

Panel number	Dialogue	On-screen text	Image suggestions
1	<p>IBM Business Partners are sales experts. To meet their goals, they need the freedom to do what they do best—progress leads and close sales. That's why IBM Rational created the Just Push Go program. Just Push Go makes planning, delivering and executing a professional marketing campaign easy.</p>	<p>See how easy it is to Just Push Go!</p>	<p>Opening screen</p> <p>Maybe an image of a cursor clicking on a "Go" button resulting in images of completed campaigns.</p>
2	<p>What exactly is Just Push Go? It's a set of interactive roadmaps to help you plan, deliver and execute a marketing campaign, including Webcasts, Internet marketing, email and seminars. It includes tactics for creating a multi-touch or stand alone marketing campaign. And, you'll find helpful progression tactics and links to supporting funding and sales resources.</p>	<p>Just Push Go helps you plan, deliver and execute marketing campaigns.</p>	<p>Just Push Go screenshots.</p>
3	<p>Just Push Go was designed and packaged for you. Not only does it help Business Partners create campaigns, it's a tool that helps Business Partner organizations gain marketing tactic fundamentals and provides quick access to supporting content, messaging and resources.</p> <p>Whether you're a Business Partner with limited marketing resources, or a Business Partner with experienced marketing resources, Just Push Go offers many advantages. It helps you maximize marketing investments and increase returns. It accelerates planning and execution while improving access to IBM resources. It cuts costs by eliminating the need for marketing firms or specialized in-house staff. And it provides built-in guidance while keeping your campaign on message. No matter how large or small your company may be, Just Push Go can give you helpful guidance. Best of all, it's free of charge and ready to use, today.</p>	<p>Using Just Push Go creates value as it:</p> <ul style="list-style-type: none"> • Maximizes marketing investments and increases returns. • Accelerates campaign planning and execution. • Improves access to IBM resources. • Cuts costs spent on marketing firms or specialized in-house staff. • Provides direction throughout the opportunity cycle. • Keeps campaigns on message. • Is helpful for both large and small Business Partners. • Is free of charge to use. • Is ready for Business Partners to begin using today. 	<p>Possible images to show with bullets:</p> <p>Happy investors shaking hands, reviewing their balance sheets</p> <p>Business people looking thoughtful, "planning" something, at a whiteboard.</p> <p>Screenshot of IBM BP homepage.</p> <p>Chart of lowered costs.</p> <p>A road sign saying "Opportunity ahead".</p> <p>A dartboard that says "Message" and a dart striking the center.</p> <p>A graphic showing a short BP and a large one! Or maybe a photo of a large group of people and a small group.</p> <p>A bill crossed out with a red X "Balance = 0!"</p> <p>A button that says "Just Push Go Today!"</p>

4	Getting started is easy. You'll begin by choosing one campaign from four available types. These include Internet, e-mail, Webcast or seminar marketing tactics. Just Push Go provides an interactive roadmap for each of these tactic types, resulting in completed, end-to-end campaigns. All Business Partners need to do is select the strategy that's right for them.	Business Partners can choose from four interactive roadmaps for customizing and executing a campaign: <ul style="list-style-type: none"> • Internet marketing • Email marketing • Webcast marketing • Seminar marketing 	A roadmap motif. Maybe the four bullets are points on a map, maybe the steps below are points on a map titled "Webcast marketing campaign".
5	Just Push Go guides you step-by-step through three main creation phases. Each section has helpful tips followed by recommended templates, collateral, resources and next steps.	<p>Phase one: Planning your marketing campaign</p> <p>Phase two: Funding and executing your campaign</p> <p>Phase three: Progressing leads through the sales cycle</p>	<p>A visual motif with steps—steps along a path.</p> <p>A motif with direction—each phase is a road sign.</p>
6	To demonstrate these three phases, let's walk through the process for designing a Webcast marketing campaign. We'll start with phase one, planning your campaign.	<p>Designing a Webcast marketing campaign.</p> <p>Phase one: Planning your marketing campaign</p>	"Walkthrough" motif. Depending on images in panel three, it can be a walk through a garden path; a trip along a highway.
7	First, you'll select one of two Webcast types—either PowerPoint slides with speaker notes or a corecast. PowerPoint slides with speaker notes you can customize your presentation to highlight your product's unique value. Then you can learn how to deliver your Webcast by listening to a podcast from the Virtual Innovation Center. Or, you may choose to give a corecast, which is a pre-recorded presentation.	<p>Step 1—Select one of two Webcast types:</p> <ul style="list-style-type: none"> • PowerPoint slides with speaker notes. • Corecast. 	<p>Screenshot of a "PowerPoint slides with speaker notes" Webcast.</p> <p>Screenshot of a corecast (may signify by adding the words "recorded on X date, broadcast on X date" to the image).</p>
8	The rest of phase one is just as easy. The second step is to choose a date and book your speaker. IBM speakers may be requested by emailing your Business Partner Sales Manager. Third, you'll select an HTML or text e-mail template from the zip file in the BP playbook or sales kit. Then it's time to customize your template with information.	<p>Step 2—Choose a date and book your speaker.</p> <p>Step 3—Select an e-mail template.</p>	<p>Image of a calendar with a check marked date, image of a male/female IBM employee talking into a headset.</p> <p>Screenshot of one of the e-mail templates, or the template selection screen.</p>
9	During step four you'll give the specific details of your Webcast, such as the event title, date, time, key takeaways or associated offers. You can also get help framing your message. See the Rational® AppScan® messaging document for guidance with general messaging and value proposition statements.	<p>Step 4—Customize your template with webcast details.</p> <ul style="list-style-type: none"> • The Rational® AppScan® messaging document is available at: https://www-304.ibm.com/usrsvc/accoun/userservices/jsp/login.jsp?persistPage=true&page=/partnerworld/mem/mkt/mkt_rational_webapp_playbook_more.html&PD- 	<p>Screenshot of this template becoming populated with info, maybe show a happy BP entering the info.</p> <p>An image of the AppScan messaging document.</p>

