

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.



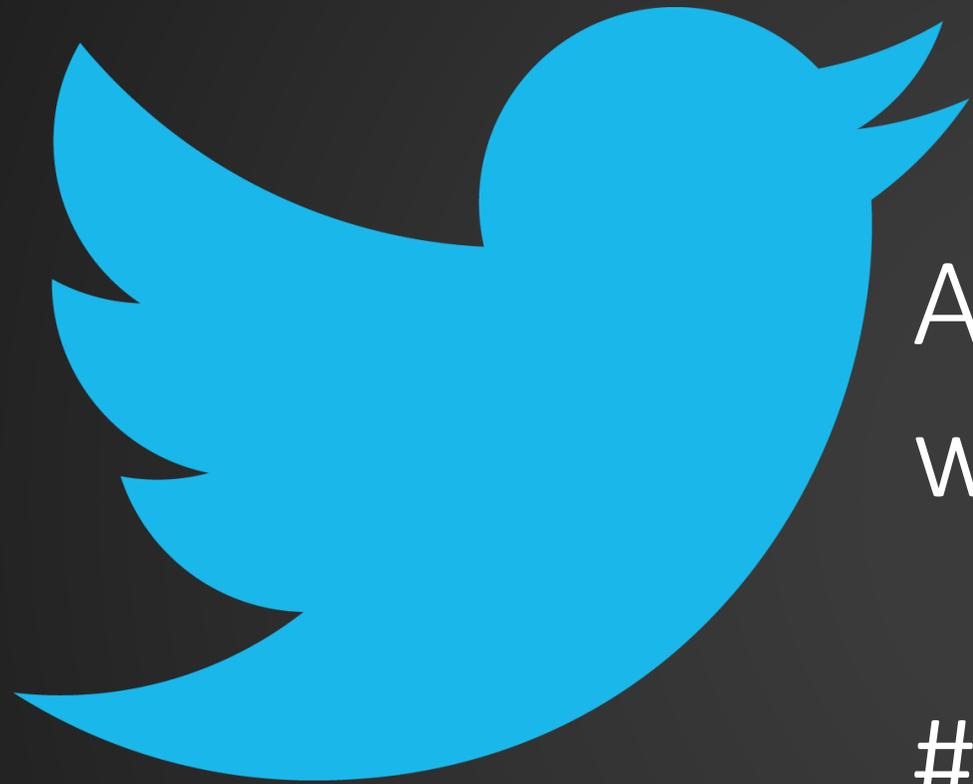
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Multichannel Marketing

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](https://twitter.com/cnurns)



Daniel Burstein

Director of Editorial Content
MECLABS

[@DanielBurstein](https://twitter.com/DanielBurstein)

#SherpaWebinar

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



Challenge



#SherpaWebinar

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:

