

















WHICH ONE IS MORE SOPHISTICATED?





# WE'RE RAPIDLY MORPHING INTO A DATA DRIVEN WORLD

x3  
**7B**  
PEOPLE

x6  
**30B**  
DEVICES

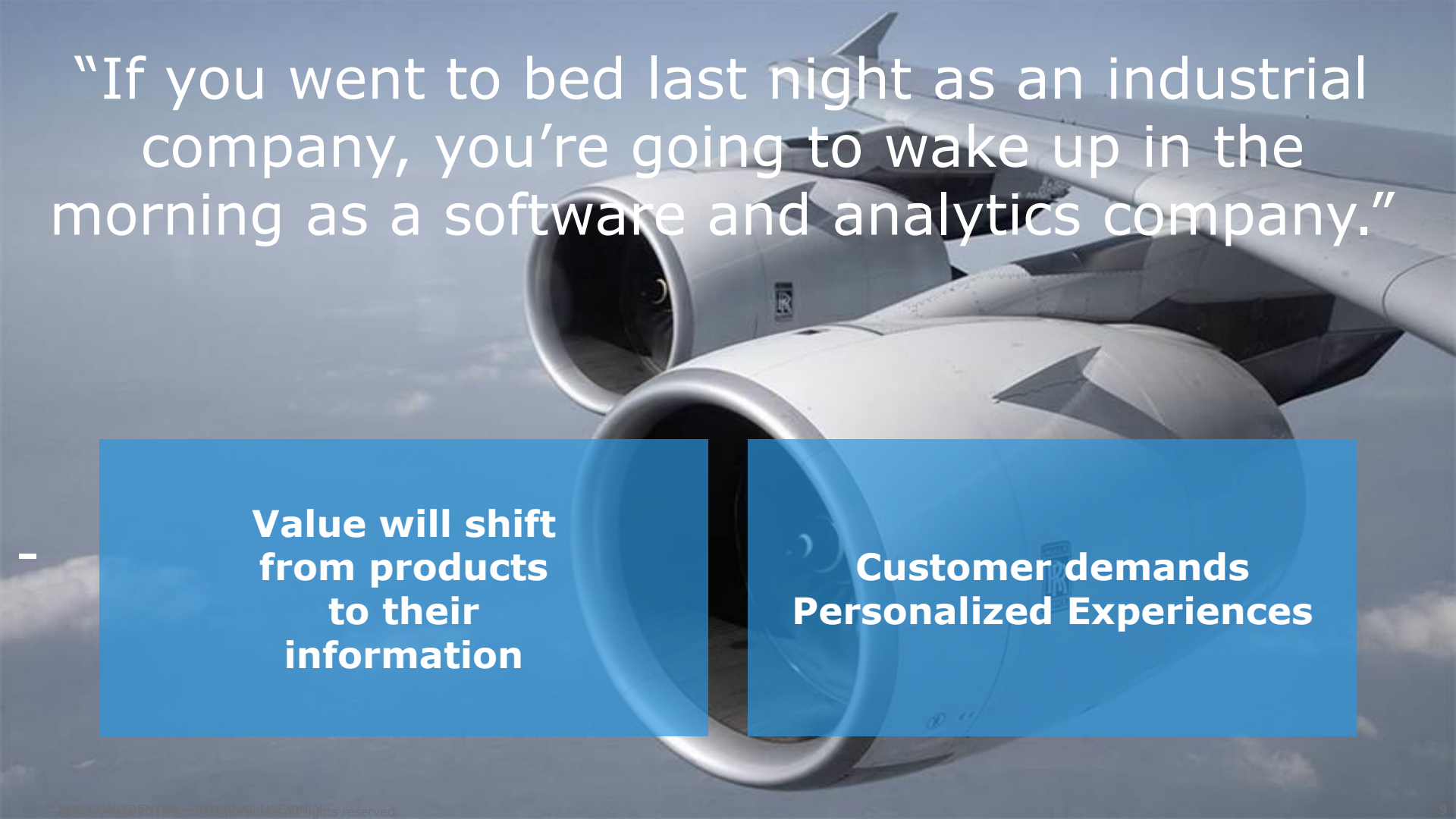
x5  
**44**  
ZETTABYTES  
OF DATA





SINCE 2000,  
52% OF THE NAMES ON THE  
FORTUNE 500 LIST ARE GONE





“If you went to bed last night as an industrial company, you’re going to wake up in the morning as a software and analytics company.”