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10	Step five is to determine your demand generation strategy by purchasing a media list or by using your own. And finally, you'll create a lead progression plan. Take advantage of IBM's list of progression tactics to assist you.	Step 5—Determine your demand generation strategy. Step 6—Create a lead progression plan.	People planning a strategy; a BP loading a medial list into an e-mail and getting ready to send it.
11	Next, you'll transition smoothly into phase two. During this phase you'll determine how to fund and execute your campaign. One option is IBM Co-funded Agency Assistance for selecting an IBM marketing approved agency. The Business Partner Driven Model is a second option. This helps you manage all campaign elements including list purchasing, registration, email, Webcasting and telemarketing. If you wish to manage these elements yourself, the Business Partner Direct co-funding model may be right for you. Once your funding model is selected, you're ready to launch. Use our final checklist and execute your campaign.	Phase two: Funding and executing your campaign Step 1—Determine your funding model. Choose from: <ul style="list-style-type: none"> • IBM Co-funded Agency Assistance. • The Business Partner Direct co-funding model. Step 2—Execute your campaign.	A BP fills out a Web form to apply for IBM Co-funded Agency Assistance; A BP checks off the final item on the checklist and looks up, seeming determined.
12	After your Webcast has aired you'll move to the last phase—progressing leads through the sales cycle. First, execute your lead progression plan following a path that maximizes your investment. You'll call or e-mail all of your registrants and attendees within 48 hours to establish follow-up contact. Then you'll document qualified leads and enter them into Global Partner Portal, or GPP. Lastly, you'll submit your sales opportunities to Software Value Incentive, a program that rewards IBM Business Partners. After this step, pat yourself on the back! Your Webcast marketing campaign is complete.	Phase three: Progressing leads through the sales cycle Step 1—Execute your lead progression plan. Step 2—Email or call registrants and attendees. <ul style="list-style-type: none"> • Convenient e-mail templates are offered to save you time. Step 3—Document qualified leads and enter into Global Partner Portal. Step 4—Submit your opportunity for Software Value Incentive.	A customer is watching a Webcast and clearly looks impressed. A customer opens an e-mail, subject line, "Thank you for being our guest" and looks pleased; a customer picks up the phone and looks delighted to receive a contact. A BP enters contacts into the GPP interface. A BP glances at an e-mail from IBM, subject line "Enjoy your Software Value Incentive rewards" and looks happy. A meeting of BPs click a slide on an overhead slide show. It is a Webcast slide that says "Complete!" in big letters. They look proud and congratulate each other.
13	When you need a professional marketing campaign that will generate new leads, IBM has the right tool to help you build it. From start to end, Rational Just Push Go empowers Business Partners. Try Just Push Go today and see how easy it is. Visit www dot two thousand dot IBM dot com slash partner world for information on getting started.	Visit http://www-2000.ibm.com/partnerworld/pwho/me.nsf/weblook/smb_feature_just_pushgo.html for information on getting started.	Closing montage of images of Just Push Go templates, guidance screens, happy BPs,

			images conveying success, ending with a BP moving to click the same "Go" button in panel one.
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