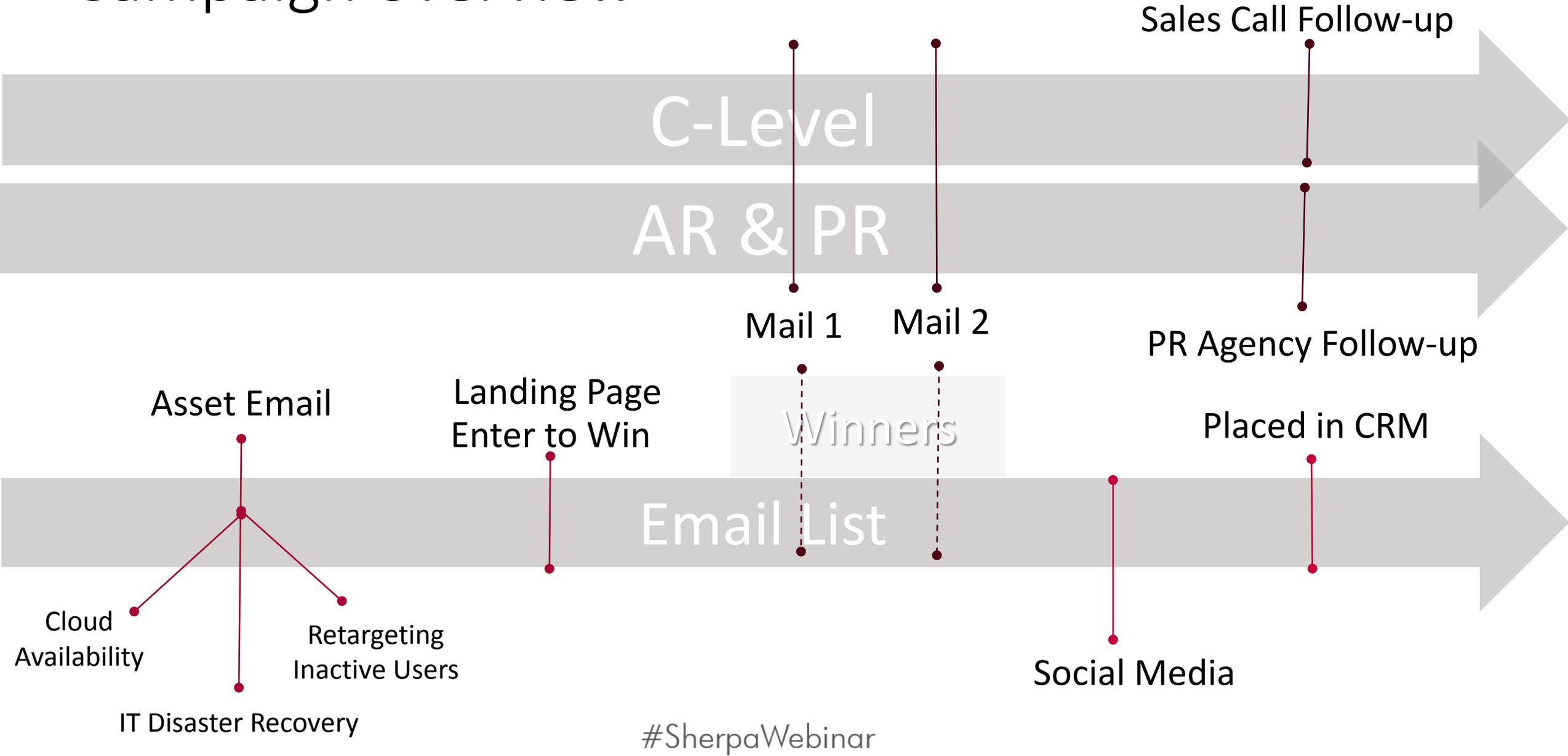
Measuring and
optimizing

Taking
calculated
chances

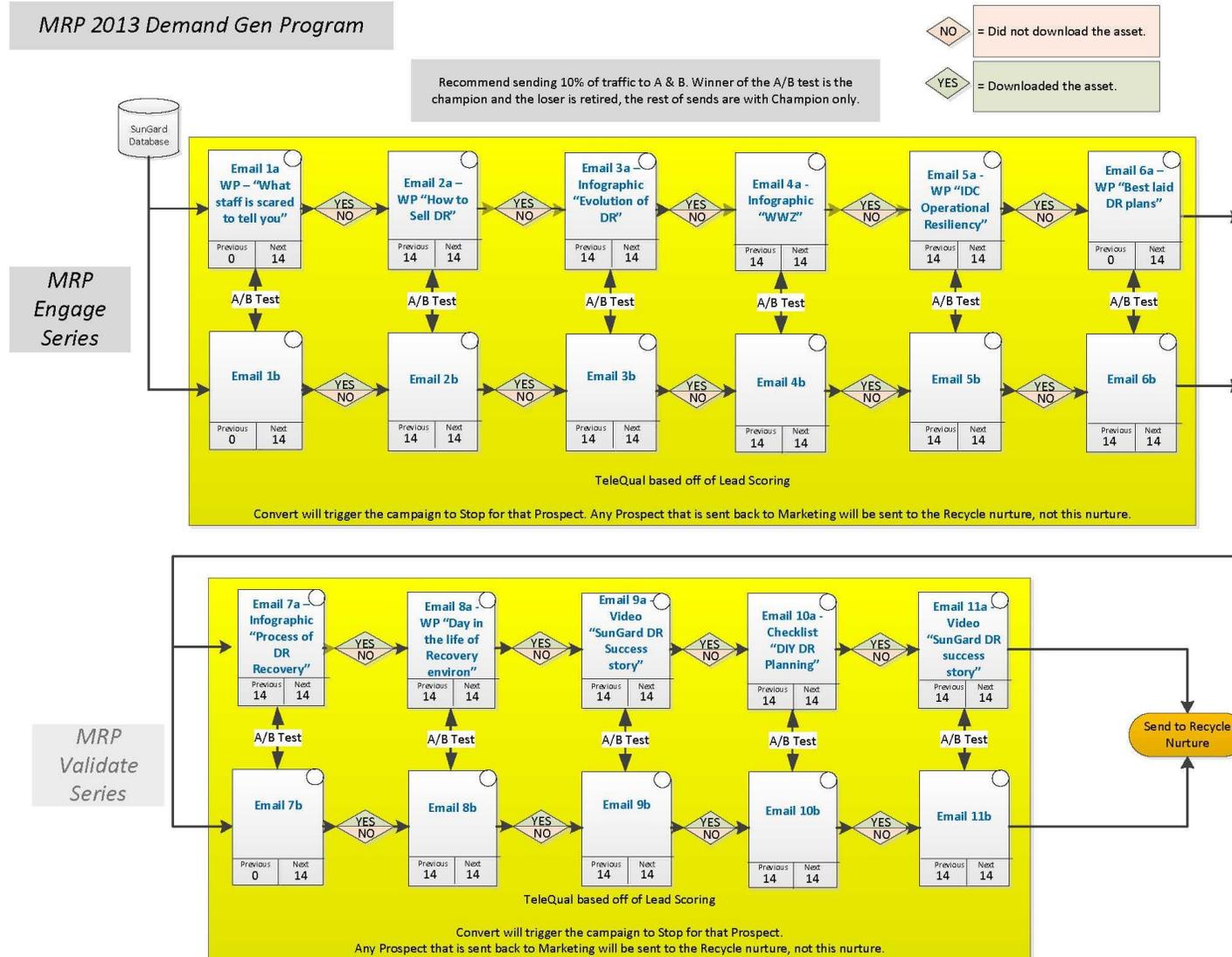
Goal: Get prospects into the pipeline, or back into the pipeline

