



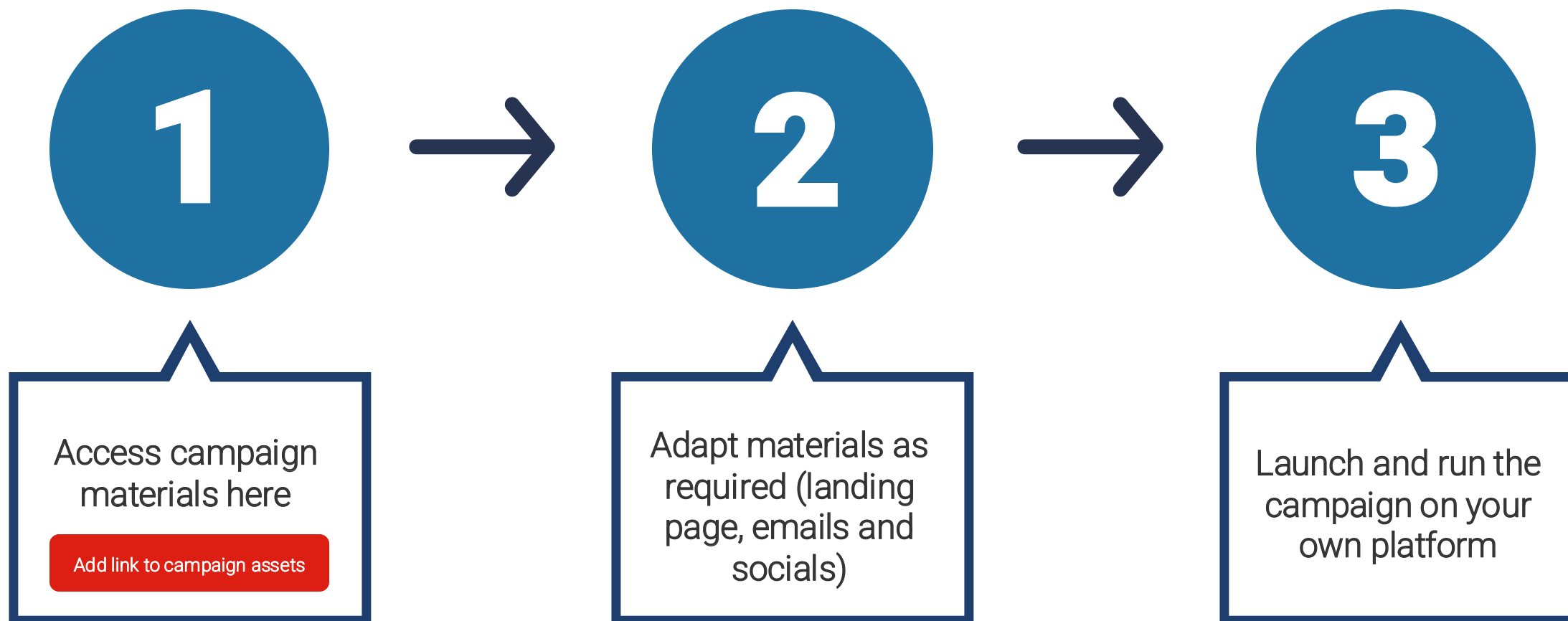
Gurobi CIAB Activation Guide: Workforce Scheduling

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 maximise 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 supply chain 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

To ensure your campaign is consistent, on-brand and provide valuable information to inform sales conversations.



Campaign Assets

The Gurobi blog links, white paper and infographic that demonstrate credibility within the supply chain industry 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.

Email Toolkit

Provided in the email toolkit are five 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 personalise, and a relevant call to action, linking to an appropriate asset.

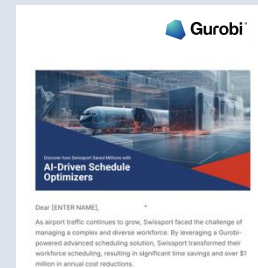
What's in the Box?



Email One.
Lead Generation
The Next Step for Enterprises: Decision Intelligence
CTA: Download the white paper



Email Two.
Lead Generation
How Optimization Delivers Value in Workforce Scheduling
CTA: Download the case study



Email Three.
Nurture
How Swissport Saved Millions with AI-Driven Schedule Optimizers
CTA: Download the case study



Email Four.
Nurture.
Optimize for Excellence: How Gurobi Delivers 500% ROI
CTA: Watch the video



Email Five.
Nurture
Discover the Economic Impact of Gurobi Optimization
CTA: Download the infographic

Social Toolkit

Our Social Media toolkit helps you showcase the benefits of Gurobi for supply chain, 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 five 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?



