

## Plant Services integrated marketing campaign proves successful for Enterprise Asset Management software company



The key function of any marketing organization is to create a steady supply of qualified prospects for its sales force. Ideally these leads are pre-qualified as having expressed an interest in your company's products or services. Successful marketers are using a variety of permission based offers to generate quality sales leads and are partnering with media companies to build integrated campaigns designed to provide deep reach into their key markets.

When searching for solutions, the **Plant Services** community has embraced the internet and demonstrated a willingness to share their contact information as well as provide intelligence relating to their application needs. A company that can efficiently provide them the needed information is positioned further along the sales cycle when that prospect moves to the evaluation and selection stage.

In 2007, IFS North America partnered with **Plant Services** with an integrated digital and print campaign that delivered a return on investment that exceeded expectations.

### The Challenge

"Our biggest marketing challenge is the same one that most technology companies face, generating leads for our sales team." Steve Andrew, director of marketing, IFS N.A.

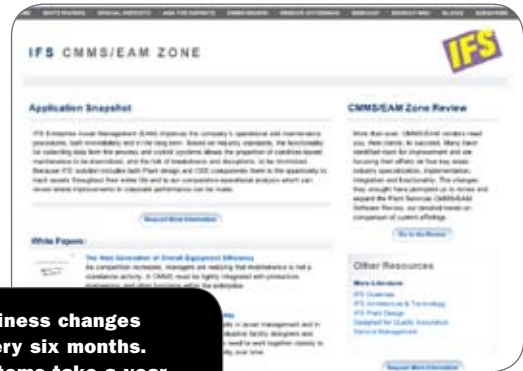
### The Solution

IFS partnered with **Plant Services** to create a sponsored Knowledge Center on plantservices.com (insert link) that aggregated IFS content ranging from white papers, podcasts, application notes and product literature. The IFS Knowledge Center was supported through e-newsletters, targeted website advertising and branded by a print media campaign in **Plant Services**.

[http://www.plantservices.com/knowledge\\_centers/ifs.html](http://www.plantservices.com/knowledge_centers/ifs.html)

### The Results

"IFS uses many traditional and online marketing solutions. Since **Plant Services** launched the CMMS Software Review Site and Vendor Knowledge Center, IFS has seen an increase in qualified leads. We have found this program to be a cost-effective method of generating qualified leads. The program not only allows companies to define their requirements and get a clear view of what package is best for them, but they can also access the Knowledge Center for additional information on software vendors." Steve Andrew, director of marketing, IFS N.A.



**"Our business changes every six months. Our systems take a year to catch up."**

Customer mandates, regulation and market conditions are changing faster than ever. How do you keep pace? By the time you implement most enterprise applications, your needs have already changed. The answer is IFS.

**IFS - first in enterprise agility**

- The first software provider built from the ground-up on a Service-Oriented Component Architecture (SOCA), combining the agility of service orientation with the proven benefits of components
- IFS' seventh generation of components and second generation of SOA - the most secure platform on the market
- Roll out functionality in stages, addressing your needs in priority order
- Easily integrate with legacy systems or other third party software
- ERP, EAM, SCM, CRM, PLM

Read our white paper on Design, Operate, Maintain for valuable insight on how your maintenance activities can play a greater role in the success of your business. Call 1.888.437.4968 today to get your copy.

IFS - THE GLOBAL ENTERPRISE APPLICATIONS COMPANY  
www.IFSWORLD.com

**Harness advanced Design, Operate Maintain thinking in YOUR plant!**

In this paper Explore the Benefits of Design, Operate Maintain Thinking (DOTM). IFS' Design Assist Lifecycle Management Archer Clienttinger describes how maintenance, operation and plant design are merging into DOTM - new designs that will transform your operation.

**H**ow many problem solvers have built their own companies? Most people managing our facilities throughout the organization and the people responsible for designing new and retrofit production facilities in this complex (business) landscape will be.

"The ideal DOTM workflow involves a collaborative process to align maintenance and operations. Whether you already are available to design and plan and construction are fully available to operations and subsequent performance as a plant is planned.

Request your copy today. Call IFS North America at 888.437.4968. And learn more about IFS EAM functionality at Plant Services' CMMS/EAM selection tool.

Design, Operate, Maintain Thinking (DOTM) is the next step in lifecycle management. It's a world leader in lifecycle management solutions.

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To view more samples of Knowledge Centers on our Websites, click these links:  
[National Instruments](#), [Grant Thornton](#), [Infor](#), [Motorola](#)



# F.A.Q.

## ANSWERS TO COMMON QUESTIONS ABOUT CUSTOM KNOWLEDGE CENTERS



### What is the purpose of a custom Knowledge Center?

Knowledge Centers (KCs) build your position as a thought leader in the community and serve as an excellent lead generation source. A KC may also serve as the landing page for many of your digital marketing campaigns.

### What type of content is usually included?

Think of the custom Knowledge Center as a micro site for a topic of primary interest to your customers. Our team will help you build a custom KC which features essential decision-making resources such as white papers, technical articles, application notes, success stories, presentations with audio and research reports, webcasts, video clips.

### How will you create awareness and entice customers to visit?

A **Plant Services** client success manager will create a comprehensive campaign to introduce your custom KC and the resources it offers the community. The campaign will consist of a variety of messaging and creative elements, each focusing on another reason to visit the KC. These elements may be appearing in various locations on our website, as part of our weekly newsletters, in custom emails, as part of an SEM campaign and even in our print magazines.

### What type of reporting is included?

You can expect to receive timely, thorough information about the number of visits to your custom KC, the source of the visit and the actions taken at the site. In all likelihood, this will be the best reporting you have ever received from one of your digital campaigns. Best of all, the high end analytics and lead capture programs we offer, provide you and the Putman team with the actionable information we need to continuously improve your custom KC and satisfy your customers.

### How much time and money is required?

If you have the content available, your custom KC can be operational in as little as four weeks. A Putman client success manager will handle the design and building of your custom KC and create the traffic driving campaign.

### Need more information?

Call us at (630) 467-1300 and we'll be happy to answer your questions!

To view more samples of KCs on our Websites, click these links:

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