**Value will shift  
from products  
to their  
information**

**Customer demands  
Personalized Experiences**



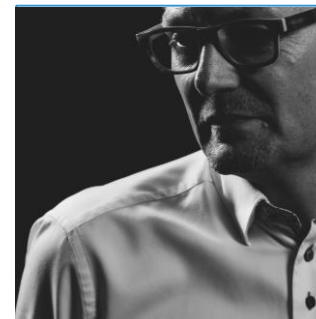
The logo for EMC², featuring the letters 'EMC' in a bold, white, serif font with a superscript '2' to the right, all set against a solid blue square background.

EMC<sup>2</sup>

Store, Manage, Protect and  
Analyze the most valuable  
asset — **information** —

WEST EUROPE  
FIELD &  
PARTNER  
MARKETING  
TEAM

**Leveraging digital  
capabilities & data insights**



**Philippe Gosseye**  
**20+ years**  
**Technology Marketing**



# One to One Marketing is back with a Digital Vengeance.



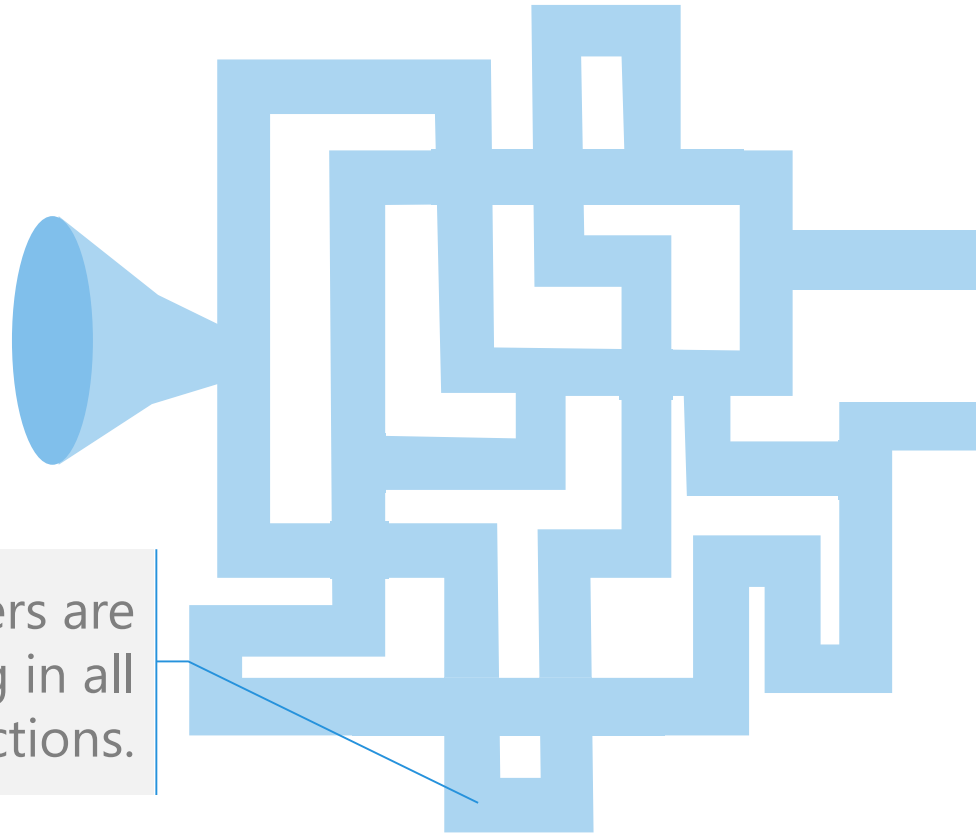


THE FUNNEL

IS

A

MAZE



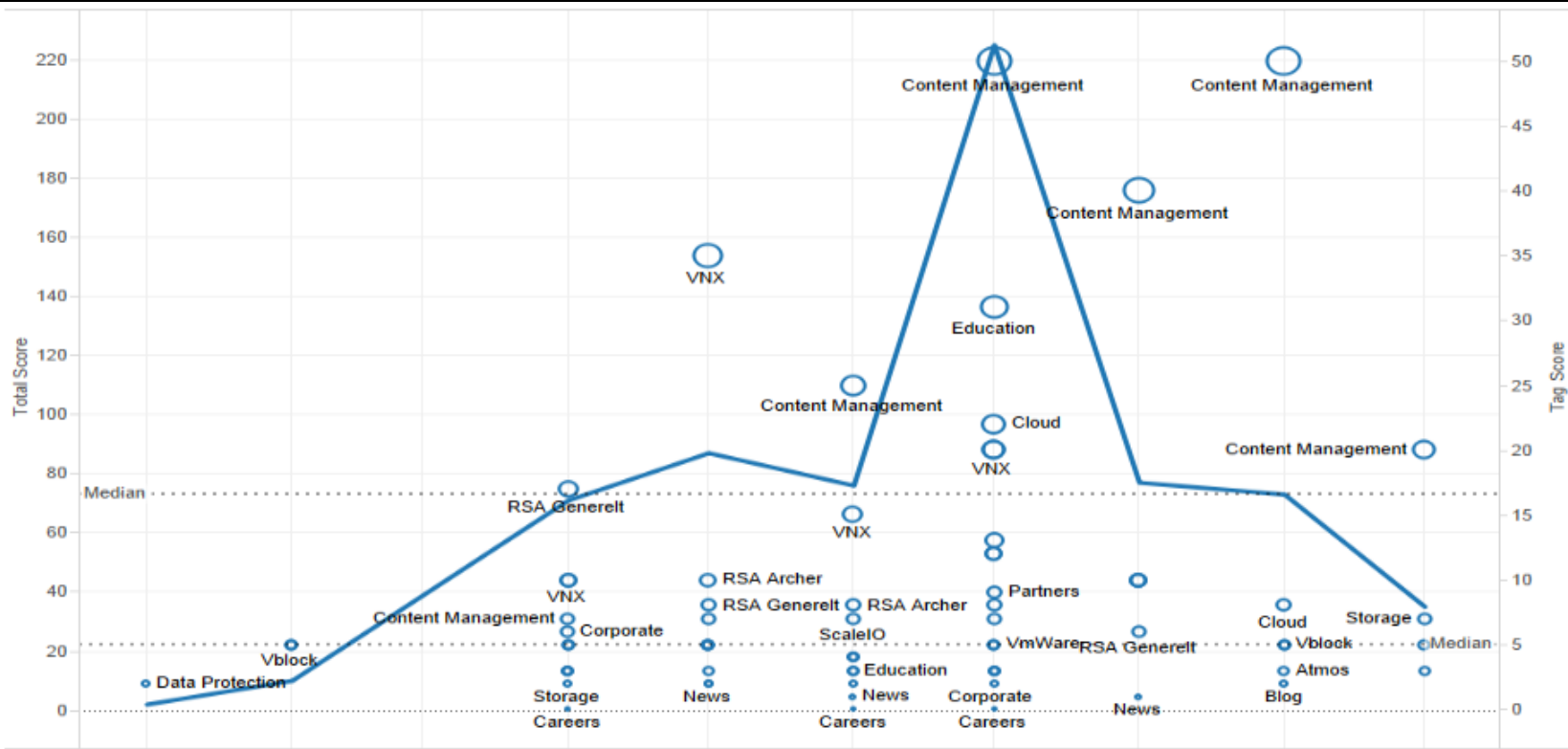
Customers are moving in all directions.







