

DATA LAKE

Campaign Guide

Everything you need to build and execute an effective marketing campaign.



*New to campaign-building? Feel like you could use a few pointers?
Look for this icon throughout the document for additional help.*

GET STARTED

How to navigate this document and find what you're looking for.

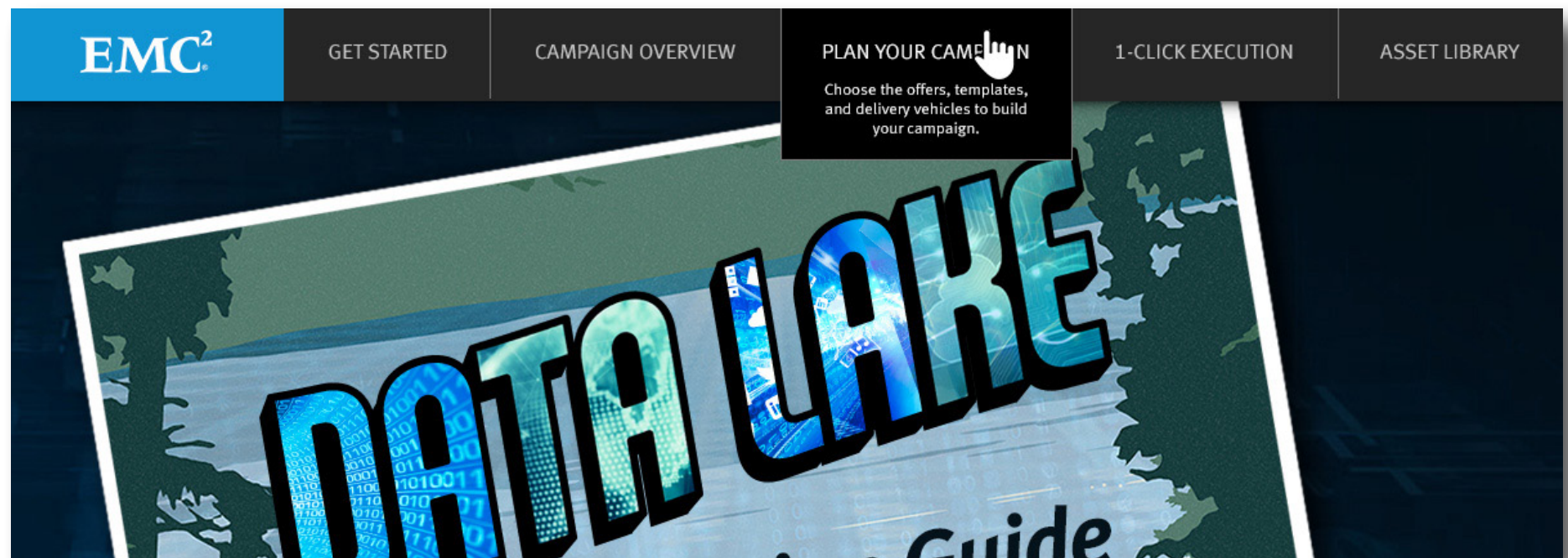
To follow best practices for campaign-building, start with [Plan Your Campaign](#).

To launch a digital, social, or event-driven campaign immediately, start with [1-Click Execution](#).

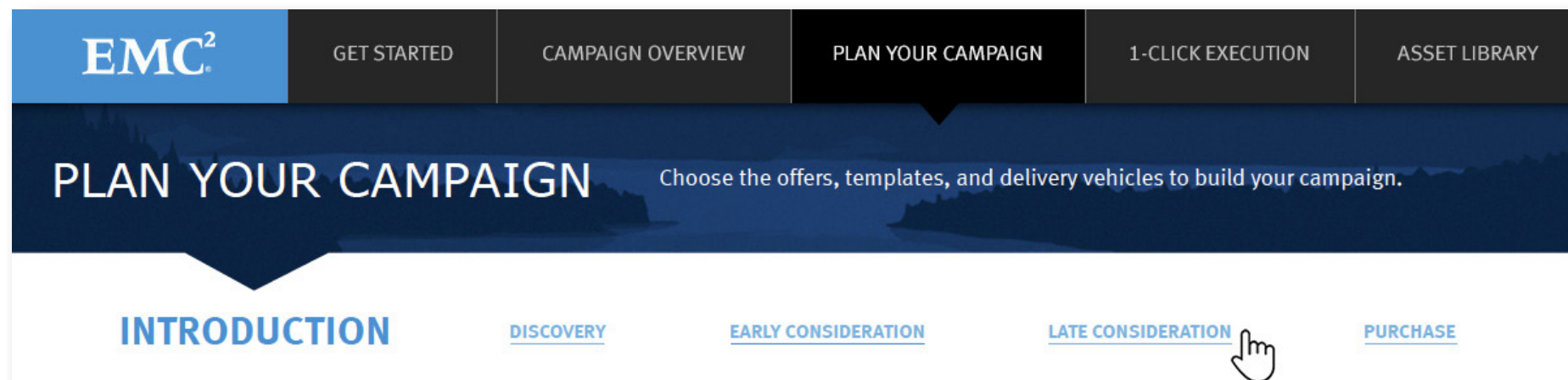
An alphabetical list of all campaign assets, with clickable links to each one, can be accessed from the [Asset Library](#) tab.

