

Intelligent Market Engagement™ Practice

© GlobalFluency, Inc. 2008



Intelligent Market Engagement™

Replacing random acts of marketing with a unified demand-driven authority leadership model

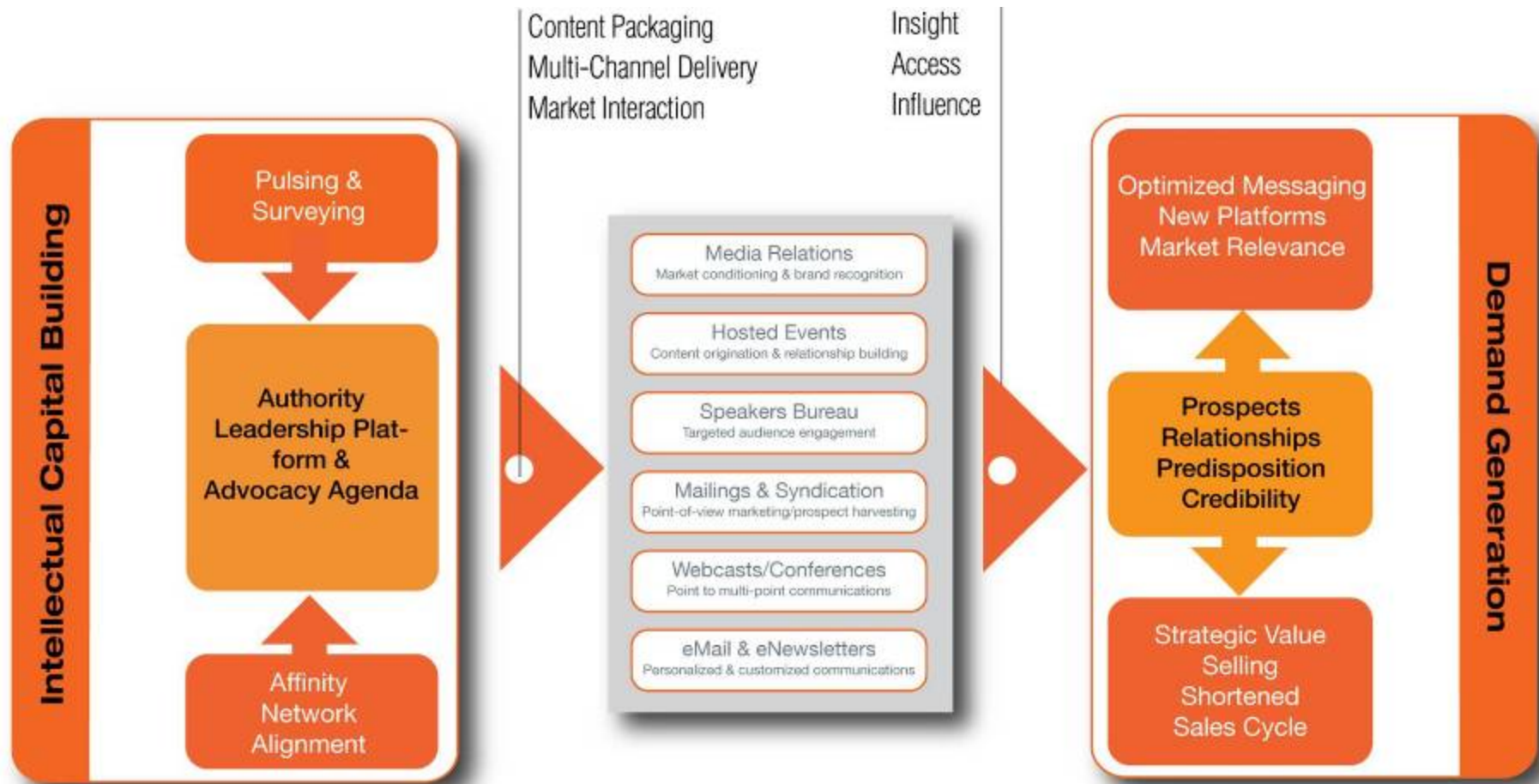
GlobalFluency's **Authority Leadership™** platforms build integrated market development strategies and programs that drive intellectual capital into the marketplace through multiple channels to create market capital and demand generation.

