

The background of the slide is a photograph of a modern industrial factory. Several large, orange robotic arms are visible, working on a production line. The factory has a high ceiling with exposed steel beams and bright lighting. A dark blue diagonal overlay covers the left side of the image, where the title text is placed.

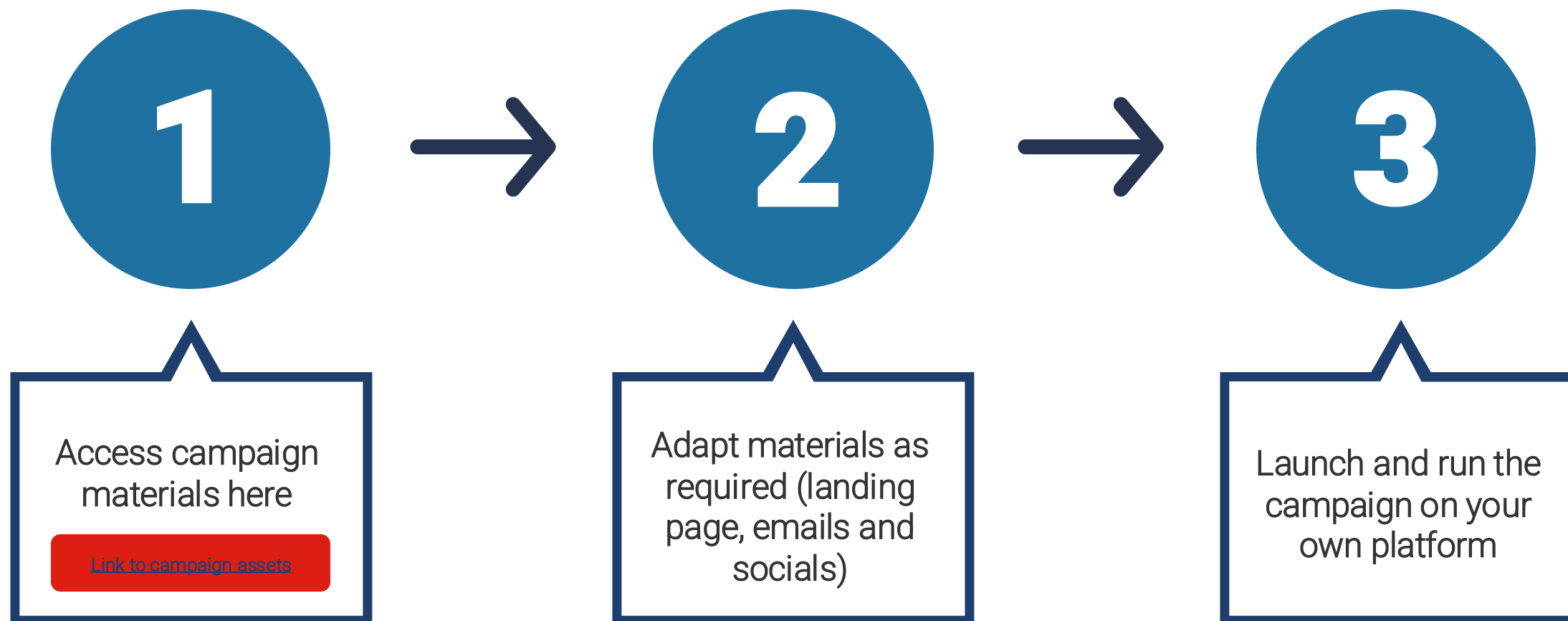
Gurobi CIAB Activation Guide: Production Planning

Getting Started

This guide contains a toolkit to run your own demand generation campaigns, through the provision of assets, campaign guidance and sales enablement content.

This toolkit will also provide you with some best-practice tips and key considerations to maximize your use of marketing collateral and create campaigns that deliver real value.

How to Build Your Campaign



What's in the Toolkit?



Emails

A series of customizable email templates to help you convert prospects to leads.



Social Posts

Customizable social posts to help increase awareness of Gurobi + partner in the production planning space.



Landing Page

A packaged solution with suggested copy and sample mock-up of the page along with images you can use if needed.



Sales Enablement Guide

Insights and information to help you frame sales conversations.



Campaign Assets

Links to the assets used within the campaign to drive engagement with your prospects.



Imagery

A selection of imagery you can use within the campaign, but you are very welcome to customize with your own supply chain related images.



Nurture Messaging

A series of emails and assets you can leverage for prospect follow up to drive engagement and convert into leads.

