



CIAB ACTIVATION GUIDE

PRODUCTION PLANNING

Agenda

- Concept
- Why are we doing this
- What's in the kit
- How to use it
 - Full end-to-end
 - As part of your own campaigns
- How to build the campaign
- Best Practices
- Questions

Marketing Campaign in a Box

Definitions

Marketing Campaign:

Strategic sequence of steps and activities to **promote** a product or service with a specific **goal**

Key aspects:

- **Goals:** What is your campaign trying to achieve?
- **A message or purpose.** The 'why' behind the marketing campaign.
- **Target Audience:** These ground activities to your marketing campaign's goals.
- **Valuable assets:** Such as email copy or a downloadable report, infographic, etc.
- **An execution plan:** Have a clear timeline.

Marketing Campaign in a Box

Pre-packaged or all-in-one solution that includes various elements needed for a marketing campaign.

It is designed to simplify and streamline the process of launching a marketing initiative by

- providing a comprehensive set of tools and resources
- reducing the time and effort required to launch the campaign
- providing a cost-effective solution for those with limited marketing resources

Why are we launching this?

Be more **proactive** with our marketing efforts



Provide Partners with Marketing **Resources**



Enable Partners to run **own demand generation** campaigns



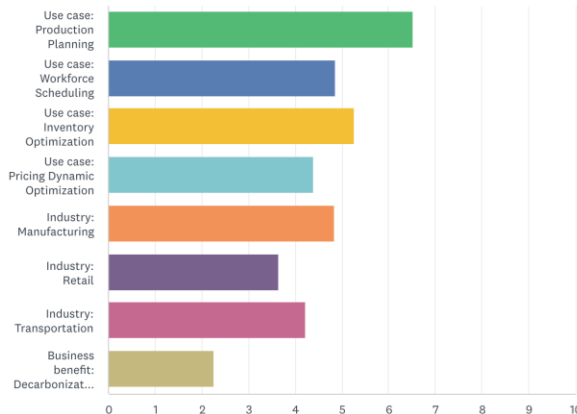
Deliver Real Value

Why Production Planning?

Based on your feedback

What should be the next Gurobi Marketing kit? You are going to see a mix of industry, use cases, or business benefits. Please rank them.

Answered: 31 Skipped: 0



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.

What's in the Toolkit?



Gurobi CIAB Activation Guide_Production Planning

Read this guide first to get an overview of this campaign. It's your go-to resource for launching successfully this marketing campaign effortlessly, including instructions and tips.

0 comments Last updated 20 Jun 2024

Landing Page - Production Planning

Suggested copy and sample mock-up of the page.

1 folder 2 files Last updated 18 Jun 2024

Social - Production Planning

Our Social Media toolkit helps you showcase the benefits of Gurobi for production planning, plus the unique value you deliver.

0 folders 6 files Last updated 18 Jun 2024

Emails - Production Planning

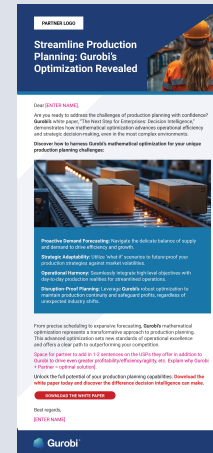
A series of customizable email templates to help you convert prospects to leads.

Email Toolkit

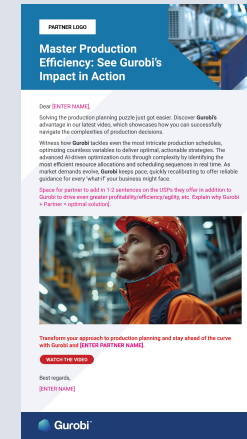
Provided in the email toolkit are four emails for you to push prospects through the funnel and convert into leads. We've also included mock-ups of what these emails could look like to provide you with some design inspiration.

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

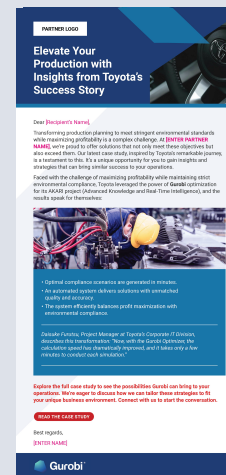
What's in the Box?



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

Campaign Assets

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

Email CTA	Resource	Title	Download here
Email 1	White Paper	The next Step for Enterprises: Decision Intelligence	Whitepaper
Email 2	Video	Gurobi Decision Intelligence - How it Works	Video
Email 3	Case Study	Case Study Toyota – Maximizing Profitability While Ensuring Environmental Compliance	Case Study
Email 4	Interactive Calculator	Forrester ROI Calculator	ROI Calculator



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.