Rather than moving people down the pipeline

Campaign overview



Campaign measurement and optimization



With each send ...

Measuring and optimizing around:

- % delivered
- % opened
- % clicked
- % click-to-open
- % unsubscribed

Audience 1: Email list

Cloud services

SUNGARD AVAILABILITY SERVICES



CLOUD. ZOMBIES. BOTH REQUIRE EXPERTISE.

VIEW THE INFOGRAPHIC

Take a proactive approach to ensuring 'always on' cloud availability and win the world war against chaotic zombies. (Yes, they're actually quite similar.)

View [How to Build a Highly Available Cloud and Win the War Against Zombies](#) to learn:

- 3 elements that are key to successfully integrating an enterprise cloud infrastructure and surviving a global zombie apocalypse
- Essential steps you need to take when evaluating cloud services and providers, detailed in the downloadable white paper, *The Need for High Availability and Uptime*

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

The SunGard Enterprise Cloud.
Flexible, Secure and Resilient.

¹2011 Fortune 500 Ranking, matched to the Global Ultimate DUNS company. Parent or Subsidiary are an AS customer.

SUNGARD

SunGard Availability Services
 680 East Swedesford Road
 Wayne, PA 19087 888-817-0925

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INFOGRAPHIC

How to Build a Highly Available Cloud and Win the War Against Zombies



DOWNLOAD NOW

Save the world from zombies!
Share this infographic:

HOW TO BUILD A HIGHLY AVAILABLE CLOUD AND WIN THE WORLD WAR AGAINST ZOMBIES

(THEY'RE ACTUALLY QUITE SIMILAR)

Taking a proactive approach is critical to both ensuring 'always on' cloud availability and winning the war against zombie hordes. This includes knowing the right way to guard against being taken out by utilizing the right infrastructure, security measures, and experts.

AVAILABILITY

The global S&P 500 ranks of business leads, demonstrates reliability and agility leaders in the cloud. When an interruption in availability occurs, businesses suffer, losing an average of \$2,000 per minute in revenue. In several instances this total one financial services, an hour of economic can cost millions!

In order to build costly, expensive, less productivity, and regulatory problems, you need to consider three key elements of a highly available cloud solution:

- Infrastructure
- Security
- Operations

SURVIVAL

The world's supply lines aren't disrupted by single zombie attacks by a global pandemic. You can't afford the global risk engaged in a life or death battle to learn, evaluating, then acting being able to change your plans, ensuring everything in your path. Total population loss projections around 200 million people are expected to the end of the century's zombie hordes.