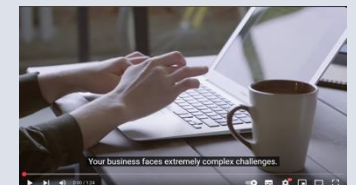
Post One.
Lead Generation
Decision Intelligence Whitepaper
CTA: Download the Whitepaper



Post Two.
Lead Generation
Workforce Analytics Case Study
CTA: Download the Case Study



Post Three.
Nurture
Swissport Case Study
CTA: Download the Case Study



Post Four.
Nurture
Optimize for Excellence Video
CTA: Watch the Video



Post Five.
Nurture
Forrester TEI Infographic
CTA: Download the Infographic

Campaign Assets

There are 5 assets included within the campaign to build awareness of the value of optimization in workforce scheduling and drive prospects through the funnel.

What's in the Box?



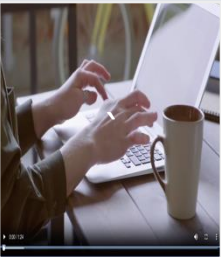
An awareness piece for business users explaining how mathematical optimization (MO) leads to optimal decision-making in a variety of business use cases (including workforce scheduling).



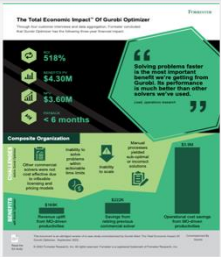
Support the white paper with proof points as to how MO solves the challenges of workforce management in a real-life scenario.



Demonstrates how AI-driven schedule optimizers can add value in Workforce Scheduling with 'in practice' examples and statistics.



A snapshot of how Gurobi empowers business leaders to make optimal decisions. Provides some use cases and clear ROI stats.



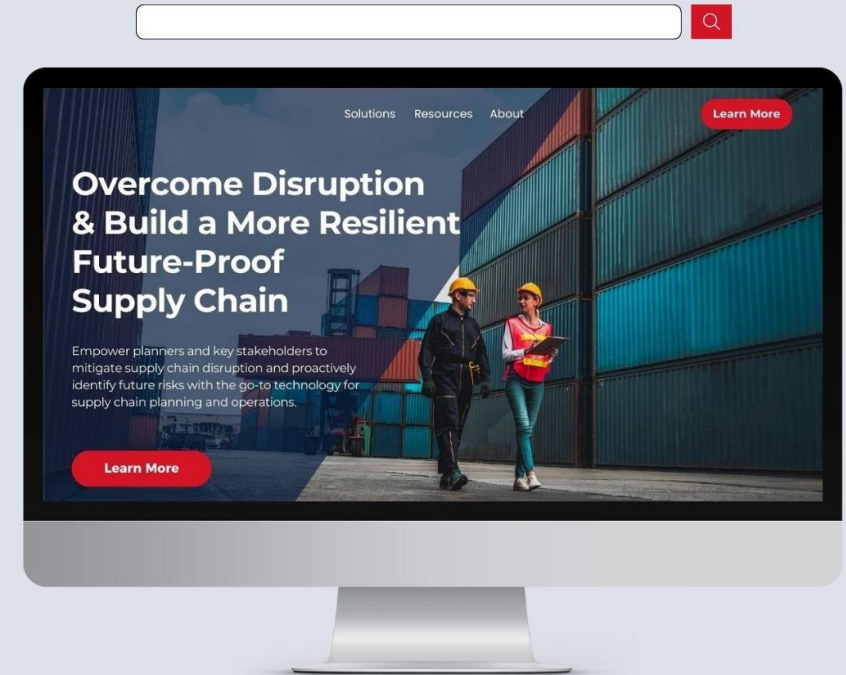
Insight into the Total Economic Impact of the Gurobi Solver with compelling stats to prove the value.

Landing Page

Our Landing Page helps showcase the key benefits of Optimization for workforce scheduling, 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 red 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.
- Proof points to support 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	Post 1 st Social @9am	Send email 1 @10am* <i>Lead Generation</i>	Resend email 1 to non-openers @1pm	Measure & record results
WEEK 2		Post 2 nd Social @9am	Send email 2 @10am* <i>Lead Generation</i>	Resend email 2 to non-openers @1pm	Measure & record results
WEEK 3		Post 3 rd Social @9am	Send email 3 @10am* <i>Nurture</i>	Resend email 3 to non-openers @1pm	Measure & record results
WEEK 4		Post 4 th Social @9am	Send email 4 @10am* <i>Nurture</i>	Resend email 4 to non-openers @1pm	Measure & record results
WEEK 5		Post 5 th Social @9am	Send email 5 @10am* <i>Nurture</i>	Resend email 5 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

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