All menu items are hotlinks. Just click on a section name to jump to that section.

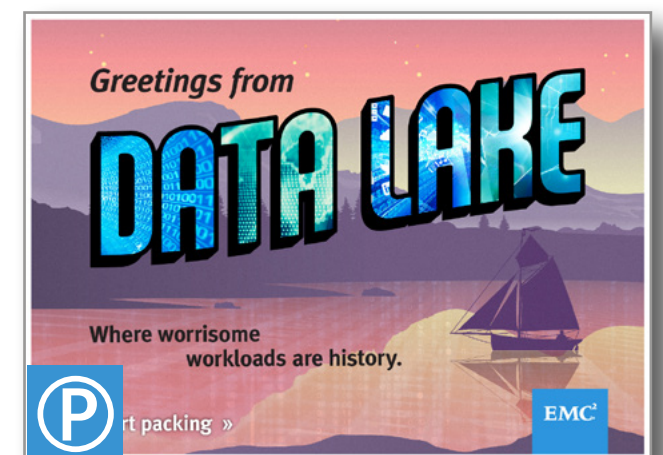
This guide is a living document, as we are continually creating content for the field and for our partners to use in positioning Data Lake. To ensure you are using the most recent edition, always access this guide via the link provided.



Roll over any main menu item for a brief explanation of what's in that section.



Some sections have sub-menus. These items are also hotlinks and will jump you to the corresponding content.



All visual assets are clickable and will download the assets shown.

Click on the  icon to download the Partner version of that asset.

CAMPAIGN OVERVIEW

The basic elements on which the campaign is structured.

FUNDAMENTALS

CAMPAIGN GOALS

To influence organizations considering a Data Lake solution to invest in an EMC Data Lake Foundation.

To sell ETD products, ECS and Isilon.

CAMPAIGN THEME

Live the simple life with scale-out shared storage.

AUDIENCE

IT implementers

These consist of technology professionals, technology managers, compliance officers, and data scientists.

STRATEGY

The goal is to move prospects through the four phases of the Buyer's Journey: Discovery, Early Consideration, Late Consideration, and Purchase.

This advancement through the phases is accomplished by having 3 key elements at every stage:

- 1 A place prospects can go for more information.
- 2 An engaging offer to compel them to want to go.
- 3 A vehicle, or driver, to get them there.



CAMPAIGN OVERVIEW

The basic elements on which the campaign is structured.

MESSAGING

Many of these concepts are highlighted in the assets you'll be using for your campaign. However, feel free to use the following copy—either word-for-word or as a foundation for your own text—in cases where you are creating additional assets or need supporting content to build on a supplied asset.

25-WORD DESCRIPTION

A scale-out data lake built on EMC technologies lowers costs with a smaller storage footprint that is simple, scalable, efficient and secure.

100-WORD DESCRIPTION

A scale-out data lake built on EMC technologies lowers costs with a smaller storage footprint that is simple, scalable, efficient and secure. By deploying a shared storage you eliminate inefficient storage silos and increase storage utilization—simplifying your storage infrastructure. At the same time, your organization gains the ability to scale capacity and performance; consistent data protection, improved collaboration and secure online file sharing for your increasingly mobile workforce. You also gain the ability to harness big data analytics and fast-track time to insight without the need to move data or invest in a separate analytics infrastructure.