- **Authority Leadership** marketing molds intellectual capital into relevant advocacy agendas and point-of-view platforms to shape and influence market perceptions and establish marketers as thought leaders, knowledge brokers, and subject matter experts
- **Strategic packaging** of content, engaged market interaction, and a multi-channel delivery system builds market capital and the insights, access, and influence required to create demand generation
- The powerful IME model produces **immediate and measurable lead and prospect opportunity improvements** and drives demand generation by shaping and influencing market perceptions

More companies are now looking to GlobalFluency and the power of IME to help them quickly acquire new prospects, build long-term global relationships, predispose customers to their value proposition, and establish brand trust and credibility.



Our Innovative IME Model



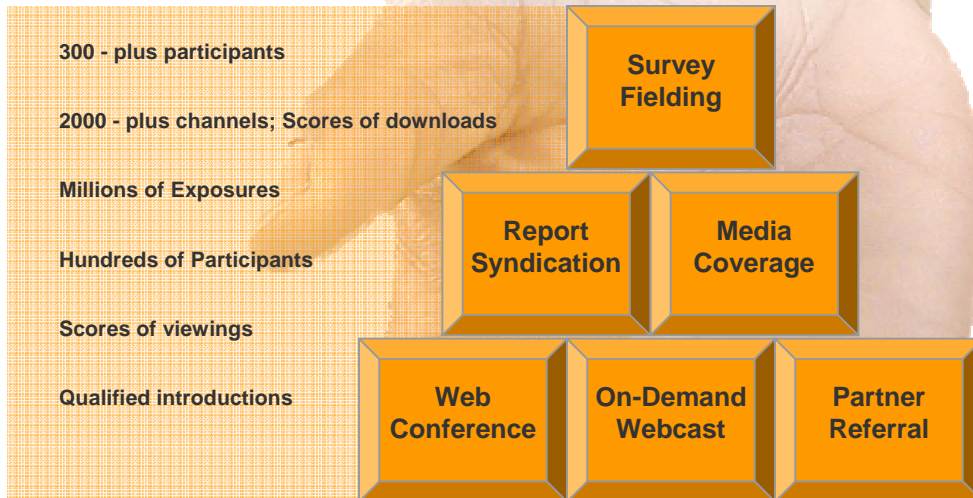
What Does It Deliver?

- Market prominence and credibility
- Predisposed and conditioned targets
- Qualified leads and opportunities
- A strategic value-selling platform
- Prospect conversations and relationships
- “Surround sound” of partnerships and alliances



IME Value Components

Lead Sourcing



Relationships



IME Campaign Metrics & Measures

1 Visibility, voice & prominence

- Media coverage (incidence, prominence, tonality, sentiment)
- Blog inclusions & reference
- Linkages & listings on relevant sites
- Online community discussion levels
- Viral word-of-mouth in trusted business networks

2 Lead & prospect flow

- Report download volume & global reach
- Segmented channel, partner & customer leads
- Quality & caliber of content consumers
- Actionability & relevance of leads
- Pre-disposition & receptivity of prospects

3 Frontline utilization

- Leveraging of content in value/consultative selling
- Sales force leveraging of report data & findings
- Channel embrace of themes & platforms
- Customer interaction & conversations
- Customer conversion & closure rates

4 Website analytics

- Traffic & page view impact; new visitors & stickiness
- Content consumption (White Papers, case studies, etc.)
- Online registrations & eNewsletter sign-ups
- Inquiry levels: phone, fax, email, website
- Customer community growth & advocacy

Recent Campaigns

- Power of Personalization
- Business Gain From How you Retain
- Channel Performance Outlook 2008
- Reducing IT Energy Drain for Business Drain
- Perfect How you Project
- Uptime at Crunch Time
- Secure the Trust of your Brand
- Competition at the Crossroads
- The Alert Enterprise



CASE STUDIES



Secure the Trust of Your Brand



PARTNERS



OPINION RESEARCH CORPORATION

How Security & IT Integrity Influence Corporate Reputation

- Aimed at determining impact of security failure and breaches on brand trust and business value
- Input from blue ribbon brand leadership committee
- In-depth business and media analytics by Emory and Factiva
- Surveying of consumers by Opinion Research Corp.
- Online auditing of marketers and management
- Thought leadership through milestone reports
- Market engagement through Web conferencing
- Content syndication for lead generation
- Global media coverage from intensive PR campaign
- Ongoing dialogues and authority leadership marketing

Secure the Trust of Your Brand



- **Over 3,000** survey and web conference participants
- Content contributions by **30 leading corporate brand marketers**
- Initial survey **findings quoted** in many industry stories leading to measurable impact on web traffic
- Report syndication via TechTarget generating hundreds of downloads and prospect opportunities
- Content of study repurposed for strategic value selling by enterprise sales organizations and the channel
- Findings support and validate added spend in security infrastructure, policies and programs

