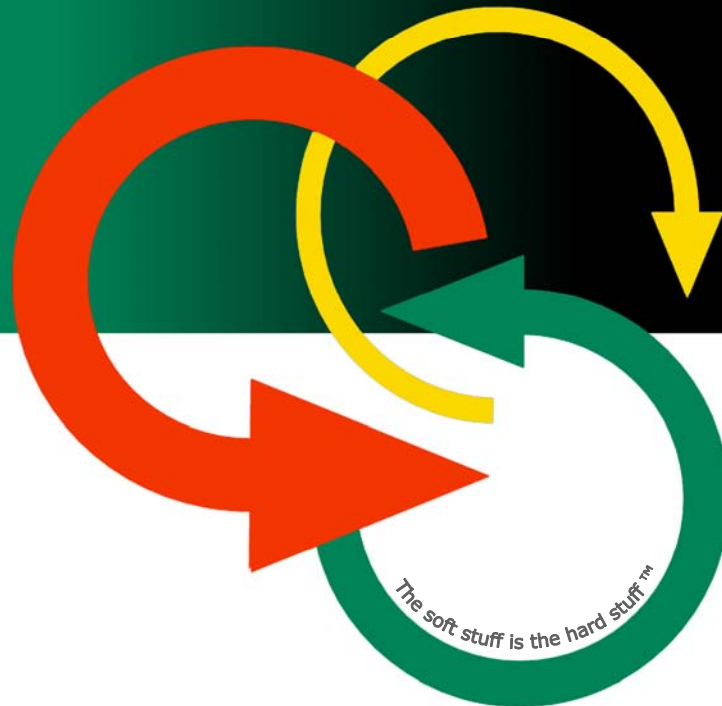


# *Demand Generation Program*

## Collaborative Strategies

Collaborative Technology Analysts and Consultants since 1990





## Program Description

The Demand Generation Program is about filling your sales pipeline. As a marketing professional there are a variety of methods, services and campaigns that you use to help with this process. Collaborative Strategies, as an independent third party can help with this process by offering our services to increase credibility, provide educational information, and offer a unique perspective that can help drive bigger audiences for your message. Our Demand Generation Service is composed of several components and activities, taken together, they provide the greatest benefit.

### Demand Generation Planning

This program combines a series of educational and demand generation components to create a cohesive campaign for your product or service. The CS analyst team will work with your marketing and PR people from the onset to create a plan that maximizes demand generation.

Included in this program are the following activities:

- ❑ **Initial planning of the campaign** - The process begins with an initial planning meeting to discuss your needs. The CS analyst team will meet with your team to review your sales and marketing strategy and to determine what your goals are for the demand generation project. Based on this discussion, the CS analyst will create a time-line for each of the aspects of the project (White Papers, Webinars, etc.) and review that time line and goals with your team.
- ❑ **Development of the White Papers and Webinars** - Outlines for the white papers and presentations are developed, reviewed and signed off by the team. Once the outlines have been approved, the CS analyst will develop an initial draft and then a final draft of the White Paper, Webinar or Event Presentation to be reviewed by your team. This is an interactive process, insuring your organization of control of the process every step of the way.
- ❑ **Quotes, Articles and Press support from the CS analyst team** - This program features CS analyst as a credible industry expert.

### Campaign Components

- ❑ **White Paper** - CS writes two types of white papers. Those authored by us, and those ghost written by us. Each type of white paper is described below:
  - ❑ **CS Authored White Paper:** Usually 8 pages in length, this type of white paper usually is about thought leadership and focuses on a specific trend, theme or issue in the collaboration market. Since the goal of the paper is to educate, the paper usually provides a background for the topic based on CS research and information. This background is usually a set up for a specific issue or problem that is created as a “straw man” situation, in which the vendor’s technology is used as a solution to this situation.
  - ❑ **Vendor Authored White Paper:** Usually 4-6 pages in length, this type of white paper is usually about a specific product or service from a vendor. It looks at specific features or functions as well as the product/ service architecture and usually relates it to a market need and competition. Such white papers can often be used as sales fulfillment pieces, and often contain research and information on the specific market the vendor is in.
- ❑ **Webinars** - We have worked with a variety of collaborative vendors to help increase attendance at these events through our newsletter, direct mailing to the CS list, and by having a CS analyst be part of the Webinar. In general, CS has found that a series of Webinars fo-