VALUE PROPOSITIONS

Simple

- Simple consolidated architecture to serve the storage needs of all workloads and applications eliminates silos across the organization.
- Extend: simple plug and extend storage capacity, throughput, concurrency etc., without adding complexity.
- Specialized storage that scales out block, file or object infrastructure as your business needs change.

Agile

- De-couple storage from compute to speed up provisioning, application development, deployment and Extension of capabilities and capacity to meet a wide range of business requirements.
- Native multi-protocol support for File, Block and Object workloads.
- Open source standards based API access to The Infrastructure.

Open

- Standards based Open API and Protocol access to data simultaneously and concurrently across various applications, technology generations, tools and platforms.
- Choice: vendor and technology support for your preferred deployment models and architectures.
- Extensible: specialized storage to accommodate varying levels of growth, demand and performance characteristics as needs change in the future.

Efficient










- Utilization: high utilization of storage, datacenter space, power and cooling.
- Resiliency and concurrency: support a large number of concurrent users or access to concurrent systems.
- Shared storage system delivers in-place analytics eliminating data migrations, data movement, duplicated Infrastructure setup, management and operations.

CAMPAIGN OVERVIEW

The basic elements on which the campaign is structured.

TARGETING

Use the data analytics developed by the marketing science lab to identify your most promising prospects. Work with your analytics team to access the data regularly, as we will continue to build out and improve the models. You can also help the data to become even more valuable by accurately reporting the results of your efforts with the accounts identified.

	Active Contacts	Inactive Contacts	No Contacts	
EMC Customer Yes ECS/Isilon				Using the latest Propensity to Buy modeling: Target <i>Big Data Lake</i> and <i>Winning with Hadoop</i> focusing on the Highest and High Propensity to Buy scores
EMC Customer No ECS/Isilon				
Prospect No EMC				
	Low hanging fruit, Contacts are engaged	Low response rate, may need direct contact or call	Contact acquisition, Strategy, purchase, call and digital	

CAMPAIGN OVERVIEW

The basic elements on which the campaign is structured.

METRICS

Use the table below to measure the following metrics and Key Performance Indicators (KPIs).

GOALS & METRICS ALIGNED TO PRIMARY OBJECTIVE (Priority 10 Countries)		Goal Setting, MBOs and QBR Reporting			
		WW	AMERS	EMEA	APJ
Search Ranking	Paid Search Placement Top 3	Paid Search Placement (Priority 10 Countries)			
Target Account Engagement	# Contact Mapped Accounts # Account Engagement # Account Responses # Customer success pipeline	TBD			
Partner Engagement	MDF and COOP as % of spend Number of partners running activities	Per Priority And Priority 10 Countries			

PLAN YOUR CAMPAIGN

Choose the offers, templates, and delivery vehicles to build your campaign.

