



IBM **Systems**

AVA Digital Awards - Online Marketing Strategy

Helping IT infrastructure leaders master hybrid cloud

Our conversation with clients about infrastructure has changed – from product centric to client centric, from speeds and feeds to business outcomes, from selling products to selling peace of mind. To reflect this change, IBM formed an entirely new business unit dubbed ‘IBM Systems’ which needed to establish clear goals and objectives for the future.

Working across the organization, an agile team of over 50 IBMers created a comprehensive IBM Systems-level marketing strategy. In just four months, the team developed, tested, and established the **IBM Systems Point-of-View (POV)** which included a content suite of over forty core assets across a new Systems website, blog, seller & business partner channels, and global & local events.

The IBM Systems POV launched, internally and externally, on October 15, 2015.

“Digitization is changing the nature of innovation.”

Marketing Overview

From the outset, our team was driven by a unified objective to create a comprehensive Systems POV. We needed to create messaging that drove buyer-centric value and addressed their key business needs, while incorporate the breadth, differentiation, and full power of our portfolio. We had to produce high-quality, on message global assets that would serve as a foundation to our POV and serve specific needs across digital channels. We understood the need to change perception across our business unit management systems (marketing, technical, sellers) to educate them to the benefit of leading with a buyer-centric POV. To lead this transformation, we needed a digital launch strategy, underpinned by a NEW website on ibm.com, as well as a NEW IBM Systems blog.

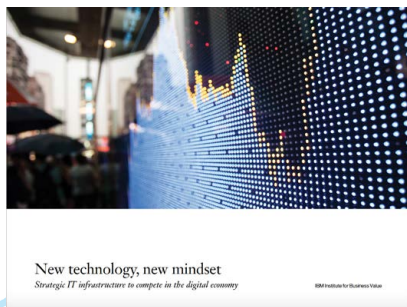
As soon as our mission was set, we created the foundation for a suite of over forty assets that aligned to the POV and would serve the needs of our digital platforms. We set up over 15 all-hands education sessions that connected us to hundreds of staff across marketing, seller, and technical teams. When messaging changed after client, analyst, and technical testing, we would course correct all assets to reflect new language. The final POV didn’t materialize until September 3rd, and we launched all new assets and digital platforms on October 15th. Most impressively, after the announcement of the new cognitive corporate brand platform on October 6th, we were able to update ALL messaging, assets, and content across digital platforms before the October 15th roll out date.

Marketing Strategy

The development of the Systems POV by cross-functional teams focused on messaging, content, digital, and social. Messaging was crafted with collaboration across a broad group of global stakeholders who's agility at every step of the process allowed for iterative user testing and real-time analysis of IT decision maker data. All created content was shared during weekly worldwide content board meetings which aligned every worldwide stakeholder - across all channels - on messaging, asset tracking & deliverables, launch activities and deadlines.

The digital team worked with digital and content experts across IBM to constantly revisit and adjust digital content and web architecture as the POV continued to develop. After launch, the digital team provided meaningful insight into page view, engagement rates, and content consumption. Finally, the quick pace of social provided a fertile testing ground to experiment, optimize, iterate, repeat. The social team provided an entirely new tracking and metrics framework that gave the team more knowledge of social impact than ever before.

To empower the entire team during the four-month project, Systems content marketers drove an environment of collaboration with the worldwide weekly content board meetings and continued with weekly executive board meetings which ensured buy in and transparency across a wide variety of stakeholders in different channels including analyst & public relations, social, web, events, sales & enablement and internal communications. Finally, a weekly project management status call gave every stakeholder team an opportunity to voice any gaps, dependencies, issues, and project plans that would impact one of the other teams.