# 'Digital Bread Crumbs & Technology moved Marketing closer to the customer than Sales'





**ANALYTICAL** LEFT BRAIN



**CREATIVE** RIGHT BRAIN

THE

EXTRAVERTED

NERD

ONLINE





# The Extraverted Nerd

The B2B Marketing Cookbook

New Solutions Selling

Account Based Marketing

Data Analytics

Agile Marketing Planning

Email Marketing

Mobile Marketing

Experiential Marketing

Philippe Gosseye

Display Advertising

Inbound Marketing

The Extraverted Nerd



Philippe Gosseye



**“Two thirds of the purchasing decision is already made before a conversation with a salesperson is initiated.”**





**"If you have more money than brains,  
you should focus on outbound marketing."**

**"If you have more brains than money, you  
should focus on inbound marketing."**

Guy Kawasaki - Author and marketing guru



**If content marketing were to be an Olympic discipline,  
it would be the marathon, not the 100 meters.**

**2**

**Content Marketing**

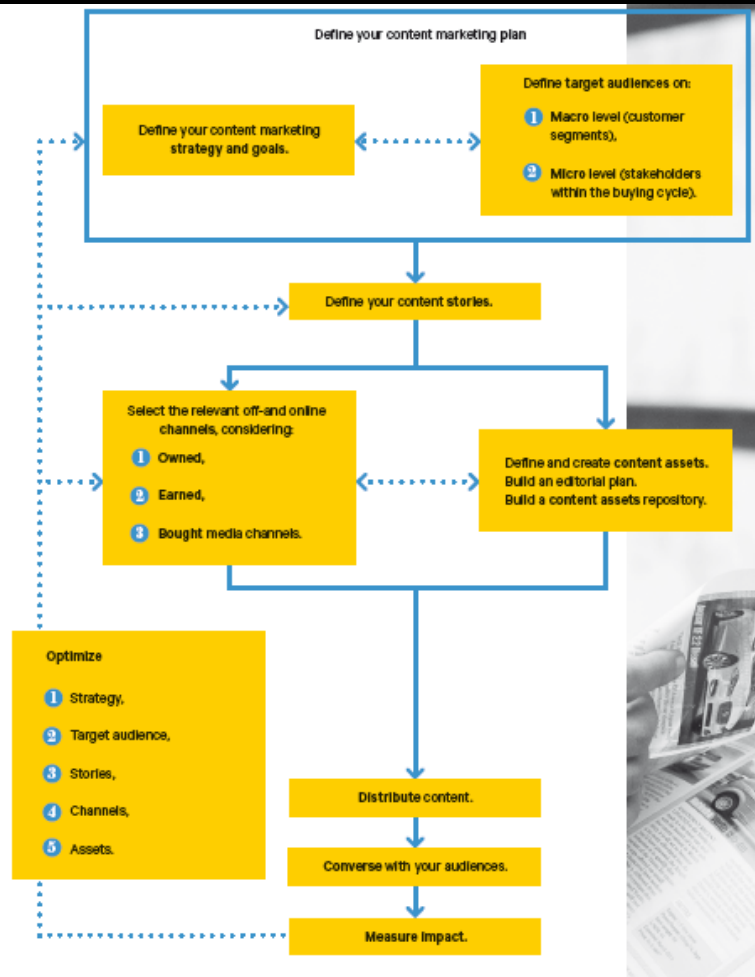


# CONTENT MARKETING

# 1

## Content Marketing

“... using content to attract, acquire, and engage customers.”



# CONTENT MARKETING

## THE ART OF COMMUNICATING WITHOUT SELLING



“If content marketing were to be **an Olympic discipline**, it would be the **marathon**, not the 100 meters.”

## APPLICATION OWNER



**Application**

### Challenges:

- Application Agility - limited application lifecycle copies at the frequency needed.
- Struggle with SLAs.
- Working with multiple Infrastructure teams to deliver the copies and related SLAs

## IT IMPLEMENTER



**Infrastructure**

### Challenges:

- Storage sprawl complex to manage
- Struggling with performance SLAs
- Capacity/manage costs