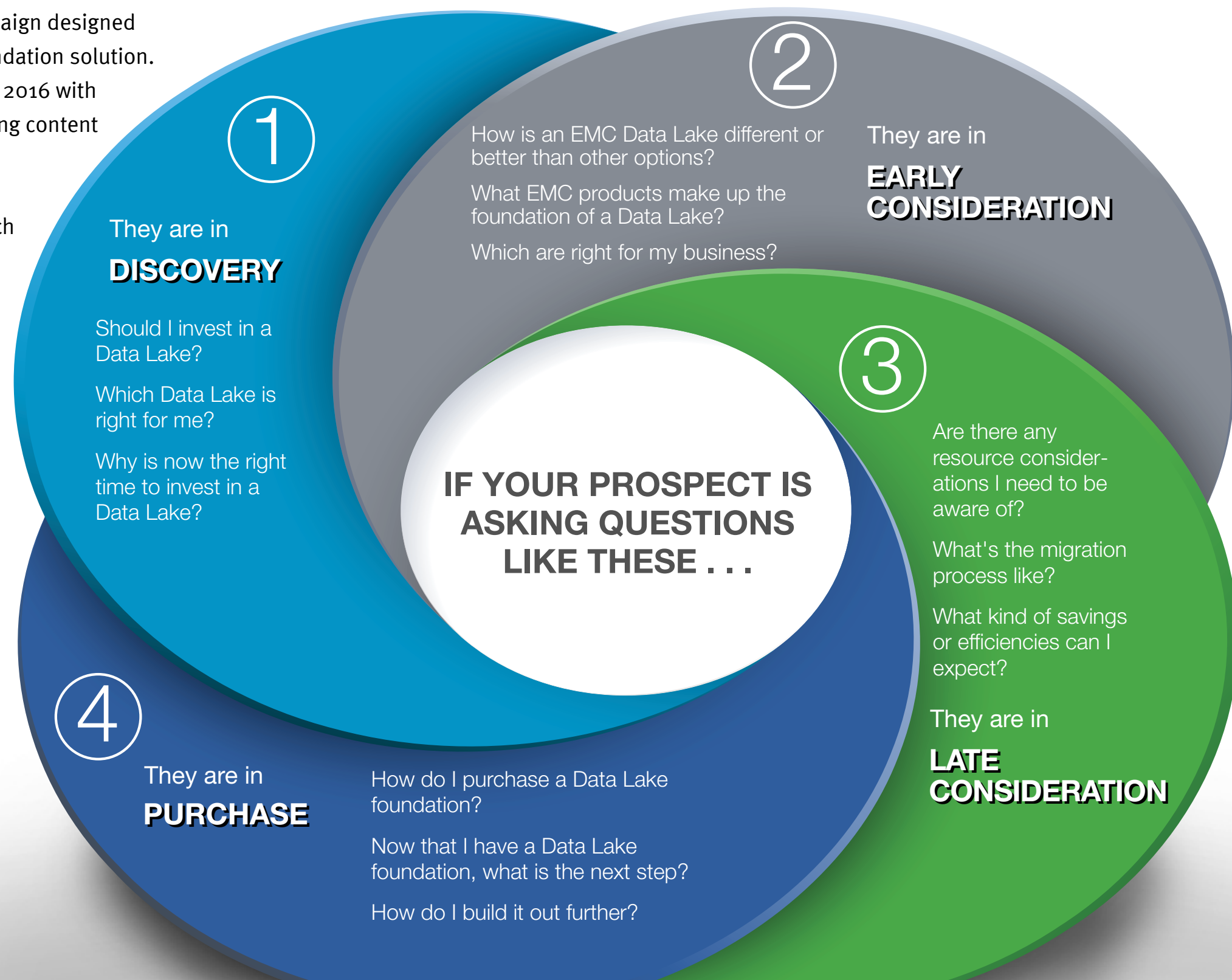
INTRODUCTION

Introducing the NEW “Visit Data Lake” campaign designed to drive demand for the EMC Data Lake Foundation solution. The campaign will continue to run into 1H of 2016 with quarterly updates featuring new and engaging content across the Buyer’s Journey.

The most effective campaigns are multi-touch and use propensity to buy and/ or offer responses to progress prospects along the Buyer’s Journey.

Use the diagram to identify where a prospect is in the Buyer’s Journey. Plan your campaign tactics and messages to align accordingly.

If you don’t have the time or resources to execute an end-to-end campaign see the [1-Click Execution](#) section for guidance. You can also go to the [Asset Library](#) to access specific collateral directly.



PLAN YOUR CAMPAIGN

Choose the offers, templates, and delivery vehicles to build your campaign.

DISCOVERY

YOUR GOAL IN THIS PHASE

Introduce and differentiate the EMC Data Lake solution.

As a best practice, build out a deployment schedule that includes a mixture of all 4 digital tactics below targeted at P2B accounts:

1. SEM ➡ Landing Page

2. Digital advertising:
Web Banners ➡ Landing Page/
Brochure

a. Suggested placements

- Retarget from complementary EMC.com pages
- LinkedIn, Twitter, Facebook
- 3rd-party media sites ➡ banners & syndication