BRANDWEEK

RED HERRING

ADWEEK

itici

ClickZ

CNNMoney.com

internet retailer **CRM**

GOVERNMENT TECHNOLOGY

destination CRM.com

BtoB

DMNEWS
The News Leader In Direct, Database and Internet Marketing

Secure the Trust of Your Brand—Results



Senior executive qualitative insight from:



Secure the Trust of Your Brand—Results



Results & Return on Underwriter Investment

- **Live Video Webcast** “Secure the Trust of Your Brand”
- **Thought leadership content** released into the market:
 - Consumer Perceptions White Paper
 - Executive Summary White Paper
 - 300 page Final Report: “Secure the Trust of Your Brand”
- **Lead generation:** Over 1,000 qualified leads delivered from CMO Council/BPM Forum channels alone, via reports download, webcast viewing, quantitative surveying
- **Cost per qualified lead:** > \$50

Secure the Trust of Your Brand-Results



Return on Underwriter Investment

- **Global media coverage** generating over 7 million targeted media impressions: North America, Europe, Asia Pacific
- **Speaking platforms** at venues including Visa Security Summit, Washington, DC; Center for Information Policy Leadership
- **Asia Pacific “Secure the Trust of Your Brand” Thought Leadership Tour:** Tokyo, Hong Kong, Singapore
- **Underwriter partners Symantec Corp., Dow Jones/Factiva continue to use Reports** for extensive strategic marketing, channel, and sales initiatives



Power of Personalization



Senior executive qualitative insight from:



Power of Personalization



Results & Return on Underwriter Investment

- **Report:** “Power of Personalization: The Impact + Influence of Individualized Content Delivery” released April 2008
- **Speaker Platforms:** ON DEMAND Expo, Boston
- **Lead generation:** Over 1,000 qualified leads delivered from CMO Council/BPM Forum channels alone, via reports download, webcast viewing, quantitative surveying
- **Content Consumption:** Wall St Journal, NY Times, USA Today, IBD, Business Week, CNBC-TV, Fox Business News, Fox News, Bloomberg TV, WSJ Radio Network, Bloomberg Radio, Adweek, AdAge, American Printer, The Big Picture, Brandweek, BtoB, Chain Store Age, Chief Marketer, Communication Arts, CRM, Custom Retailer, Digital Printing Solutions, Direct, DM News, Graphic Arts Monthly, Print, Printing Impressions, Retailing News, Sales and Marketing Management, Stores

Business Gain from How You Retain



Senior executive qualitative insight from:



Business Gain from How You Retain



Results and Return on Investment

- **60-page Report:** “Business Gain From How You Retain: Addressing the Challenge of Customer Churn & Marketing Burn”
- **Underwritten by** CSC, IBM and D&B
- **Lead generation:** Over 1,000 qualified leads via report download
- **57 attendees to Dinner Dialogues** in New York, Philadelphia and California
- **327 webinar participants**
- More than **25 media placements**
- **Content Consumption:** Investors Business Daily, Ad Week, SearchCRM.com, Industry Week, Bloomberg Radio Network, Wall Street Journal Radio Network, DM News, PR News Online, Customer Strategy , BtoB, AdWeek.

BlueArc Network Storage

- Authority leadership, demand generation, and lead generation program focused on the need for data speed and uptime at critical business inflections
- Executive dialogs, survey instrument, whitepaper content for consumption, registration, and leads
- Facts, articles, case studies, resources gathered on mini-site to promote the issues and BlueArc's customers
- Comprehensive report, media outreach, syndication to generate hundreds more leads
- Engaged thousands of IT executives from major vertical targets (banking, retail, oil & gas, entertainment) as survey and advisory board targets and leads

UPTIME
@CRUNCHTIME™



Valuing the Need for
Data Speed at Critical
Business Inflections

BlueArc Network Storage

**lean &
green**

- Strategic authority leadership and lead generation campaign around need to green the datacenter through more efficient computing and data storage practices
- Mini-site design, content, and whitepaper developed
- Multi-channel campaign touched over 40K IT decision makers and generated hundreds of predisposed leads and demand for BlueArc's efficient, scalable solutions generated through registration, syndication, survey distribution, media
- Traditional and viral media generated in trade publications, blogs
- Comprehensive report syndication and announcement to generate hundreds more leads
- Assembled an advisory board of notable industry experts and contributors



Contact: Donovan Neale-May

President

GlobalFluency, Inc.

4151 Middlefield Road

Palo Alto, CA 94303

(650) 433-4200

donovan@globalfluency.com