## BUSINESS VISIONARY

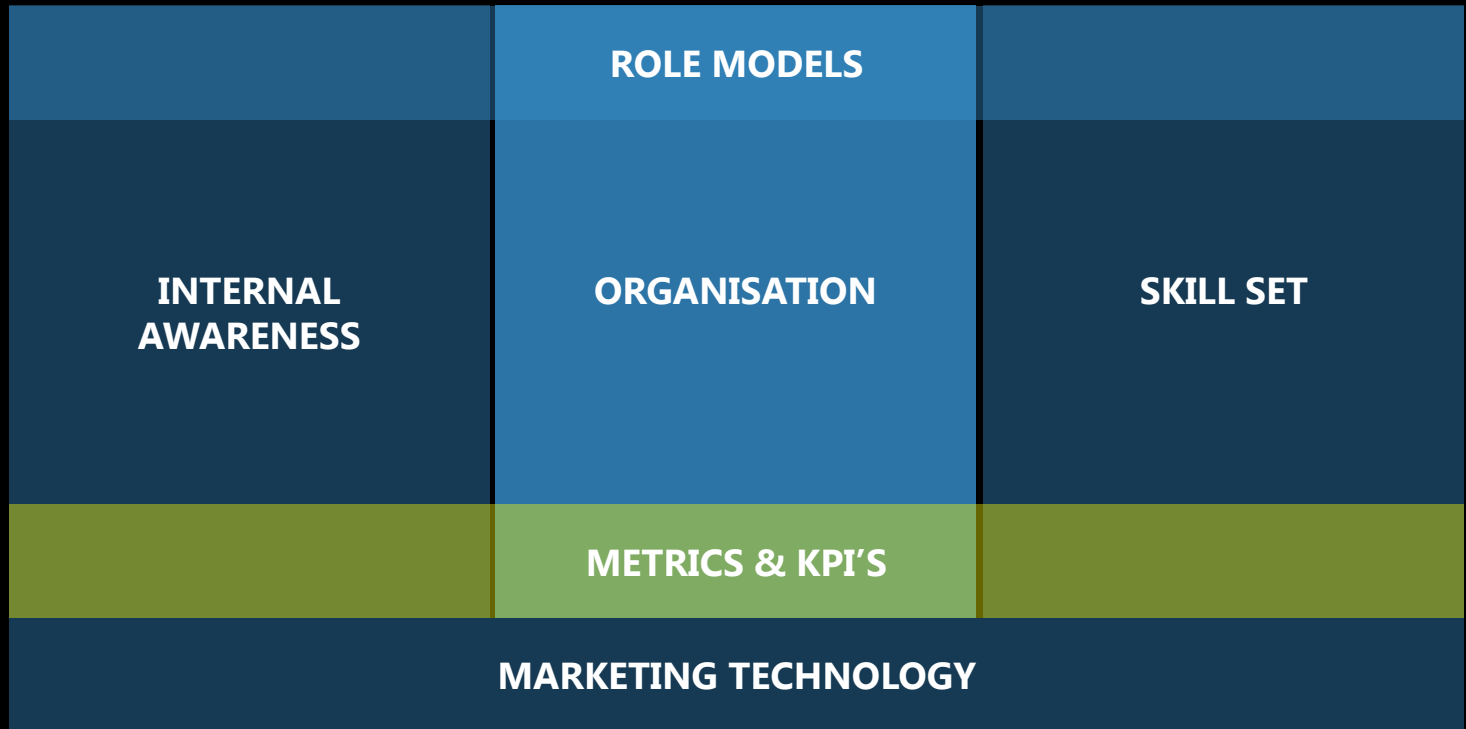


**CXO**

### Challenges:

- Enable business innovation
- Maximize ROI
- Decreasing costs
- Business continuity





# METRICS THAT MATTER



XXX

GOALS & METRICS ALIGNED TO PRIMARY OBJECTIVE			Goal Setting, MBO's and QBR Reporting			
1	Competitive Brand Perception	Investment & Visibility Metric				
2	Share of Voice	Sustain #1 Position				
3	SEO Ranking (for 5 key terms)	Top 5 Organic Search Ranking				
		Top 3 Paid Search placement				
4	Driven Web Traffic	Unique visitors				
		Unique Organic Visitors				
5	Content Interaction	On Property				
		Off Property				
6	Market Validation	Customer References				

Secondary Metrics <i>(Realize Benefit From Execution of Primary Objectives)</i>					
Share of Impact					
Digital Leads					
Store					
Partner Led					
Marketing Influenced Opps					