3. E-nurture ➡ Landing page

4. Social ➡ Landing page/
Brochure/Infographic/Top
Reasons Integrate tweets into
regional social plans

Discovery eNurture

Social

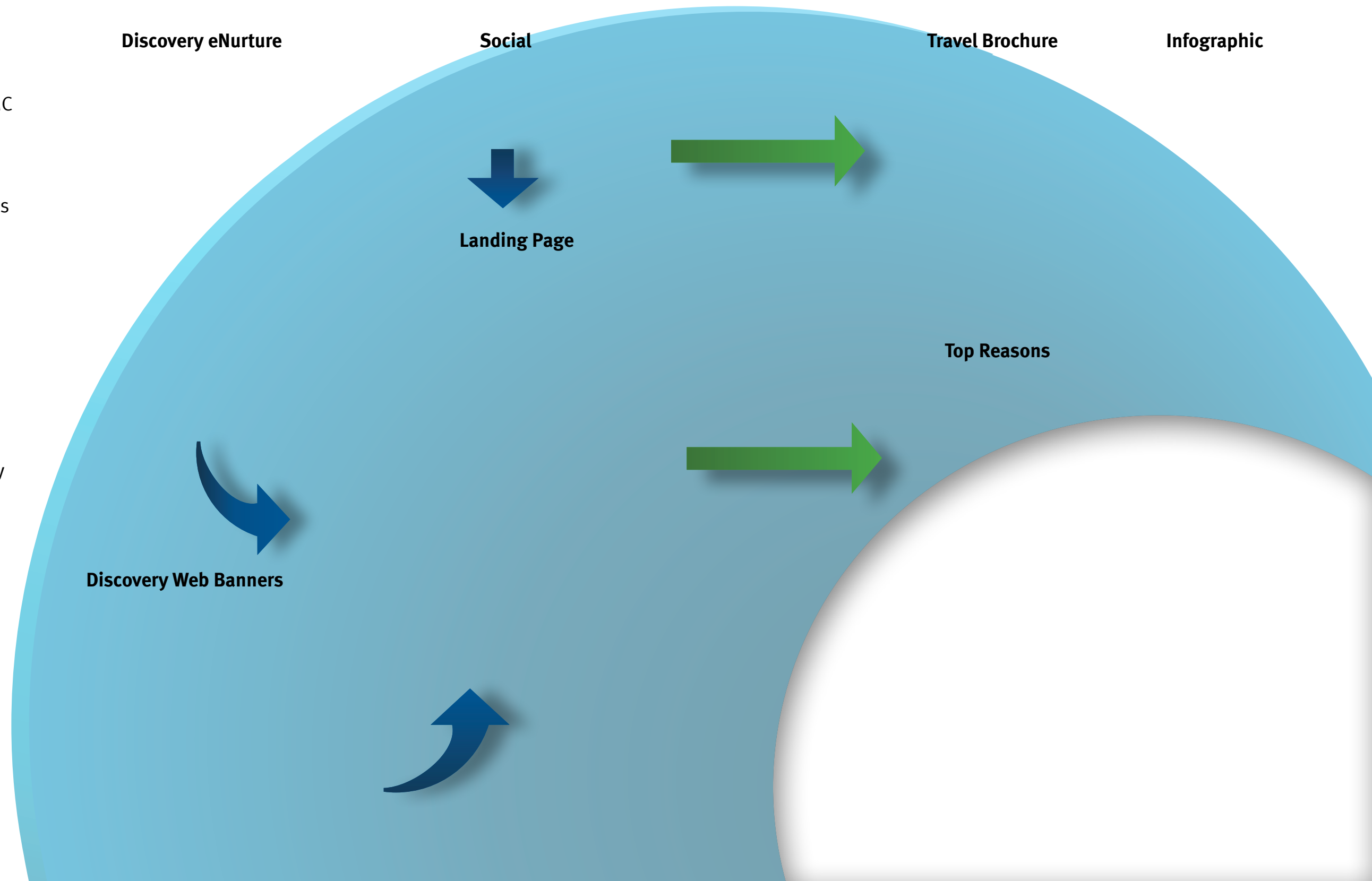
Travel Brochure

Infographic

Landing Page

Top Reasons

Discovery Web Banners



PLAN YOUR CAMPAIGN

Choose the offers, templates, and delivery vehicles to build your campaign.

EARLY CONSIDERATION

YOUR GOAL IN THIS PHASE

Use these offers and tactics to drive Discovery phase prospects to take the next step with EMC.

1. Digital Advertising ➡ Various

a. Web banners

- Retargeting from EMC Landing Page and 3rd-party media sites
- LinkedIn, Twitter, Facebook
- 3rd-party media sites

