

Best Email Opt-in Campaign
Silver B2B (tie)
IBM – WebSphere Rocks

Brand/Client Side Team:
Linda Stanislawski, Stephen Mello

MarketingSherpa Summary – Why They Won:

If your B2B customers changed companies often and only 50% of your emails were being delivered, where would you turn? To ‘Rock and Roll,’ right? That’s where IBM found its inspiration for this engaging and very effective email campaign. The viral qualities of this campaign were also impressive – party on!

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

From Their Nomination Form:

The “WebSphere Rocks” viral opt-in campaign is an innovative and low-cost way to excite our user base about the brand, continue to build loyalty, and keep them informed about product announcements and offers. Increasing our number of opt-ins in this way helps us to strengthen relationships with our customer base for more successful product marketing in the future.

The campaign focuses on how, by using WebSphere products, developers and IT managers can become “Rock Stars” of their office. We target these audiences at face-to-face events and online via a micro-site – using both traditional and viral techniques to drive to the Web and events.

WEBSHERE
10 Years of Transforming You Into a Rock Star

WebSphere Anniversary Site!

WebSphere products have the power to transform your business. Leveraging SOA principles, they enable you to build, deploy, run and integrate applications and optimize business processes across multiple platforms. And implementing WebSphere will make you the rock star of your office.

On the "Greatest Hits Disc" below, you'll find all the essentials to get started — including videos, "how-tos" and your ticket for the tour. And to celebrate the occasion, grab the "Rock Me" pick and put yourself on the cover of WebSphere Rocks! magazine. If you were with us at IMPACT 2008 in Las Vegas and already created a rockin' magazine cover, use the "Find My Rocker" feature to see it, save it and share it with your friends.
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