# ACTIONS THAT MATTER

## Actions

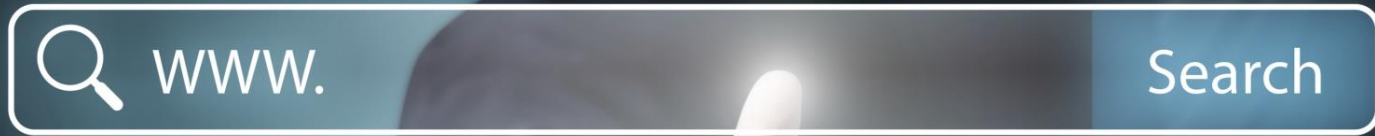
Goals	Tactics/Actions							
Brand Perception	Competitive Media Audit, Define /Prioritize <b>Watering Holes &amp; Influencers</b>	X	X	X				X
	Paid Media (Paid Search & Social, Banner Ads), Blogging	X	X	X	X	X		X
SOV	Define Always-on Strategy, Prioritize Watering Holes, SMAK		X	X		X		
	<b>Social Amplification, Influencer Engagement ,PR/AR,: Storyline placement, Product Launches, Blogs</b>	X	X	X		X		X
SEO	Keyword audit, Page & Content Optimization, Glossary Pages	X	X	X			X	
	Organic & Paid Search, Paid Media, Blogs, Published Content	X	X	X		X	X	X
Web Traffic	Page & Content Optimization						X	X
	Paid Media: Search, Social, Advertising, Retargeting, Product Launches, Blogs, Product Led Pilot	X	X	X		X	X	X
Content Interaction	<b>Develop Content/Offers Mapped to Persona and Customer Journey (Priority: AR &amp; Customer Success) , Watering Holes</b>	X						X
	<b>On/Off Property Targeted Programs , Retargeting, Nurture</b>	X	X	X	X	X	X	X
Market Validation	Define Customer References Development Schedule							X



XXX



“The most trustworthy sources are the ones you don't own”



Key is to understand these touch points

# INFORMATION FLOWS FASTER THROUGH A NETWORK

The flow of thought leadership content from EMC Europe West will be organized as a network, drawing in content from different sources both internal and external to EMC, using the LinkedIn blogging site as a central repository for all of our content and channeling out the content through as many digital and social platforms as possible.

EMC GLOBAL COMMUNICATIONS



INDUSTRY ANALYSTS



EMC MESSAGING COUNCIL

PRODUCT LAUNCHES



EXTERNAL AGENCIES

CORPORATE BLOGS



CIO CONNECT



EMC BLOGS



PRESS



SOCIAL MEDIA



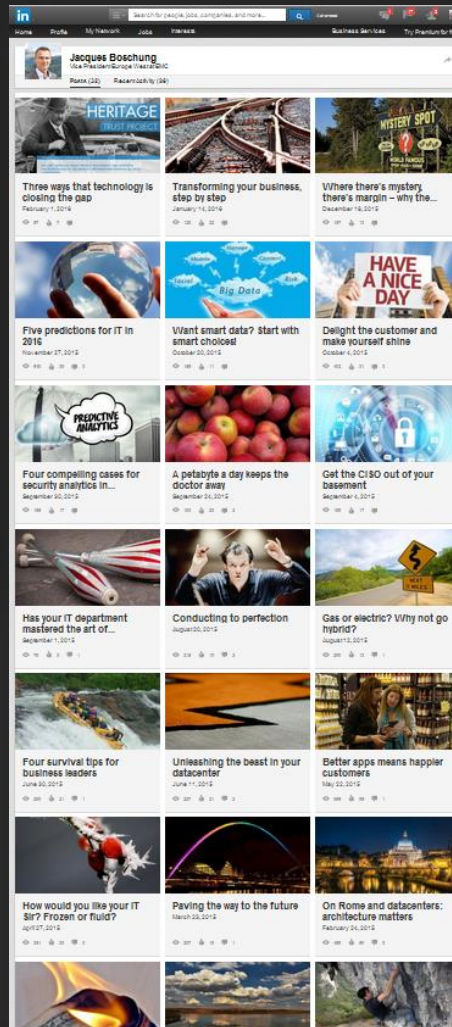
SPEAKING OPPORTUNITIES



Isky Sanders Netherlands

# Results after 12 months

- 32 blog posts
- 12,000 reads
- 10 republishes
- 500 shares
- 800 tweets
- 'Best of' CXO Booklet







**THINK FORWARD  
INITIATIVE**



**STORY**

# DATA IS THE KEY TO DELIVER PERSONALISED EXPERIENCES

A LOOK INTO THE INFORMATION GENERATION

ING

Microsoft

Institute for  
New Economic Thinking

EMC<sup>2</sup>







THANK YOU

"great things never came from comfort zones"

Philippe Gosseye

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn."

ALVIN TOFFLER