

**Best Promotional Blast – Direct Sale or Lead Gen Offer:
Silver Consumer
IBM – Video Email Campaign**

Brand/Client Side Team:
Sandy Carter, Patricia Santamaria

Vendors/Agencies:
Eyejot, Inc.

MarketingSherpa Summary – Why They Won:

This campaign is a silver medalist because it is the first time IBM has leveraged video emails as a marketing campaign tactic. These emails provide a “WOW” factor, and give people a different view of IBM, helping to demonstrate that the company is “hip” by leveraging social media.

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 video email campaign is intended to generate buzz and excitement around a book by IBM Vice President Sandy Carter, titled *New Language of Marketing 2.0: How to Use ANGELS to Energize Your Market*. Not only does the book feature Sandy’s own successful experiences with new technologies in her IBM marketing role, it supports her points with examples from over 54 IBM customer case studies. The book illustrates a winning marketing mix that fuses traditional marketing tactics with “2.0” technologies for a differentiated and personalized customer experience.

Rather than leverage traditional emails, Sandy Carter wanted to take a different approach. To align with the book’s content surrounding the latest technologies and social media marketing, video emails were chosen as the best approach for the target audience. These emails capture the audience’s attention and are more personal. People typically connect better with video content than with text. Having a human face convey a video message builds credibility and communicates emotion more powerfully.

Video Email campaign

Email examples: One external and one internal audience sample. Videos are at:

<http://www.eyejot.com/mview/850E8D1E583436DDB44A01BBA8704D62590C8AF0DF1D9C25D0DF291D71A95CC0>

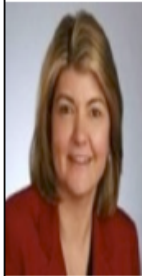
<http://www.eyejot.com/mview/850E8D1E583436DDF3335DB514B4CA449D96109D525FF0D35A6B71C6E3FAB1B5>

Click on the image below or [here](#) to watch video.



You have new video mail from Sandy Carter

Click on the image above or [here](#) to watch video.



Duration: 35 seconds

Subject: Hello from Sandy! Social Media Market Makers! The Book is here!

Message: Order TODAY! Barnes & Noble: <http://search.barnesandnoble.com/The-New-Language-of-Marketing-Carter/e/9780137142491/?itm=1> Amazon Link: [http://www.amazon.com/New-Language-Marketing-2-\(Energize/dp/0137142498/ref=sr_1_1?ie=UTF8&s=books&qid=1225811127&sr=8-1](http://www.amazon.com/New-Language-Marketing-2-(Energize/dp/0137142498/ref=sr_1_1?ie=UTF8&s=books&qid=1225811127&sr=8-1) Borders Link: <http://www.borders.com/online/store/TitleDetail?sku=0137142498> Blog me @: <http://socialmediasandy>