

Internal and Partner Awareness of 8.7 Materials Campaign Proposal

Background

Corporate Marketing receives consistent feedback that both LANDesk employees and LANDesk Solution Providers are unaware of many of the sales and marketing materials available to them. As such, with the launch of 8.7 products, Corporate Marketing will undertake a campaign to better educate employees and partners on available materials, their intent and where to find them.

Objectives

- **Primary objective:** To educate employees and partners on the availability and breadth of 8.7 sales and marketing materials.
- **Secondary objectives:** To create a self-serve culture among employees and partners so that they know how to find 8.7 sales and marketing materials and can proactively “help themselves.”

Audience

- LANDesk employees worldwide
- LANDesk solution providers worldwide

Recommended Actions/Promotion(s)

- Create a cheat sheet (one for employees and one for solution providers) that educates on:
 - What’s available
 - The basic intent of what’s available
 - How to/why to use what’s available
 - Where to find what’s available
- Promote the cheat sheet, availability of new materials and “self-serve” culture to **employees** via:
 - Internal posters (sent to all geographies)
 - Internal e-mail
 - SuiteLine
 - SuiteSpot (home page banner with link to cheat sheet and how to for Communications Toolbox)
 - Desk drop (flyer and/or printed cheat sheet)
 - SalesSync and Geo Sync calls

A consistent, fun theme will be used for posters, e-mail, banners, etc.

- Promote the cheat sheet, availability of new materials and “self-serve” culture **to partners** via:
 - Posters (made available through channel team to larger partners for their own internal use at Channel team’s discretion)
 - *Partner Exchange* newsletters
 - Channel Web site
 - Partner trainings via Channel team (incorp into 8.7 launch trainings at the discretion of Channel team)
 - Unique e-mail (at the discretion of Channel team)
 - Possible commission check stuffer

A consistent, fun theme will be used for posters, e-mail, banners, etc.

Success Metric(s)

- Success for the promotion will be determined by number of responses to each e-mail with a target response rate of between 10 (Partner Exchange) and 30% (SuiteLine) and in the number of click-throughs on the Channel site and SuiteSpot.

Dates

- Bulk of deliverables will be executed on or near June 26, 2006.
- Newsletters will follow standard newsletter timelines.