b. Syndication

- 3rd-party media sites

2. E-nurture ➡ Assessment Tool/Video

3. Social ➡ Landing Page, Assessment Tool, Video, Postcards

Integrate tweets into regional social plans

4. Send all leads to Sales (Readiness Assessment leads, Postcard leads)

Early Consideration eNurture

Isilon Community

Solution Overview

White Paper



Social

Landing Page

Readiness Assessment Tool

Social

Early Consideration Web banners

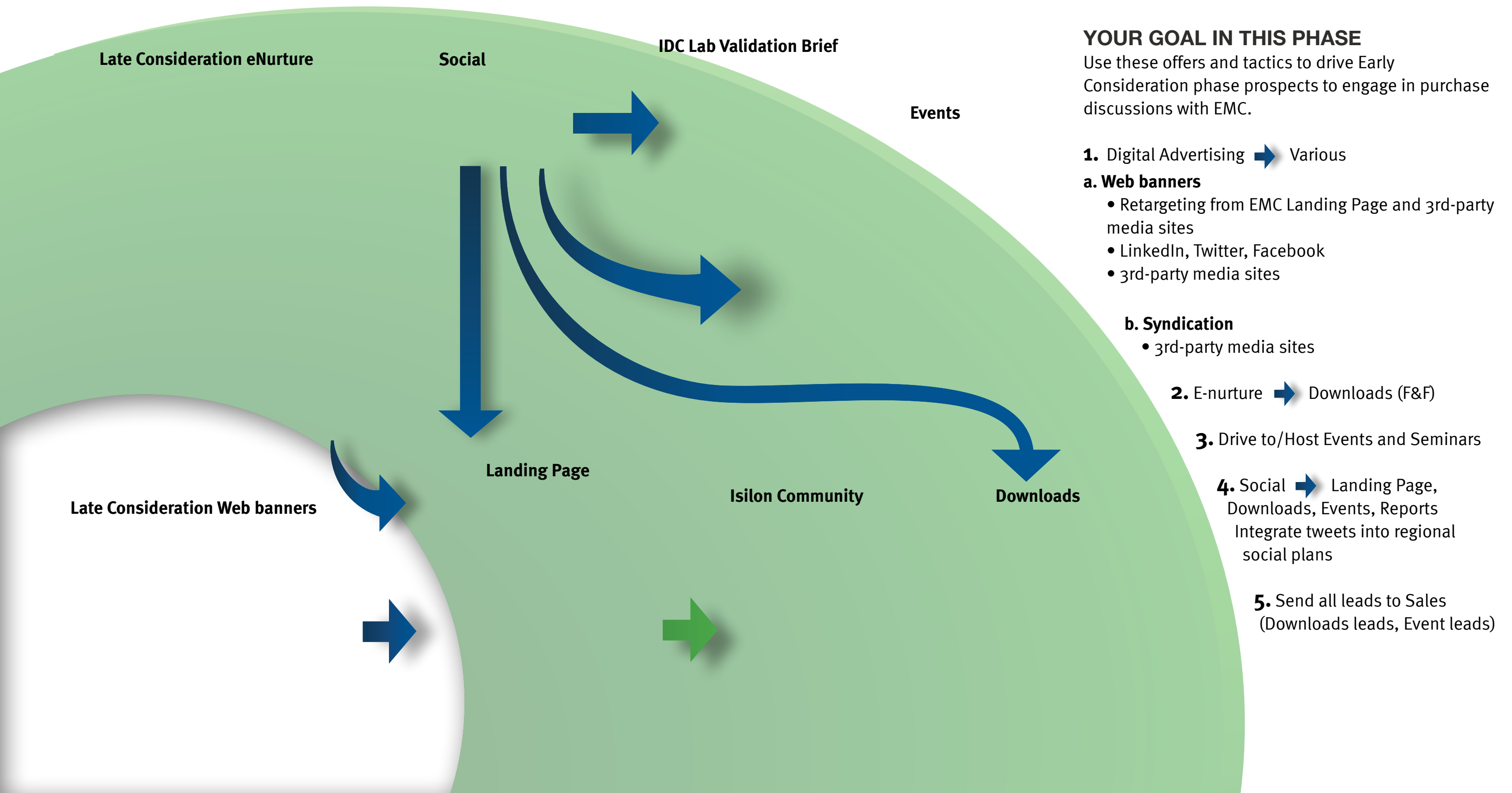
Video



PLAN YOUR CAMPAIGN

Choose the offers, templates, and delivery vehicles to build your campaign.

LATE CONSIDERATION



PLAN YOUR CAMPAIGN

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PURCHASE

YOUR GOAL IN THIS PHASE

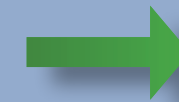
Set up in person meetings with prospects that have engaged in all three phases.

