

Dec 2012, 1Q 2013: “Nurture” Campaign to reach virtually the entire customer base with information about one (or more) of our four new product groups.

Campaign to “Customers”: 130,000 “active” contacts
(opened an email and / or has sales)

Create Four New Contact Fields:

Interest=INF (Infrastructure); Interest=AVS (AV, Multimedia and Digital Signage); Interest=KVM (Video, Peripheral Switching, Extension and KVM); Interest=NET (Specialty Networking)

Filter Name: Folder:

Description:

Contact Field Comparison	1
where the value in the 'Customer Number' field does not have a blank value.	
Contact Field Comparison	2
where the value in the 'prodpref-cable' field does not have a blank value.	
Contact Field Comparison	3
where the value in the 'prodpref-cable-maintenance' field does not have a blank value.	
Contact Field Comparison	4
where the value in the 'prodpref-cabinet-environ' field does not have a blank value.	
Contact Field Comparison	5
where the value in the 'prodpref-power' field does not have a blank value.	
Contact Field Comparison	6
where the value in the 'PYR_TO_Order_Freq' field is greater than or equal to 1.	
Contact Field Comparison	7
where the value in the 'PYR_CB_Order_Freq' field is greater than or equal to 1.	
Contact Field Comparison	8
where the value in the 'YTD_CB_Order_Freq' field is greater than or equal to 1.	
Contact Field Comparison	9
where the value in the 'YTD_TO_Order_Freq' field is greater than or equal to 1.	

Advanced Logic:

102,529
unique contacts

Creation Date: 10/23/2012 11:08:33 AM (John.Bugay)
Modified Date: 10/23/2012 11:20:23 AM (John.Bugay)

Premise: Give all “INF” (“Infrastructure”) Customers an overview of all that Black Box offers in the world of “Infrastructure”. (Similar filters for all four groups). Form provides further ability to segment into these four “buckets”, but not strictly necessary because of this segmentation.

This filter includes all RES/INT, PRM/PR1, and DIR customers, without respect to titles or job functions. We could possibly segment by these categories, but for initial purposes, this seems not to be necessary.

Other possibilities for segmentation: “Is a SAM / is not a SAM account”.

Responses from this program may be used to segment customers more narrowly.

Criteria:

- Has a Customer Number
- Purchased cable last two years
- Purchased cabinets last two years
- “prodprefs” in cables, cabinets, power

Similar filters/programs created for interest in AVS, KVM, or NET product groups

This is a very broad filter, and this program will be used for the following objectives:

1. Generate specific product sales within these groups
2. Notify sales reps with better-qualified sales leads than usual
3. Understand the people who are both responding to this series (opens/clicks) and making purchases
4. Persuading people to move further in the direction of their own interests within the Black Box world of information.

<FORM> (with pre-populated email address and other fields):

Choose Your Primary Areas of Interest:

- Infrastructure [Cables, Cabinets, Power, Tools, Etc]
- KVM [description]
- Networking [description]
- Digital Signage [description]

We can limit the number of mailings, by setting these four email sequences to run sequential weeks of the month. For example, INF runs only first week of month; AVS runs only 2nd week of month; NET runs only 3rd week of month, and KVM runs only 4th week of month.

Unsubscribe

Job Function pull-down (may be helpful if form is simple enough)


[Submit]

Filter Name: Folder:

Description:

- 1 **Contact Field Comparison**
where the value in the 'Customer Number' field does not have a blank value.
- 2 **Contact Field Comparison**
where the value in the 'prodpref-Industrial' field does not have a blank value.
- 3 **Contact Field Comparison**
where the value in the 'prodpref-network-security-optimization' field does not have a ...
- 4 **Contact Field Comparison**
where the value in the 'prodpref-networking' field does not have a blank value.
- 5 **Contact Field Comparison**
where the value in the 'prodpref-wireless-networking' field does not have a blank val ...
- 6 **Contact Field Comparison**
where the value in the 'PYR_FE_Order_Freq' field is greater than or equal to 1.
- 7 **Contact Field Comparison**
where the value in the 'PYR_IN_Order_Freq' field is greater than or equal to 1.
- 8 **Contact Field Comparison**
where the value in the 'YTD_IN_Order_Freq' field is greater than or equal to 1.
- 9 **Contact Field Comparison**
where the value in the 'YTD_FE_Order_Freq' field is greater than or equal to 1.

Advanced Logic:

 **51,102**
unique contacts
 Basic **Advanced**


Creation Date: 10/25/2012 5:43:52 AM (John.Bugay)
Modified Date: 10/25/2012 6:19:45 AM (John.Bugay)

Filter Name: Folder:

Description:

- 1 **Contact Field Comparison**
where the value in the 'Customer Number' field does not have a blank value.
- 2 **Contact Field Comparison**
where the value in the 'prodpref-video-multimedia' field does not have a blank value.
- 3 **Contact Field Comparison**
where the value in the 'prodpref-digital-signage' field does not have a blank value.
- 4 **Contact Field Comparison**
where the value in the 'PYR_VM_Order_Freq' field is greater than or equal to 1.
- 5 **Contact Field Comparison**
where the value in the 'YTD_VM_Order_Freq' field is greater than or equal to 1.

