

## Marketing in the New Spheres of Influence



ITSMA, in collaboration with Digital Influence Group



*“Companies and marketing people need to recognize that the digital world has become the nexus, the starting point, of everything. They have to start really living in a digital world and not just treat the Web like an add-on program.”*

– Larry Weber, Chairman and CEO, W2 Group

### OVERVIEW

The explosion of digital information channels is dramatically transforming the environment in which marketers operate. Fast growing channels such as blogs, online communities, reputation aggregators, and social networks provide marketers with a new set of opportunities and risks.

Right now, bloggers are praising and denigrating you and your competitors. CIOs are using online communities to share stories of negotiations and delivery experiences. Potential buyers are checking you out with new online networks far beyond the traditional analysts and media.

Taking advantage of the opportunities and minimizing the risks requires a deep understanding of the dynamics of the new channels and a willingness to rethink marketing strategies and priorities. You need to know where to look, how to monitor, whom to engage, and what techniques are going to be most effective.

ITSMA’s multiclient study, **Marketing in the New Spheres of Influence**, will provide study sponsors with rich insight into the new spheres of influence and detailed knowledge of the most important channels and sources for technology and networking services and solutions. Combining the industry, marketing, and research expertise of ITSMA with the pioneering digital marketing savvy and experience of Digital Influence Group, the study will provide:

- A practical framework for understanding the new sources of influence
- A detailed review of the top sources of digital influence for the technology and networking services and solutions market, along with an overview of where and how study sponsors are covered
- Analysis of how buyers are using the new channels
- Benchmark profiles of how leading technology companies are investing in the new channels
- Practical recommendations for taking advantage of the new channels

*(Continued)*

## STUDY SPONSORSHIP

### Benefits of Sponsorship

This multiclient study is designed for providers of business-to-business technology and networking services and solutions who are interested in educating themselves on how to become a force in the new digital world.

Study sponsors will gain:

- A detailed review of the top 20 sources of digital influence for business-to-business technology and networking services and solutions, along with an overview of where and how study sponsors are covered
- An understanding of how buyers are using the new online channels
- Knowledge of the themes and issues most commonly addressed in the new spheres of influence
- Early awareness of emerging issues
- Insight into the providers most active in the new online channels
- Understanding of how to engage the most important online influencers

### Study Deliverables

Each sponsor will receive:

- An in-depth final report with all study findings, including a framework for influencing the new digital channels, a review of the industry's most important digital influencers, analysis of how buyers are using the new channels, best practice profiles of digital influence marketing, and practical recommendations
- Access to a group Web briefing for study sponsors highlighting the most critical findings and recommendations
- One complimentary seat at an ITSMA workshop on Marketing in the New Spheres of Influence

### Sponsorship Fees

Study sponsorship is available for up to 12 companies.

- \$19,950 member rate
- \$24,950 nonmember rate
- \$5,000 optional private briefing – member rate
- \$7,500 optional private briefing – nonmember rate

*“One of the must-dos in any corporation’s blog strategy is to have your ear to the ground, is to be listening to the chatter and the conversation happening, not just in the regular channels, not just the press, or others who might follow your business but actually, now, to the whole world.”*



– Harriet Pearson  
Vice President of Corporate Affairs and  
Chief Privacy Officer, IBM

## RESEARCH METHODOLOGY

ITSMA and Digital Influence Group will undertake qualitative and quantitative primary research to analyze the new spheres of influence for technology and networking services and solutions and understand the impact of the new channels on study sponsors. The research will include:

- Identification of the top sources of digital influence for the industry via qualitative and quantitative assessment of the new channels
- Content analysis of the top sources for a four-week period to evaluate key issues, debates, and coverage of study sponsors
- Online survey of decision makers for technology services and solutions to understand usage and impact of the new digital channels
- Interviews with leading technology and services companies to uncover best practices in the new channels

Study sponsors will work with ITSMA and Digital Influence Group to shape the research design and reporting to maximize the value of the study.

