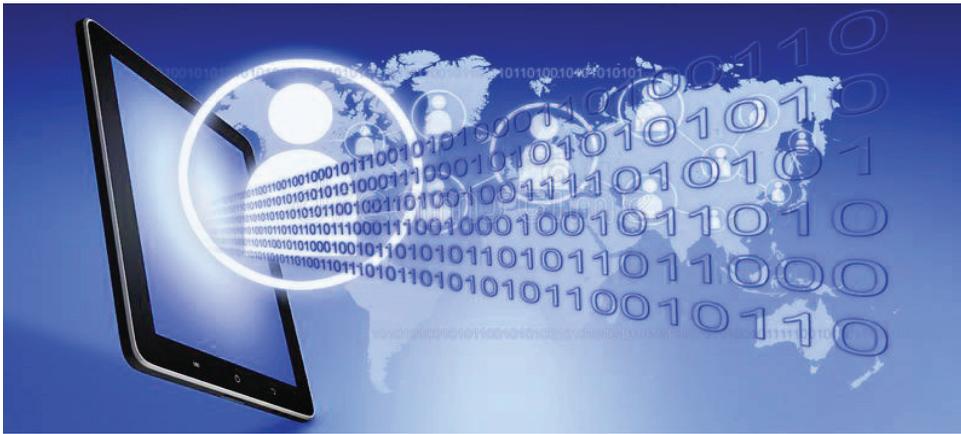
The second stage involved lead nurturing under the Middle of the Funnel (MOFU) approach to align warm leads and persuade influencers. The final stage included funneling down to high-quality leads and arranging face-to-face interactions with the IT decision-makers to enable purchase decisions under the Bottom of the Funnel (BOFU) approach.

TOFU stage

The project started with the CXO TV Team obtaining an end-to-end understanding of IBM's suite of services and USPs. The intent-based marketing campaign began with the identification of ITDMs and influencers from the targeted BFSI organizations. The team created an elaborate list of over 1200 profiles from just 50 targeted organizations. The relevant profiles included CIO, CIO-1, CIO-2, and data and AI leaders/managers.

The TOFU stage included the following crucial steps:

- Creating relevant content targeting a focused group of influencers
- Identifying four key areas of focus/ data challenges:
 - o Data integration
 - o Data governance & privacy
 - o Customer 360
 - o MLoPs & trustworthy AI
- Creating a microsite to capture/track customer interest and intent
- Sending customized eMails/ EDMs to the focused group to drive microsite traffic
- Social media promotions for added traffic on the microsite



- Sending invitation eMails/EDMs to identified ITDMs
- Creating a registration page to capture registrations
- Telephonic and mail follow-ups to reconfirm attendance
- Designing and printing of on-ground collaterals like podium, backdrop, standees, registration desk, TV vertical mount, etc
- Gathering a minimum commitment of 12 delegates to the round table.

Business benefits

The intent-based marketing campaign in collaboration with Techplus Media (CXO TV) delivered exceptional results for IBM in creating awareness, identifying quality leads, and helping in purchase decisions in favor of its Data Fabric solution. Taking a consultative approach while addressing customer queries, the entire marketing campaign was able to create ample mindshare among the ITDMs across the BFSI industry.

From creating an elaborate list of over 1200 profiles from just 50 targeted organizations to conceptualizing and designing the microsite, the first phase (TOFU) brought over 600+ visitors to the microsite against the committed 500.

In the second phase (MOFU), the aggressive campaign enabled us to gather over 170 confirmations to attend the webinar. As a result, over 65 delegates attended the webinar against the minimum commitment of 50. Interestingly, over 40 delegates fortified their interest in the Data Fabric solution in the polls and feedback form.

In the final stage (BOFU), the face-to-face round table was extremely successful with 10 high potential customers (CIO/CIO-1 level) in attendance against the promised count of 8-10 delegates. The round table resulted in an excellent 5 intent to purchase/advanced stage of purchase decisions coupled with over 30 prospective customers with the intent to make a purchase decision in the 6-12 months timeframe.

- Getting a minimum commitment of 500 visitors on the microsite
- Integrating tools to track and analyze user journeys/activities on the microsite.

MOFU stage

The second phase of the project started with analyzing the intent data of the visitors on the microsite in terms of their content consumption, interests, time spent, and gated content downloads. The activity enabled us to identify the topic that gathered the highest customer interest as well as to identify more qualified leads that may be further pruned to convert them into high-quality leads.

The MOFU stage included the following crucial steps:

- Identifying quality leads through tools to track and analyze customer journeys on the microsite
- Filtering key influencers to be invited for the webinar
- Deciding the topic of the webinar based on the highest customer interest in four key focus areas. 'Data Integration' gathered the highest customer interest with 73% gated asset downloads
- Developing comprehensive marketing and communications strategy for the audience acquisition
- Framing the brief and agenda of the webinar
- Designing creative/collaterals to invite the audience to the webinar
- Sending invitation eMails/EDMs to the identified quality leads for the webinar
- Creating a registration page to

- capture online registrations
- Telephonic and mail follow-ups to reconfirm attendance
- Setting up and conducting the webinar on Zoom
- Gathering a minimum commitment of 50 delegates to the webinar
- Capturing customer pain points and requirements through polls during the webinar
- Addressing customer queries during the webinar
- Sending 'Thank You' mailers to gather customer interest and feedback on the webinar.

BOFU stage

The final phase commenced with filtering down quality leads into high-quality leads by analyzing customer interest and queries gathered in the webinar. The focus at this stage was to identify top ITDMs (CIO/CIO-1) from the interested organizations and to invite them to a closed-door face-to-face round table to further discuss their data challenges and address their queries around Data Fabric.

The BOFU stage included the following crucial steps:

- Identifying ITDMs (CIO/CIO-1) from the quality leads
- Developing comprehensive marketing and communications strategy for the audience acquisition
- Finalizing venue, menu, and gifts for ITDMs for the round table in Mumbai
- Framing the topic, brief, and agenda of the round table
- Designing creative/collaterals to invite ITDMs for the face-to-face round table