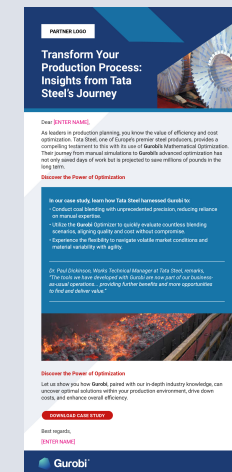
What's in the Box?



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

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?



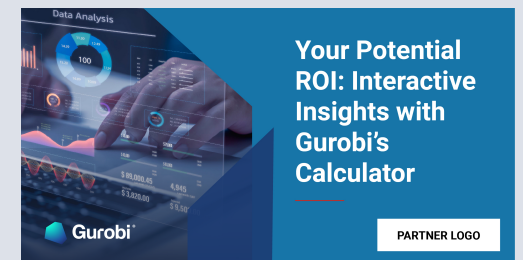
Post One.
Awareness.
White Paper: The next step for Enterprises: Decision Intelligence
CTA: Download the White Paper



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



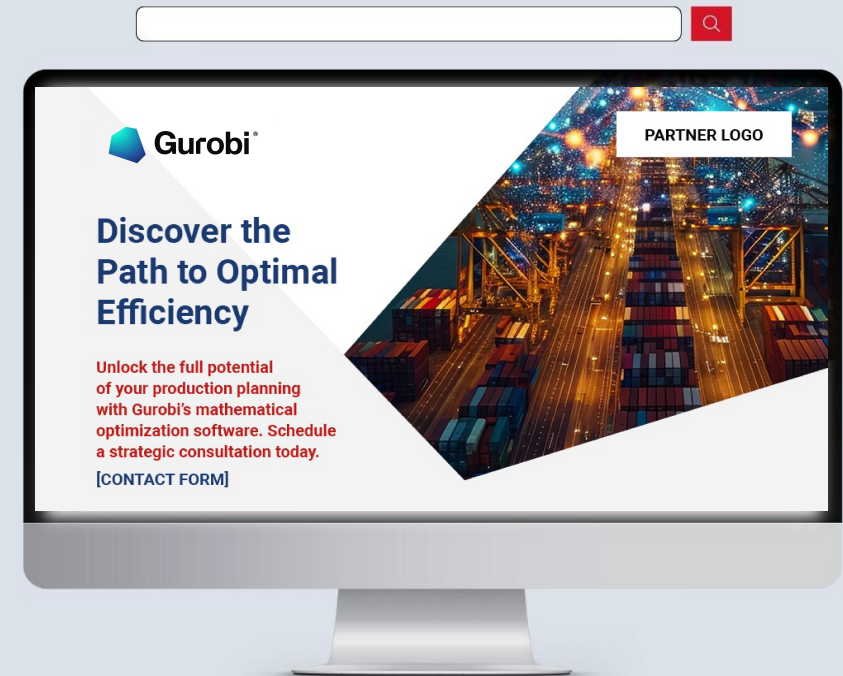
Post Four.
Consideration.
Tool: Forrester ROI Calculator
CTA: Try the Calculator

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 production planning 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 use this kit?



Versatile tool that can serve as a standalone, comprehensive campaign or be incorporated into other campaigns to enhance marketing efforts and streamline processes.

**End-to-end
campaign**

**Part of your
campaign**

How to Build Your Campaign

1

Access campaign materials here

[Link to campaign assets](#)



2

Adapt materials as required (landing page, emails and socials)

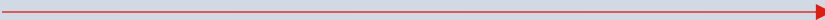


3

Launch and run the campaign on your own platform

Best Practices

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

Best Practices

- **Timing & Frequency for Optimal Engagement**

- Best Time to Send Emails:
- During work hours for B2B
- Evenings for B2C
- Peak Days: Tuesdays & Thursdays
- Email Frequency:
- Start with 1-2 emails per week
- Adjust based on engagement levels

- **Key Considerations**

- Audience Preferences: Tailor frequency to fit your audience's preferences.
- Customer Lifecycle: Match email frequency with the stage of the customer journey.
- Content Relevance: Provide value in every email; avoid sending just to meet frequency.
- A/B Testing: Continuously test and refine based on performance data.





Get in Touch!

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

Gurobi Alliances

alliances@gurobi.com

Thank you!