Watch Daniel Burstein, Director of Editorial Content, MECLABS interview Christine Nurnberger, Vice President of Marketing, on her multichannel email campaign that integrated pop-culture and relevance to grab the audience’s attention.

Watch it now!
Multichannel Marketing
How an IT company used pop culture to wake its dead subscribers
Ask questions and tell us what you learned on Twitter!

#SherpaWebinar
Speakers

Christine Nurnberger
Vice President of Marketing
SunGard Availability Services
@cnurns

Daniel Burstein
Director of Editorial Content
MECLABS
@DanielBurstein

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Related resources

• Multichannel Marketing: IT company’s zombie-themed campaign increases CTO 3% at president, owner level

• MarketingSherpa Email Summit 2014

• MarketingSherpa Email Awards 2014, presented by ExactTarget

• Email Marketing: 3 award-winning lessons about relevance

• Multichannel Marketing: Direct Mail, phone and email combine to lift executive briefing calls 50%
Challenge

6,000 Leads

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Challenge

What’s a “lead?”

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Results

• "IT Availability Cloud" email campaign achieved **1.2% higher click-to-open (CTO)** among director level, and above average rates in global, large and medium enterprises.

• The "Disaster Recovery/Managed Recovery Program" campaign created a **3% increase in CTO** among president or owner titles.

• The retargeting email **reactivated 2% of contacts** who had not interacted with SunGard within the previous 6 months.
“World War Z”
Gaining buy-in

How – Culture:

Measuring and optimizing

Taking calculated chances

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Goal: Get prospects into the pipeline, or back into the pipeline

Rather than moving people down the pipeline
Campaign overview

C-Level

AR & PR

Email List

Winners

Mail 1

Mail 2

Sales Call Follow-up

PR Agency Follow-up

Placed in CRM

Social Media

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Campaign measurement and optimization

With each send ...

Measuring and optimizing around:

- % delivered
- % opened
- % clicked
- % click-to-open
- % unsubscribed
Audience 1: Email list
Cloud services


LET US HELP YOU THROUGH THE CHAOS.

SunGard's Enterprise Cloud is fully managed, secure and highly available.

We service customers of all sizes – it's no wonder more than half of the world's Fortune 500 companies trust SunGard to keep their IT environments up and running, even in the event of a zombie war. ¹


¹2017 Fortune 500 ranking, as reported to the Global Ultimate D&I company.
Parent or Subsidiary are an AD customer.
Recovery and production resiliency
Subject Line: A/B split test

A Cloud. Zombies. Get expert help to ensure your survival

B Ensure your survival – Integrate a highly available cloud
Hear more award-winning case studies at Email Summit

Purchase tickets at:
MarketingSherpa.com/ES2014
Subject Line: A/B split test

Cloud. Zombies. Get expert help to ensure your survival

Ensure your survival - Integrate a highly available cloud

Click-to-open rate 38%

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Banner Image Header: A/B split test
Banner Image Header: A/B split test

Click-to-open rate

27%
Retargeting email

“We hope it’s not too late”

Reactivated 2% of contacts who had not interacted in 6 months

Content offer
Landing page with registration form

Enter to Win a:

ZOMBIE SURVIVAL KIT FOR THE INEVITABLE ZOMBIE APOCALYPSE!

Fill out the form and enter...
Wait for a response from a Zombie Survival Expert

First Name:
Last Name:
Email Address:
Company:
Country:
Business Phone:

Job Role:
Department:
Company Size:

Enter

#SherpaWebinar
Landing page with registration form

Linked to how migrating to the cloud as a business option aligns with surviving the zombie apocalypse
Audience 2: C-level
Direct Mail 1: Zombie survival kit
Direct Mail 2: Zombie survival kit

- Backpack
- Survival guide
- Brochure
- Silly string
- Movie tickets
- Flashlight/compass

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Audience 3: Analysts and journalists

Let’s hear their response.
New Publication: Engaged and notable feedback

“The zombie kit elevated the visibility and memorability of SunGard AS in my mind. It was a blast from the past to receive a press kit, but very cool!”
– ZD Net

“The press kit was thoughtful and beautiful. It got [my colleagues] talking!”
– Data Center Management

“I was so impressed with the campaign, really, the whole office was. And, my 17-year-old loved the zombie book within the kit. This is by far one of the most creative campaigns I’ve seen.”
– Information Management

“Thanks to your team and SunGard for sending the personalized package – very creative! I will continue to keep SunGard AS top of mind for all DR opportunities.”
– Disaster Recovery Journal

While I’m not always a fan of press kits, this one really caught my eye and will help me remember SunGard AS.”
– IDG News Service

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Integrate Social Media

Spreading the buzz
Integrating social media

Almost 2,000 shares

#SherpaWebinar
Top takeaways

1. Consider direct mail to break through the clutter
2. Creative works for B2B, too
3. Use pop culture to generate interest