## ABOUT ITSMA

ITSMA specializes in helping companies market and sell services and solutions. As a membership organization, we work with the world's leading technology and professional services firms to generate new business, strengthen customer loyalty, and increase brand differentiation. Through research, consulting, training, and events we provide the insight companies need to improve marketing impact, sales performance, and business results. ITSMA is based in Lexington, Massachusetts, and has offices in the United States, the United Kingdom, and Japan. Learn more at [www.itsma.com](http://www.itsma.com).

## ABOUT DIGITAL INFLUENCE GROUP

Based in Waltham, Massachusetts, Digital Influence Group is the world's first communications agency specializing in constituency management within digital channels. Digital Influence Group uses advanced technology and communications tools to help companies influence customers and prospects in the multiple digital channels impacting their businesses. The agency relies on advanced constituency management techniques, including precise segmentation and analytics, and applies the newest digital communications tools—from weblogs to wireless—to enable clients to measurably increase lead and demand generation and drive new revenue creation. For more information, visit [www.digitalinfluencegroup.com](http://www.digitalinfluencegroup.com).

## MORE INFORMATION

Contact Lori Weiner at ITSMA, at +1-781-862-8500, Ext. 42 or [lweiner@itsma.com](mailto:lweiner@itsma.com).

**MARKETING IN THE NEW SPHERES OF INFLUENCE**

	<b>Member Fee</b>	<b>Nonmember Fee</b>
Sponsorship	\$19,950	\$24,950
Optional private briefing	\$5,000	\$7,500
Intranet License	\$5,000	\$7,500

**SPONSORSHIP TERMS AND CONDITIONS**

1. Fees are due and payable at commencement of the Study.
2. Sponsors that withdraw after the commencement of the Study are liable for 100% of sponsorship fees.
3. Sponsors will assign a Project Coordinator to serve as primary contact for all project communication with ITSMA.
4. Sponsors have the opportunity to provide input and suggestions to the research design. Given the nature of multiclient studies, not all requests can be included. ITSMA maintains full discretion over the research design and final production of the study deliverables.
5. ITSMA maintains all rights to data collected. ITSMA has the right to publish, promote, and sell a public version of the final report no sooner than eight weeks after sponsors receive study data.
6. Sponsors have the right to purchase an Intranet license to allow posting of the final report on an internal company site. The license is good for one year from the date of report publication (contact ITSMA for further license information).
7. Sponsors will receive a final report (bound and PDF versions) and invitations to a group sponsor Web briefing and workshop. ITSMA will do its best to arrange schedules to meet sponsor needs, but cannot guarantee that the briefing and workshop will be held on preferred sponsor dates.

**AGREEMENT**

- Yes, we agree to participate in *Marketing in the New Spheres of Influence*.
- Optional private briefing       Intranet License

Study Fee Due \$ \_\_\_\_\_

**AUTHORIZATION**

Name..... Title.....  
 Company..... Dept/Division.....  
 Phone..... Fax..... Email.....  
 Signature..... Date .....

**PROJECT COORDINATOR**

Name..... Title.....  
 Address..... City/State/ZIP.....  
 Phone..... Fax..... Email.....  
 Signature..... Date .....

**BILL TO**

Name/Dept.....  
 Address..... City/State/ZIP.....

**PAYMENT (DUE UPON RECEIPT)**

Authorized Purchase Order (Purchase Order # \_\_\_\_\_)       Check Enclosed – Payable to ITSMA in \$US (ITSMA Tax ID 04-2706960)

Visa     MasterCard     American Express

CARD # ..... EXP. DATE..... SECURITY CODE.....  
 CARDHOLDER NAME..... SIGNATURE .....

**CONTACT** Mail or fax this agreement to: Lori Weiner, ITSMA, 420 Bedford Street, Suite 110, Lexington, MA 02420 USA  
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