It's not just the change in the you expected to fight off waves of zombie hordes, losses to safety and not the zombie hordes that can make it to victory...

INFRASTRUCTURE

High availability results in enterprise premium risk built in reliability, minimizing the risk of single points of failure within a site. In addition, you may want multiple site systems with each site fully secured for high volume of critical global operations to minimize service disruptions. Or your facilities may already have the need for a dedicated infrastructure.

Various forms of high hungry zombie attacks often penetrate areas, making your headsets. The government has additional market. You'll need the right infrastructure to defend against the global army of relentless hordes, which includes secure centers, advanced strategies, the building and zombie hordes in your environment.

What if your additional resources to mitigate risk and reduce spend? What happens if you experience local or global supply chain issues? Your provider has the ability to successfully deliver your services as well as your S&P 500 customers, across the globe. Understanding how your provider availability provides savings is key to ensuring high availability.

There are many other global services. They're faster, hungry, and often more than a challenge to kill. One may want to be available at all times as your plans to survive the coming disaster and potential destruction of your headsets? Can you handle the global hordes? Or only make it to the end of the world? The one to determine your survival of zombie hordes, where it's too late.

If your mission critical operations go down, how do you ensure and how fast? Reducing or multiple sites and the reliability, ensuring multiple sites for business continuity, or distributed across multiple sites, are important to ensuring you remain outside S&P.

They're coming, are you ready? There are your plans if your headsets is disrupted by the zombie hordes? You'll need to be able to a secondary site and a primary site and their ability to deal with. Your high availability will look for alternatives to surviving for zombies.

Recovery and production resiliency



SUNGARD AVAILABILITY SERVICES

IT AVAILABILITY. ZOMBIES. BOTH REQUIRE EXPERTISE.

DOWNLOAD THE SURVIVAL MANUAL

Zombies, reanimated by an incurable virus, overtake cities in frenzied masses...

THAT JUST HAPPENED.

Will your plans for ensuring IT availability survive?

Download the [Zombie War Survival & IT Disaster Recovery Manual](#) to follow the 4 critical steps to preparing for and recovering from scores of relentless, flesh-devouring zombies – and any other type of downtime event that might threaten your companies 'always on, always available' posture. Doing so could just save you and your company.

YOU'LL NEED EXPERT HELP.

Sungard Availability Services. Have zombies on the brain? We're giving away 20 Zombie Survival Kits. [Get your kit now.](#)



IT AVAILABILITY

Zombie War Survival & IT Disaster Recovery Manual

DOWNLOAD NOW

Save the world from zombies. Share this manual!

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Zombie War/IT DR Survival Manual 1 2 3 4 5 6

STEPS TO SURVIVAL AND RECOVERY

2. RECOVER YOUR SYSTEMS.

If you're running a Hybrid IT infrastructure, your applications likely have complex interdependencies. Heterogeneous environments like yours are difficult to manage under normal everyday conditions, let alone when a global zombie pandemic strikes. Here's what you need to do:

- 2-1. Learn from zombies and manage change.**
One thing about the undead – they adapt. In order to stay one step ahead, you need to do the same. Change management is critical. Be sure to continually sync your production and recovery environments to avoid last-minute changes to your hotsite that significantly delay recovery.
- 2-2. Partial recovery can leave you stranded.**
Can you recover all three layers of application tiers - database, middleware, and web? If your answer is "No," you're as vulnerable as failing to move your data to a secondary site and an easy target for the living dead.
- 2-3. Re-route to avoid zombie-affected areas.**
What happens if your network goes down? You need to review your core network design and establish potential failover routes.

Zombie War/IT DR Survival Manual 1 2 3 4 5 6

STEPS TO SURVIVAL AND RECOVERY

3. PROTECT YOUR PEOPLE, PROCESSES & PROGRAMS.

Remember the "3 P's" – People, Processes, and Programs – to recover the Pandemic.