IBV "New technology, new mindset" study



"New technology, new mindset" webcast

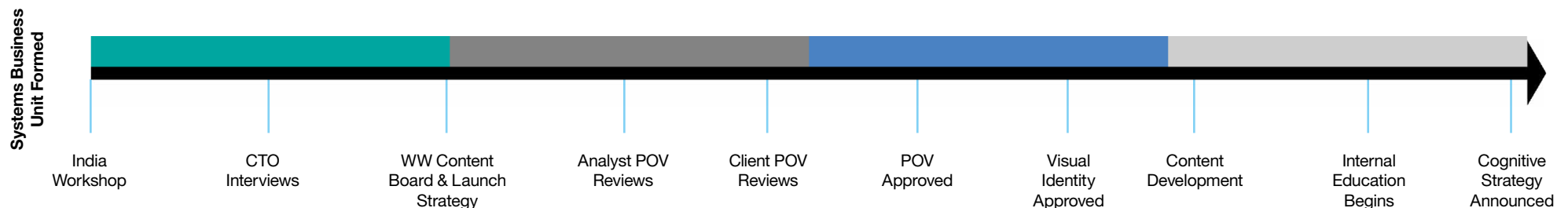


Video: Animated case studies



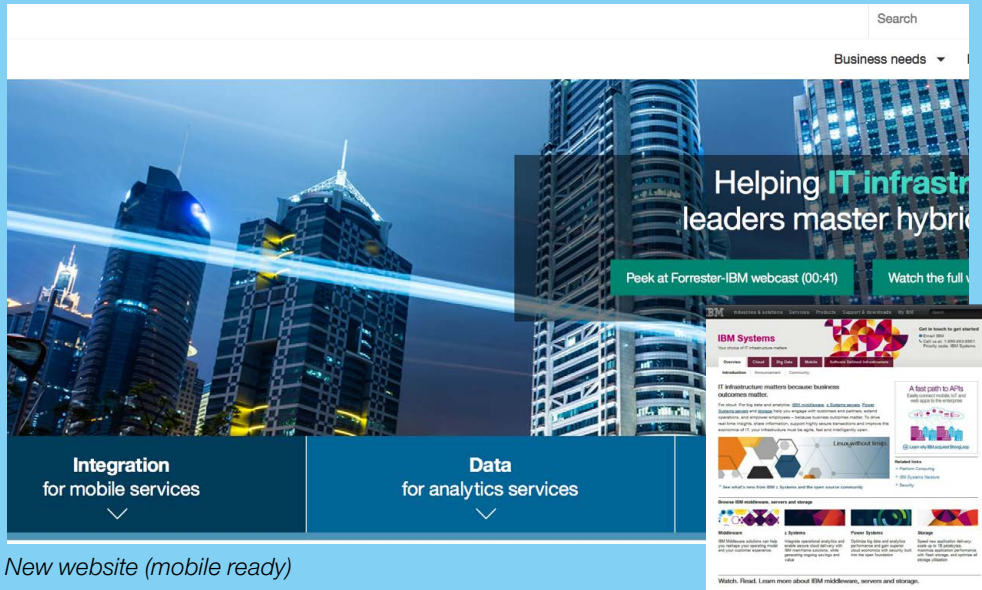
Video: CTO studies

Portfolio activities that drove digital strategy



Solution Overview

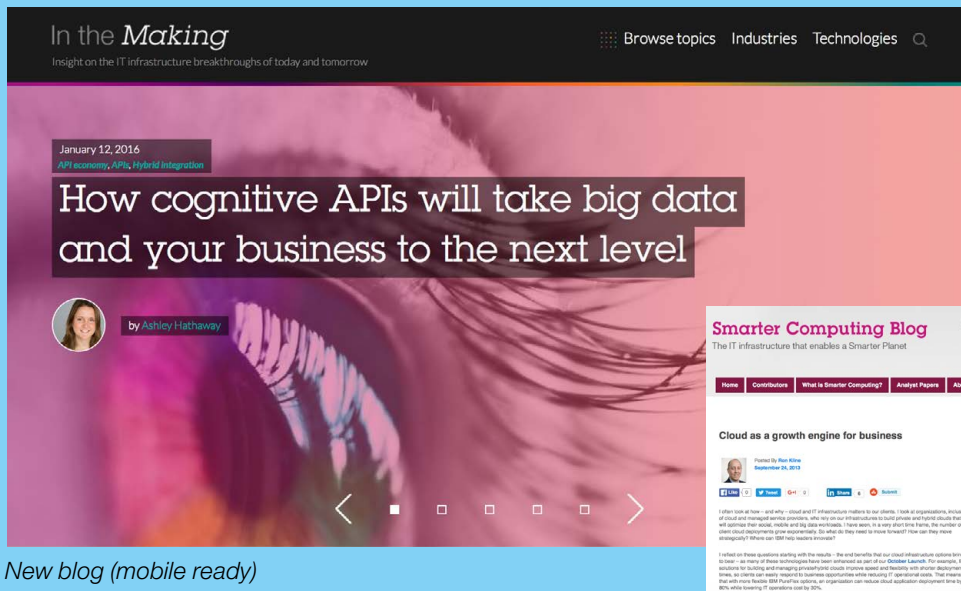
Website



New website (mobile ready)

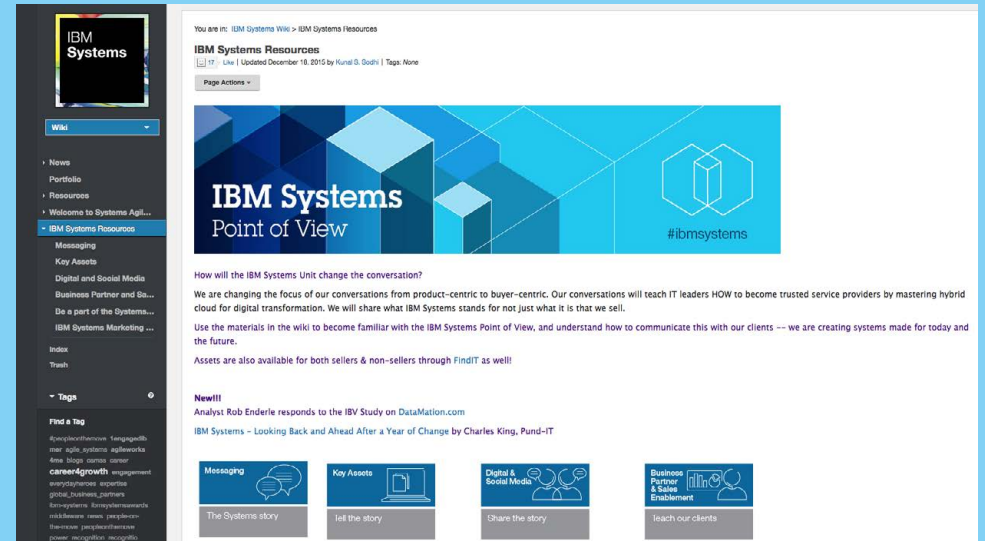
Former website

Blog



New blog (mobile ready)

Intranet



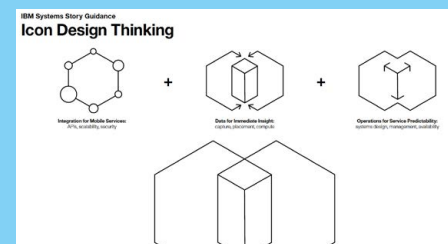
Additional Assets



Video: "IT hero to boardroom legend"



Video: Global client testimonials



Graphics: New visual identity



Video Series: IBMer series

IBM Systems