Email Toolkit

Provided in the email toolkit are four emails for you to push prospects through the funnel and convert into leads. We've also included mock-ups of what these emails could look like to provide you with some design inspiration.

The emails include some engaging copy to personalize, and a relevant call to action, linking to an appropriate asset.

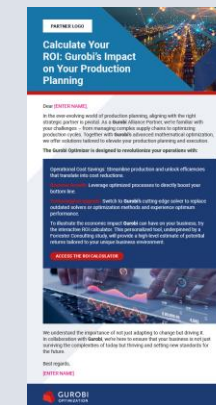
What's in the Box?

Email One.
Awareness.
White Paper:
The next step for
Enterprises:
Decision
Intelligence
CTA:
Download the
White Paper

Email Two.
Awareness.
Video:
Gurobi
Decision
Intelligence -
How it works
CTA: Watch
the Video

Email Three.
Consideration.
Case Study:
Toyota
Maximising
Profitability
While Ensuring
Environmental
Compliance
CTA: Read the
Case Study

Email Four.
Consideration.
Tool:
Forrester ROI
Calculator
CTA: Try the
Calculator



Social Toolkit

Our Social Media toolkit helps you showcase the benefits of Gurobi for production planning, plus the unique value you deliver. We provide you with the copy you need to promote the solution across social channels; along with relevant imagery to use with each post.

Each social post aligns to one of the four emails we outlined previously and comes with an engaging graphic to post alongside the suggested copy.

You can share this content with your followers and connections and direct them to the landing page where they can continue their journey.

What's in the Box?



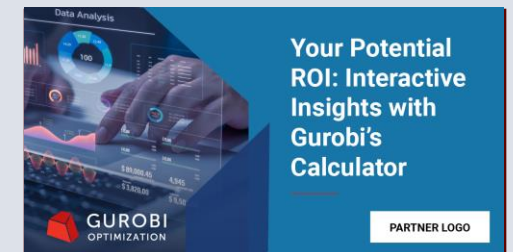
Post One.
Awareness.
White Paper: The next step for Enterprises: Decision Intelligence
CTA: Download the White Paper



Post Two.
Awareness.
Video: Gurobi Decision Intelligence -How it works
CTA: Watch the Video



Post Three.
Consideration.
Case Study: Toyota Maximising Profitability While Ensuring Environmental Compliance
CTA: Read the Case Study



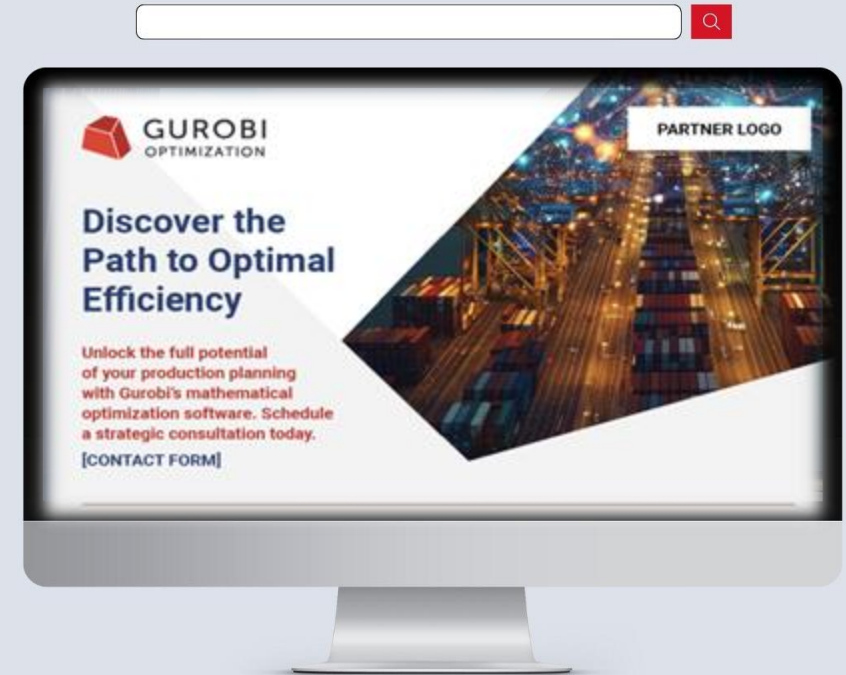
Post Four.
Consideration.
Tool: Forrester ROI Calculator
CTA: Try the Calculator

Landing Page

Our Landing Page helps showcase the key benefits of Gurobi for production planning, it also includes areas for you to customize with your own narrative detailing the added value you deliver. The landing page signposts to other downloadable assets that help support our bold, yet accurate, statements around the Gurobi + partner value.