- 3-1. Give power to the people.**
With packs of blood-thirsty savages causing widespread destruction in their frenetic quest for human flesh, you'll need to account for employees who are forced to work from remote locations. This means adopting telework strategies in addition to establishing a safe, dedicated workspace where your people and the data they are recovering can be kept sequestered. Hopefully, you've established advanced communications to employees about disaster measures, including how to get to the data center, personal family evacuation plans, etc.
- 3-2. Keep processes current.**
Establish up-to-date runbooks and procedures based upon current production configurations, not old hypervisors, operating systems, or software patches. Keep employees out of harm's way by continually updating and auditing your mass communications tools as well as adopt alternative communication methods that zombies cannot destroy (e.g., two-way radios).
- 3-3. Get with the program.**
Being surrounded by supercharged animated corpses is not the time to test your disaster recovery program. Maintain a constant state of readiness by ensuring post-test analyses are conducted and recommendations/best practices are integrated. Perform rigorous change management to avoid failure when the world comes crashing down.

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

The image shows a screenshot of an email campaign from SunGard Availability Services. The header includes the SunGard logo and 'AVAILABILITY SERVICES'. The main headline reads 'CLOUD. ZOMBIES. BOTH REQUIRE EXPERTISE.' with a 'VIEW THE INFOGRAPHIC' button. Below this, the text says: 'Take a proactive approach to ensuring 'always on' cloud availability and win the world war against chaotic zombies. (Yes, they're actually quite similar.)' It then links to 'View [How to Build a Highly Available Cloud and Win the War Against Zombies](#) to learn:'. A bulleted list follows: '• 3 elements key to successfully integrating an enterprise cloud infrastructure and surviving a global zombie apocalypse' and '• Essential steps you need to take when evaluating cloud services and providers, detailed in the downloadable white paper, *The Need for High Availability and Uptime*'. A 'LET US HELP YOU THROUGH THE CHAOS.' section promotes 'The SunGard Enterprise Cloud. Flexible, Secure and Resilient.' and includes a 'DOWNLOAD NOW' button. A small infographic thumbnail is also visible. The footer contains the SunGard logo, contact information for SunGard Availability Services (600 East Swedesford Road, Wayne, PA 19087, (800) 817-0923), and a 'Privacy Notice' link.

Hear more award-winning case studies at Email Summit



Purchase tickets at:

MarketingSherpa.com/ES2014

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

38%

Click-to-open
rate

SUNGARD AVAILABILITY SERVICES

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INFOGRAPHIC
How to Build a Highly Available Cloud and Win the War Against Zombies

[DOWNLOAD NOW](#)

Save the world from zombies!
Share this infographic!
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Banner Image Header: A/B split test

A



SUNGARD AVAILABILITY SERVICES

STILL ALIVE?

DOWNLOAD THE SURVIVAL MANUAL

Hordes of flesh-eating zombies are overtaking cities in frenzied masses. We hope to reach you before they do.

ARE YOU AVAILABLE?

We haven't heard from you in a while. Is everything okay? Perhaps you're just being human like the rest of us – simply trying to survive another week.

WE HOPE IT'S NOT TOO LATE.

It's a dangerous world out there. By downloading the [Zombie War Survival & IT Disaster Recovery Manual](#), you'll learn 4 critical steps to preparing for and recovering from scores of relentless, killer zombies – and any other type of downtime event. And we get the thrill of knowing you're still with us.

SunGard Availability Services. Have zombies on the brain? We're giving away 20 Zombie Survival Kits. [Get your kit now.](#)

IT AVAILABILITY
Zombie War Survival & IT Disaster Recovery Manual



DOWNLOAD NOW

Save the world from zombies. Share this manual!