1. Send prospects to Sales for personal contact

2. E-nurture → EMC Store



Always make sure to push and promote content via social media.



Contact Us



Be prepared to discuss relevant aspects of Data Lake to engage prospects when they contact you. Examples of topics include:

- Putting together a POC workshop
- Available Data Lake services

1-CLICK EXECUTION

The fastest route to launching a campaign.

Pick which campaign approach you want to use. Use the corresponding assets to execute your campaign.

① DIGITAL

Landing Page

Web Banners

Travel Brochure

Emails

Infographic

Readiness
Assessment Tool

Video



② SOCIAL

Blogs

Isilon Community

Social Media

③ EVENTS

Events

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

INDEX

Click on an asset name to jump to that page.

BANNERS

[Discovery](#)

[Early Consideration](#)

[Late Consideration](#)

CONTACT US PAGE

[Contact Us](#)

ENURTURES

[Discovery](#)

[Early Consideration](#)

[Late Consideration](#)

EVENTS

[Events](#)

INFOGRAPHIC

[Static Infographic](#)

[Interactive Infographic](#)

LANDING PAGE

[Data Lake Landing Page](#)

REPORTS

[IDC Lab Validation Brief](#)

[White paper](#)

[Solution overview](#)

SOCIAL

[Tweets](#)

[EMC Community](#)

TOOLS

[Readiness Assessment Tool](#)

TOP REASONS

[Top Reasons](#)

TRAVEL BROCHURE

[Visit Beautiful Data Lake](#)

VIDEO

[Overview](#)

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

BANNERS

Customize with your logo. Link them to the landing page to drive traffic there.

Discovery

Early Consideration

Late Consideration

What to measure:

of clicks



- *You can also link banners to another offer, such as a webcast, a video, or a demo.*
- *Run banners in local online publications to boost your profile and increase awareness.*
- *Use banners to drive prospects to the Data Lake landing page*

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

CONTACT US PAGE

A primary way interested prospects will reach out to you.

eNURTURES

Build a multi-touch email campaign to guide prospects through the Buyer's Journey.

Contact Us Page



Be prepared to discuss relevant aspects of ScaleIO to engage prospects when they contact you. Examples of topics include:

- *Putting together a POC workshop*
- *Available Data Lake services*

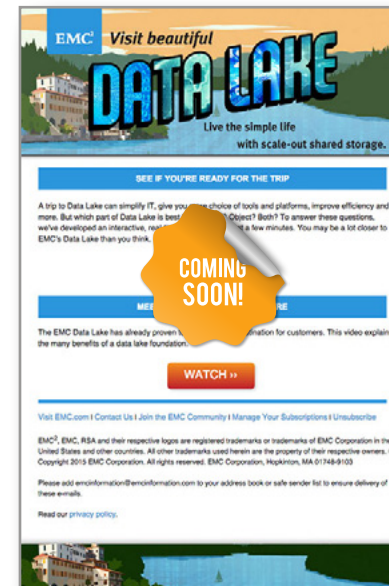
What to measure:

- # of emails or calls received
- # of quotes requested
- # of chats

Discovery

Early Consideration

Late Consideration



What to measure:

- Email open rate
- # of click-throughs to the offer



- *Provide 1 clear call to action in each email.*
- *Substitute a different offer, if desired.*
- *Use emails to drive demand to your web landing page.*
- *Call recipients one week after the email drops. Suggest an onsite meeting to perform an ROI assessment or Proof of Concept.*

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

EVENTS

Use these assets to create, promote, and execute your own local event.

Invitation

PPT template

Roller banner

Poster

E-signatures

What to measure:

of registrations

of attendees



- *Live seminars are a great engagement tool but require a clear pre- and post-event strategy.*
- *Promote attendance via web banners, emails, social and the web landing page.*
- *Follow up with all attendees in a timely, relevant manner (email is a good vehicle).*