cused around a theme, each Webinar 45 minutes – 1 hour and spaced a week or two apart, coupled with a direct e-mail campaign has the best draw and the largest and most interested audiences. The CS analyst, often will introduce the topic or theme for the Webinars, provide background information and if appropriate, the CS opinion on that topic or theme. This introduction is usually followed by a product manager presenting the highlights of a new product/service for a 10 minutes, followed by a reference customer telling their story about how they used this technology to solve their problem. Finally a Q&A session ends the Webinar.

The CS analyst is available for an initial discussion with the vendor's marketing personnel to talk about the mail campaign, often offering a provocative quote, for the e-mail. The analyst then in discussion with vendor marketing will create a first draft of the slide presentation, which is reviewed by the vendor, modifications made by the CS analyst and then this presentation is put into an overall presentation for the Webinar that includes the analyst slides, product manager slides and reference customer slides. Once this draft slide deck is made, the presentation technology is selected (if not the vendor's own, then the one they prefer), and a date is scheduled for a practice Webinar. This usually occurs about one week prior to the initial Webinar. Based on the outcomes of the practice Webinar, modifications are made to the slide deck. On the day of the Webinar, the CS analyst will be on a conference call with the vendor's Webinar team a half hour prior to the event, and will stay on the call a half hour after the event to discuss how it went. If there are multiple Webinars, this process is repeated for each Webinar.

- **Articles** - Usually 1500 words, an article by a CS analyst for an industry publication generally focuses on a specific issue, theme or trend in the marketplace. Often, CS analysts, who have relationships with various industry publication editors, can suggest a theme, trend, or issue that we have researched and have current information on. Working with both the editor

and the vendor, the CS analyst crafts an outline for the article, that not only mentions the vendor and their product name, but shows them in a good light, as a specific example of some point the analyst is trying to make in the article. Once the outline draft is approved by the vendor it is then sent to the editor for approval. Once the outline is approved by the editor, an initial draft is created by the analyst. This is again sent for approval to the vendor, changes made, and then sent to the editor for approval. A second and final draft is sometimes needed, and the process is repeated. Articles are delivered on time, and the publication date is then told to the vendor.

- **Event Presentations** - Very much like the article or white paper process. A CS analyst work with the conference promoters to create a speech or panel presentation that either features the client vendor, or uses their product as an example of a specific point in the presentation. The CS analyst will often moderate a panel, creating the questions for the panelists, etc. In each of these instances, the vendor has approval at each step in the process. The CS analyst will work with your PR people to make sure attendance at the event is maximized.

The goal of this program is to maximize demand generation and the education of potential prospects for the vendor. This program is flexible enough to fit into your current marketing or PR plans, yet offers a comprehensive framework that it allows the CS analyst to easily and quickly put together a campaign that will be effective in it's efforts to educate the target market and generate demand for your products and services.

## Collaborative Strategies Overview

Collaborative Strategies has a unique and profound understanding of the collaboration and knowledge management markets. As the leading analysts in these markets, we maintain a broad vision of the current conditions and emerging trends supported with in-depth research and analysis.

Collaborative Strategies has a proven track record of guiding both software companies and end-user clients through the process of turning market knowledge into profitable business practices. Our highly respected team of experts becomes deeply involved with our clients, providing hands-on guidance and support. We are dedicated to providing complete and incisive information to our clients, and to helping them apply this knowledge to achieve their goals.

Collaborative Strategies is committed to integrity, objectivity, and trust. Our position as the leading analyst group in the market gives us access to confidential information across the entire industry. While our clients benefit from the expertise this position provides us, we maintain strict policies of honoring trusted information, ensuring that our work is free of bias and conflicts of interest.

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