

Objectives

- Assist the field marketing organization for medium and large segments
- Provide tools and materials to the sales staff (internal and external) to better enable the organization to approach customers and potential customers in a more strategic manner
- Create CDW community through the distribution of high-value content

Components

- Five BIS tools – Assessment and TCO tools
- Events - ROI security conference
- Print – ROB advertising
- White papers – ten technology areas
- Sales collateral
- Custom magazines – twelve magazines published annually across education and government verticals
- Message maps – focused on ten technology areas
- Hard card messaging
 - One page case study with an ad on the back
 - Single technology focused
- eSeminars

Results

- Events
 - ROI security conference - customer conference managed by Ziff Davis with security and ROI focus
 - Breakout sessions included training on the tools for the sales staff and then customers
- eSeminars
 - Six 60 minute custom/editorial eSeminars
 - Estimated 3,600 leads, delivered 4,048
 - Registrations – 4,048; Attendance – 1,544

Total Program Performance

- Estimated leads 3,600
- Delivered leads 4,048
- % of goal 112%