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B



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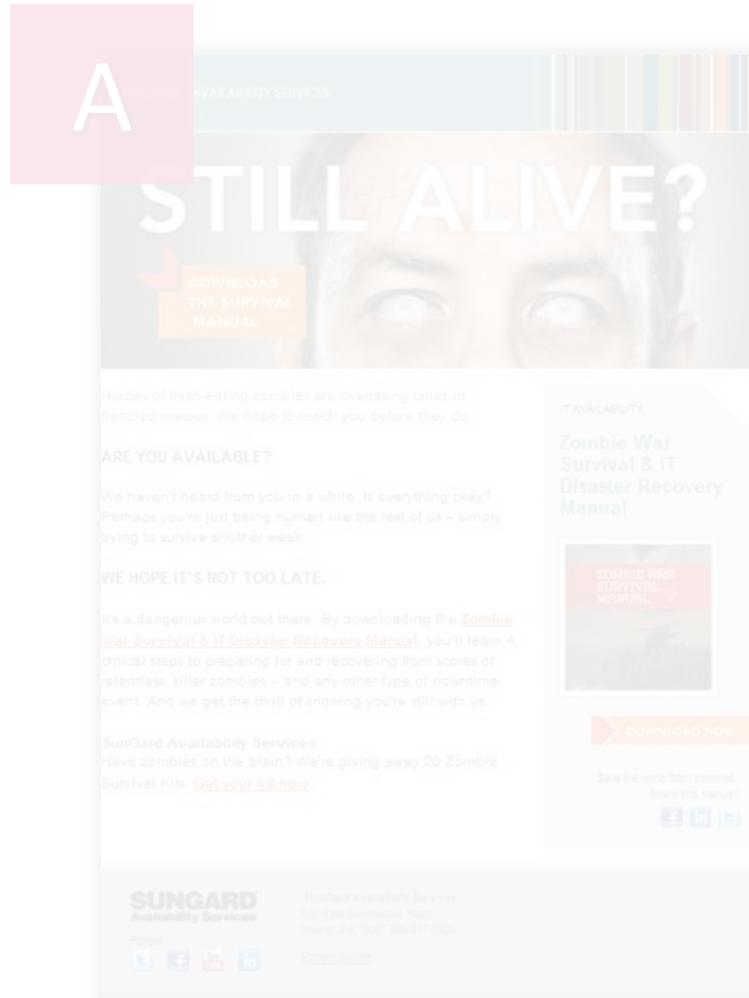
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Banner Image Header: A/B split test



27%

Click-to-open rate

Retargeting email

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Save the world from zombies.
Share this manual!

f in t

“We hope it’s not too late”

Content offer

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

Landing page with registration form



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

*First Name: chris	Job Role: Please Select
*Last Name: milas	Department: Please Select
*Email Address: chris.milas@sungard.com	Company Size: 100-999 employees
*Company: myco	Enter
*Country: United States	
*Business Phone: 282-493-1394	

Please submit accurate information so we can contact you upon winning.
There will be 20 winners chosen. Submissions will be accepted until 6/30/13. This kit will not save you in the event of a Zombie attack.

Follow us

[t](#) [f](#) [v](#) [in](#)

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Landing page with registration form

SUNGARD AVAILABILITY SERVICES

Enter to Win a:

ZOMBIE SURVIVAL KIT
FOR THE INEVITABLE ZOMBIE APOCALYPSE!

Zombie Camo Backpack

Zombie Repellent Tilly Spray

Movie Gift Card

Survival Guide

Survival Tool (7 tools in 1)

Envelope including Survival Guide & Indigestion

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

*First Name: chris

*Last Name: milas

*Email Address: chris.milas@sungard.com

*Company: myco

*Country: United States

*Business Phone: 282-483-1394

Job Role: Please Select

Department: Please Select

Company Size: 100-999 employees

Enter

Please submit accurate information so we can contact you upon winning.
There will be 20 winners chosen. Submissions will be accepted until 8/20/13. This kit will not save you in the event of a Zombie attack.

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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



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 marketingsherpa

Direct Mail 2: Zombie survival kit

Backpack

Survival guide

Brochure

Silly string

Movie tickets

Flashlight/compass



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

“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

“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



#SherpaWebinar



Integrate Social Media

Spreading the buzz

Integrating social media

The screenshot shows a promotional page for SunGard Availability Services. At the top left, the SunGard logo and 'AVAILABILITY SERVICES' are displayed. The main heading reads 'You have been entered!' followed by 'To increase your chances of winning:'. Below this are two call-to-action boxes: 'Follow us on LinkedIn' with a 'Follow' button showing 13,600 followers, and 'Follow us on Twitter' with a 'Follow @SunGardAS' button showing 100K+ followers. A central 'Share...' box contains the text 'because friends don't let friends get eaten by zombies' and icons for Facebook, Twitter, and LinkedIn. The footer includes navigation links for 'About | Solutions | Locations | 888-817-0925', social media icons for RSS, LinkedIn, Facebook, Twitter, and YouTube, and links for 'Privacy Policy | Legal Terms'.

Almost 2,000 shares

Share...
because friends don't let friends
get eaten by zombies

Top takeaways

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