



Introduction to Campaigns in a Box

Campaigns in a Box (CIAB) are easy plug and play campaigns to help partners drive awareness with leads and set meetings with prospects. These marketing campaigns include top performing written content and elements that can be personalized to match the partner's brand. The assets do not include webinar or event assets. However, feel free to supplement the written content by creating webinars and events around these topics.

CIAB Timeline: Approximately 3-4 weeks per campaign. See launch recommendation in CIAB PowerPoints.

Campaigns in a Box focus on the topics that generate the most leads for NetSuite. These assets are listed in order based on highest performing:

1. Accounting
2. Financials
3. Inventory Management
4. Office of the CFO
5. QuickBooks

Campaigns Include

- **Best practices:** A guide on how to use the content and recommended cadence.
- **Personas:** Background on who the campaigns should be geared towards.
- **Assets:** Content, including business guides (aka white papers), to send to prospects.
- **Customer Stories:** If applicable, joint customer case studies can be included at the end of the campaign.

Campaign Elements:



Business Guide
Marketing Email



Business Guide
Social Post



Business Guide
Follow Up Email



Optional: NetSuite x Partner
Co-branded Content

Getting Started

- Review all the assets and suggested emails/social posts to determine how to differentiate your business and highlight where your firm adds value. Consider prioritizing campaigns based on your specialties and what is most relevant to your audience. If there is no preference, consider prioritizing in order of performance (listed on the first page). *Your prospects need to know why you should be their first choice and understand the benefits of working with you, so be very clear on ‘Why Us?’*
- Use the marketing email cadence to reach out to prospects offering content and encouraging engagement. Your business development and/or sales teams should be available to promptly follow-up with leads that downloaded the business guides.
 - This CIAB also includes a suggested follow up touch plan to improve campaign conversion and increase the probability of setting a meeting.
 - Following up within an hour nearly doubles your likelihood of it turning into a deal. Best practice suggests to reach out to your leads within two hours at the most.
 - It’s important to leverage multiple touch types as follow up. For example, if you have no response via email, reach out on LinkedIn and give them a phone call.
 - Touches are best earlier in the week (Monday or Tuesday) late in the day, around 2:00 p.m. - 3:00 p.m.

Customization Options

- Logo Inclusion
 - Partners can co-brand business guides by including their logo. Logos can be added to assets within Adobe Acrobat Pro. More info on co-branding logo guidelines [here](#).
 - *Note: You cannot change business guides beyond adding partner logo in the designated area. Do not alter copy or images.*
- Using Brand Voice
 - If you have services or expertise that are relevant to the content, personalize the marketing email and social copy.
 - If your brand utilizes a specific tone, feel free to adjust accordingly.
- Call to Action (CTA)
 - Always include a strong call to action. CTAs should use powerful words and be written from the prospects’ point of view.
 - Here is a brief overview of potential CTAs to consider:

To promote a	Instead of	Try this
Blog Post	Learn more	Show me how
Business Guide	Download now	Start planning
Webinar	Register	Save my spot, Reserve your spot
Ebook	Submit	Get instant access

Sourcing Imagery for Banners

- Ensure imagery is relevant to the campaign topic; choose high-quality non-pixelated imagery; don't include imagery that is too busy or reads as "stock."
- Select images showing people's faces (typically higher performing).
- Consider how imagery will be shown via different devices (mobile, tablet, desktop).

Questions?

We wish you every success and if we can help your further, please contact [Jenni Moseley](#), Alliance Marketing Manager and [Hayley Null](#), Manager of Alliance and SDN Marketing.