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

Static Infographic

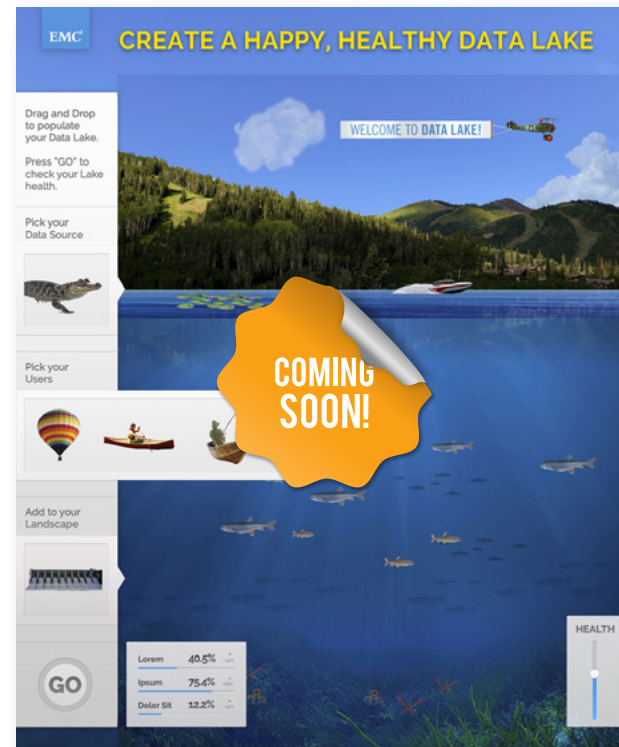
This infographic is an easily shared vehicle for giving prospects a high-level overview of an EMC Data Lake and its features/benefits.



- *This format is well-suited to the way people like to receive information today: quick, clear, useful facts and figures that pique interest.*
- *Infographics are easily downloaded and shared.*

Interactive Infographic

This digital experience shows users how others have used a data lake, and lets them build/evaluate their own.



What to measure:

- # of visitors
- # of case study downloads
- Time spent with interface

LANDING PAGE

Use the landing page to educate prospects on the value of an EMC data lake foundation and to capture leads. The Data Lake Landing Page template provides embedded Data Lake offers.

Data Lake Landing Page



- *Use email, web banners, and social to drive demand to this site.*
- *Capture leads by linking to a form, or provide an email address.*
- *Augment the landing page with your own messaging. Use the copy provided in the Campaign Plan section.*
- *Add unique offers to the landing page. Examples: free assessment, live demo, etc.*

What to measure:

- # of site visitors
- # of leads captured or prospect emails received
- # of click-throughs to added offers

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

REPORTS

Third-party reports provide substantiation and build credibility of Data Lake features and benefits.

IDC Lab Validation Brief



- *Consider adding this to your landing page as supporting content.*
- *Share freely with prospects at this stage of the Buyer's Journey to encourage purchase.*

What to measure:

of downloads
of shares

White Paper



- *Consider "gating" this content by requiring user emails before granting access.*
- *Use the content in the Executive Summary as a means of teasing prospects to download the full paper.*

What to measure:

of downloads
of shares

Solution Overview

What to measure:

of downloads
of shares

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

TWEETS

These [sample tweets](#) can be used as is, or as a model for your own tweets.



- *Create hashtags that are easy to remember and describe to followers what you are tweeting about. On Twitter, simpler is better.*

What to measure:

of downloads

of times shared or forwarded

EMC COMMUNITY

TOOLS

This simple interactive [readiness assessment tool](#) helps users determine if they have what they need to build an EMC Data Lake.



- *Brief, “easy-to-digest” information like this makes good supporting content for your web landing page.*
- *You can also feature this in an email, or tease one reason in a web banner with a link to where users can get the other four.*

What to measure:

of downloads

of shares

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

TOP REASONS

This [quick 1-pager](#) speaks to the top 5 reasons customers should choose an EMC Data Lake.



- *Brief, “easy-to-digest” information like this makes good supporting content for your web landing page.*
- *You can also feature this in an email, or tease one reason in a web banner with a link to where users can get the other four.*

What to measure:

of downloads

of shares

TRAVEL BROCHURE

Available in both PDF and digital formats, this brochure gives prospects a good understanding of what an EMC data lake is, and why they should consider one.



- *Brief, “easy-to-digest” information like this makes good supporting content for your web landing page.*
- *You can also feature this in an email, or tease one reason in a web banner with a link to where users can get the other four.*

What to measure:

of downloads

of shares

ASSET LIBRARY

Pictures, descriptions, and execution guidance for each asset.

OVERVIEW VIDEO

This [overview video](#) gives prospects a good introduction to Data Lake so it works well as an element on the web landing page.



What to measure:

of views

of times shared or forwarded



- *Users prefer video to reading long documents.*
- *Feature video prominently in your communications to better engage prospects.*