



Marketing Programs Playbook

Programs Defined

The combined execution of activities and tactics that support the overall Campaign objectives, aligned to the target audiences. Programs are both inbound and outbound digital activities, including but not limited to the following set of activities:

- Webinars
- Newsletters
- Blogs
- Videos
- Podcasts



Integrated Marketing Programs



Physical Events



Speaking Submissions



Social Channels



**Industry Research
Programs**



Webinars



Blogs & Podcasts



PR



SEO & SEM

Content Best Practices

Content Planning

- Choose a theme or topic cluster for each month in support of campaigns
- Follow a predictable cadence each month
- Promotion is key through Social Media, Newsletters & SEM

- **Webinars**

- Hosted on the 3rd thursday of each month
- Co hosted w/ Customer or Partner

- **Blogs & Podcasts**

- Topic compliments monthly webinar
- Pushed out first week of the month
- Externally written blog by Influencer quarterly
 - Builds credibility in your market

- **Physical Events**

- Industry Summits / Trade shows
 - Quarterly
- Hosted Events / Roadshows
- User Groups

- **Newsletters**

- Sent monthly—beginning or end of month

- **Social Channels**

- Amplify all programs and PR daily
- Air cover for industry-specific events

- **SEO/SEM**

- SEO/SEM running daily to drive traffic to website
- Keywords narrowed for goal search terms
- Identify gaps & create pages for targeted keywords
- SEO as a tactic is ongoing, SEM page one spend can be high in the early days until SEO page one ranking grows

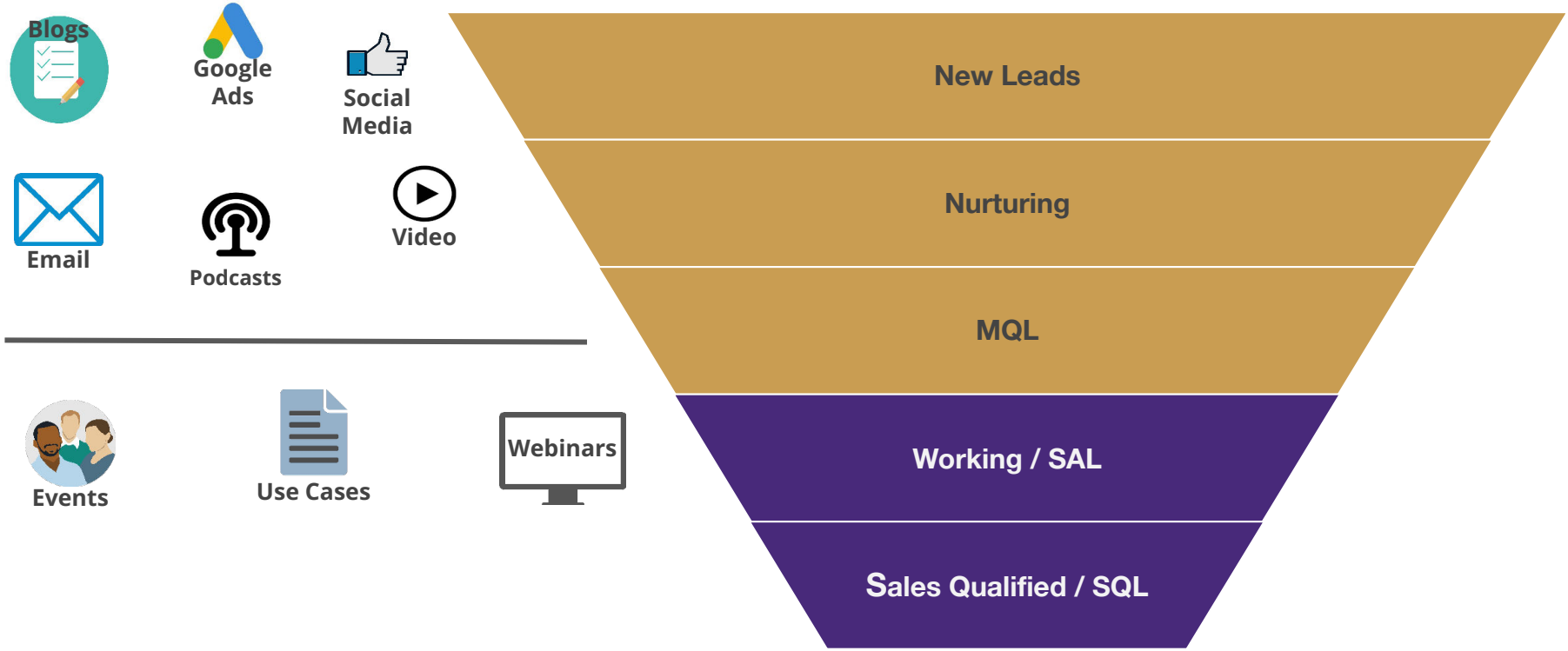


Monthly Demand Gen Cadence - Programs

	Monday	Tuesday	Wednesday	Thursday	Friday	Funnel Drive
Week 1		- New Asset pushed out (video, podcast, etc)	Daily Social Running: SEO/SEM			New Asset Drives Nurtures/MQLs
Week 2			Daily Social Running: SEO/SEM	- Related Blog promotion - Monthly webinar promo send out		Blog Drives Nurtures/MQLs Webinar Sign-ups Drive SALs
Week 3		- Last chance webinar promo sent out	Daily Social Running: SEO/SEM	- Social Push: Webinar Countdown - Live Webinar co-hosted	- Webinar on-demand	Webinar Sign-ups Drive SQLs
Week 4	- Transcribe Webinar for SEO		Daily Social Running: SEO/SEM	- Monthly Newsletter		Newsletter content drives Nurtures/MQLs/SALs /SQLs



Programs Mapped to Marketing Funnel



Ways to Measure Success

Program Metrics to Track

- Newsletter

- Subscribers
- Unsubscribes
- Open Rates
- Click Rates



- Webinars

- Channel Subscribers
- Registrations
- No Shows
- Live vs. Recorded Views



Ways to Measure Success

- Website Content

- Acquisition

- Organic Traffic
 - Google Ads
 - Social
 - Campaigns
 - Bounce Rate
 - UTM Codes



- Specific Page View Analytics

- Landing Page & Forms

- Marketing Automation Platforms: Marketo, Hubspot
 - Embedded Landing Pages
 - Bounce Rate
 - Gated and Ungated Content





Thank you!

For inquiries or questions, please email
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