The page will be hosted on your own CMS, the image opposite is a suggestion as to how the page could look, but please personalize it with your own content and imagery to align with your brand.

What's in the Box?



Use the contact form to collect prospect data that you can follow up and nurture through the funnel.

Note: Within the content provided, the highlighted in pink is for you to personalise and share your joint value proposition with Gurobi.

Sales Enablement Guide

This guide provides insights and information to help you frame sales conversations with your supply chain prospects. None of the information contained within the guide should be used verbatim, but it provides some context and messaging that should be tailored to the individual circumstances of each prospect.

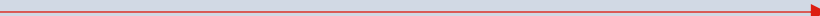
What's in the Guide?



- Clarification of the target market and their current challenges
- The opportunities for Mathematical Optimization in production planning and the business benefits it delivers.
- Stats to provide proof and back up your claims.
- Key messages you can use to inform your calls.

How to Build Your Campaign

Here is how we recommend running the campaign – with suggested timings

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Build Campaign 				
WEEK 1	Read and share Sales Enablement Guide				
WEEK 2		Post 1 st Social @9am	Send email 1 @10am* <i>Awareness</i>	Resend email 1 to non-openers @1pm	Measure & record results
WEEK 3		Post 2 nd Social @9am	Send email 2 @10am* <i>Awareness</i>	Resend email 2 to non-openers @1pm	Measure & record results
WEEK 4		Post 3 rd Social @9am	Send email 3 @10am* <i>Consideration</i>	Resend email 3 to non-openers @1pm	Measure & record results
WEEK 5		Post 4 th Social @9am	Send email 4 @10am* <i>Consideration</i>	Resend email 4 to non-openers @1pm	Measure & record results
WEEK 6	Prepare list of engaged prospects	Segment and prepare call list			

*Optimal day of the week and time of day to post/send

Campaign Assets

Here are the assets and resources that are integral to the campaign.

White Paper: The Next Step for Enterprises: Decision Intelligence

Referred to in Email 1 – download the white paper [here](#).

Case Study – Toyota – Maximizing Profitability While Ensuring Environmental Compliance

The focus of email 4 – download the case study [here](#).

Video - Gurobi Decision Intelligence - How it Works

Promoted in Email 2 – View the Video [here](#).

Interactive Calculator – Forrester ROI Calculator

Used as a CTA in Email 4, View the Calculator [here](#).



Nurture Toolkit

Provided in the nurture toolkit are three emails for you to follow-up your initial outreach, drive engagement and push prospects through the funnel to convert into leads. We've also included mock-ups of what these emails could look like to provide you with some design inspiration.

The emails include some engaging copy to personalise, and a relevant call to action, linking to one of three assets:

Video: Business Leaders Embrace the Complexity
Referred to in Email 1 – Access the video here.

Infographic: Forrester Total Economic Impact
Promoted in Email 2 – Download the Infographic here.

Case Study: Streamlining Production with Tata Steel
The focus of email 3 – download the case study here.

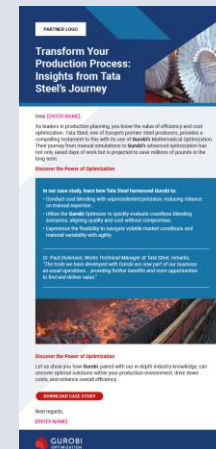
What's in the Box?



Email One.
Video:
Business Leaders Embrace the Complexity
CTA: Watch the Video



Email Two.
Infographic:
Forrester Total Economic Impact
CTA: Download the Infographic



Email Three.
Case Study:
Streamlining Production with Tata Steel
CTA: Read the Case Study

Other Useful Resources

Other assets and resources that you may find useful when designing and building your campaign.

Co-Brand guidelines

View and download the official Gurobi co-brand guidelines [here](#).

Video Links

Access a selection of a variety of Gurobi videos you can use within your campaign.

Image Library

Access a selection of appropriate imagery you can use within your campaign.



**We look forward to helping you drive
new demand with
Campaign-in-a-Box.**

Get in Touch!

For more support on this toolkit, or anything related to Gurobi, please contact:

Gurobi Alliances

alliances@gurobi.com