Advanced Logic:

 **50,253**
unique contacts
 Basic **Advanced**


Creation Date: 10/25/2012 5:31:05 AM (John.Bugay)
Modified Date: 10/25/2012 5:54:58 AM (John.Bugay)

Filter Name: Folder:

Description:

- 1 **Contact Field Comparison**
where the value in the 'Customer Number' field does not have a blank value.
- 2 **Contact Field Comparison**
where the value in the 'prodpref-kvm' field does not have a blank value.
- 3 **Contact Field Comparison**
where the value in the 'prodpref-video-multimedia' field does not have a blank value.
- 4 **Contact Field Comparison**
where the value in the 'PYR_SS_Order_Freq' field is greater than or equal to 1.
- 5 **Contact Field Comparison**
where the value in the 'YTD_SS_Order_Freq' field is greater than or equal to 1.

Advanced Logic:

 **51,762**
unique contacts
 Basic **Advanced**

Creation Date: 10/25/2012 6:01:41 AM (John.Bugay)
Modified Date: 10/25/2012 6:04:39 AM (John.Bugay)

Month		1	1.25	1.5	1.75	2	2.25	2.5	2.75	3	3.25	3.5	3.75	4	4.25	4.5	4.75	5-6		
Number and Topic	PB00013 Introductory: Mail in November	PB00014 INF Track: December	PB00015 AVS Track: December	PB00016 NET Track: December	PB00017 KVM Track: December	PB00014 INF Track: Data Center Cooling	PB00015 AVS Track	PB00016 NET Track:	PB00017 KVM Track:	PB00014 INF Track: Channel Solutions	PB00015 AVS Track	PB00016 NET Track	PB00017 KVM Track:	PB00014 INF Track: Infrastructure Basics	PB00015 AVS Track	PB00016 NET Track	PB00017 KVM Track	Re- evaluate Program		
Messaging	To all in all four groups: Form: Please Select Your Interest	Black Box And Your Infrastructure Success	Black Box can get your Digital Signage program running effortlessly	Everything to manage and secure your network	Ultimate flexibility and efficiency for AV or Command and Control professionals	Save money with inventive new solutions from Black Box	The Right Fit: Black Box Will Help You Create Your Perfect DS Solution	The wireless revolution	Keeping your KVM environmen t Secure	Infrastructure End to End and everything in between.	Challenges in Digital Signage		You won't believe what they're doing with KVM these days.			Power over Ethernet in Industrial Applicatio ns	Traditional KVM Solutions	New Product Messaging Within Tracks		
Resource	Email with link to form: "At Black Box, we are re-aligning our communicati ons to better serve your needs. We'd like to tell you more about it. Click here to give us your areas of interest, and we'll make sure the communicati ons you receive from us are relevant.	Video... Counterfeit Cable If click on video, then wait one week send email to white-paper : "Buyer beware"	Video...An introduction to digital signage. If click on video, send white paper, "A Beginner's Guide to Digital Signage"	Video... SmartPath Captive Web Portal (Dave Sezlik) If Click: Email White Paper: 10 Steps to Wireless Success If no click, then email "Troublesho oting your Industrial Network"	Overview of the DKM FX Video and Peripheral Matrix Switching System If Clicked, White Paper: If click on video: Global Centralized KVM Server Management If No Click, then email "KVM Selectors"	Video... Advanced Cooling for Data Centers Introduce Cabinet Selectors If click on video, then wait one week email white paper: Extending the Life of Your Data Center. Notification of Rep If no click, then go to next month	Introduce "Solution- Finder" page. Highlight "Joy Mining" Case History.. If click, "The Roadmap to Digital Signage Success"	Video...Vid eo Webinar... Are you ready for the wireless revolution? If clicks, "	Video...Ho w to protect and secure your CPUs with KVM extenders. If clicks, Security with the ServSwitch Wizard IP white paper	Video...Choo sing a CAT5e or CAT6 channel solution: what you need to know. If click on video, wait 1 week then email white paper link: Troubleshoot ing Your Industrial Network. Notification of Rep If no click, then go to next month	Video...How to set up longer digital signage links with DVI video extenders. If clicks, send link to solution- finder page.		The latest: Video...Fast, easy switching simply by moving a mouse: Demo If click, USB True Emulation for KVM Switches	Video...How to pick a cabinet. If clicks on video, wait 1 week then send link to Video...Advan ced Cooling for Data Centers Notification of Rep If no click, then go to next month			Video...Co ntrol server rooms from anywhere with KVM- over-IP solutions.			
Promo/ Offer	Form: Select one of four product interest groups. Free USB light?	FTM650-R2 CAT5e & CAT6 Modular Plug Kit with \$500 purchase	Coupon: 10% off next Digital Signage purchase.	Coupon: 10% Off Next Networking Purchase.	Coupon: 10: Off Next KVM Purchase	Free Shipping or 50% off Motor Freight with next purchase of \$500 or more	Coupon: 10% off next Digital Signage purchase.	Coupon: 10% Off Next Networking Purchase.	Coupon: 10: Off Next KVM Purchase	FT115A Premise Tool Kit with \$2500 purchase	Coupon: 10% off next Digital Signage purchase.	Coupon: 10% Off Next Networking Purchase.	Coupon: 10: Off Next KVM Purchase	Free Power Strip with Any Purchase Over \$500 (Product TBD)	Coupon: 10% off next Digital Signage purchase.	Coupon: 10% Off Next Networkin g Purchase.	Coupon: 10: Off Next KVM Purchase			
Outcomes	Generate immediate purchases and better- qualified sales leads	Purchases (tracked). Notification of Rep	Purchases (tracked) Notification of Rep			Purchases (tracked). Notification of Rep				Purchases (tracked). Notification of Rep				Purchases (tracked). Notification of Rep						
Notes:																				
About the Promotion s	Form supercedes "Get Catalog" types of forms.	All promo codes within this section will need to be issued to end., March 30, 2013.	10% will give purchasers flexibility; it is always a popular promotion.																Measure sales from all promotions ;	

