tmforum labs

CATALYSTS

Marketing -

Catalysts 2022

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Marketing Director, Labs

Today’s agenda

- Catalyst overview
- TM Forum’s marketing support
- Self-promotion of your Catalyst

a successful Catalyst:

- is driven by a real business need with a clear definable goal
- demonstrates flexibility and agility in its architecture
- is an early adopter of new technologies and demonstrates relevant innovations
- delivers a convincing and clear pitch
- uses existing TM Forum member projects and assets
- applies multi-SDO best practices and standards, where appropriate

Catalyst project
marketing benefits

Exposure

- Creation of promotional video content
- Blog or article about the project
- Social media campaign
- Email and newsletter exposure
- Logo and company exposure at Digital Transformation World
- Published and promoted via TM Forum channels

Assets

- Interactive project space on tmforum.org
- Lead generation data from project followers
- Eligibility for Catalyst awards
- Support from Catalyst Success Manager and subject matter experts
- Self promotion marketing toolkit
- Use of CurateFx tool

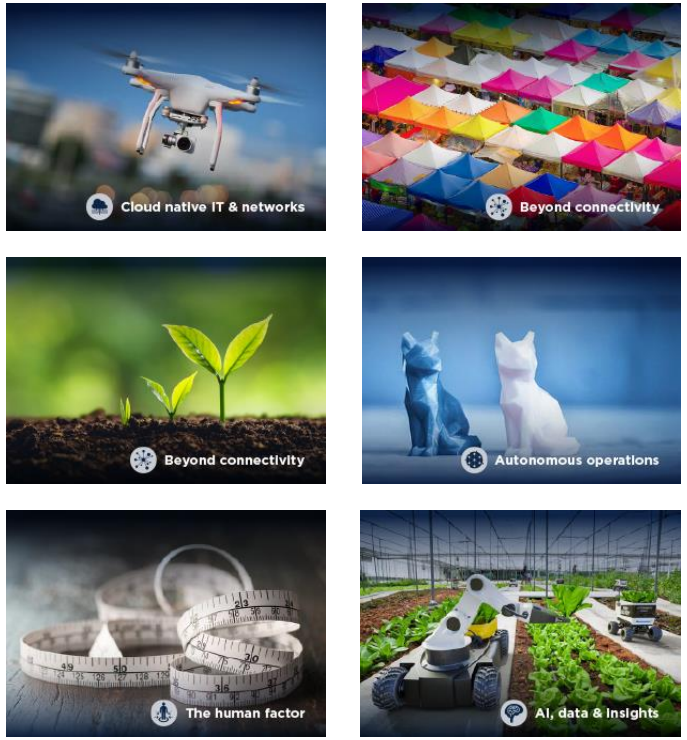
Event access

- Fully branded, and equipped project kiosk in Catalyst area
- On-site TM Forum support
- Two All ACCESS+ passes plus 25% discount on additional All ACCESS+ passes for 2022
- Meet 3,000+ senior executive attendees
- Food, beverages and social activities to meet and network

How TM Forum will drive awareness

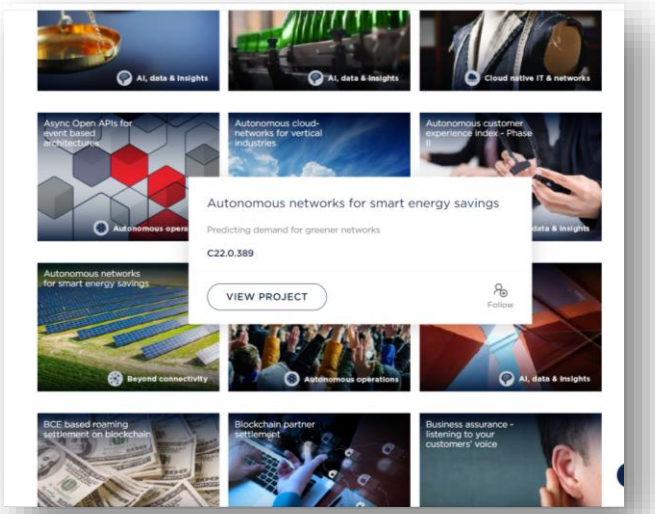
MESSAGING

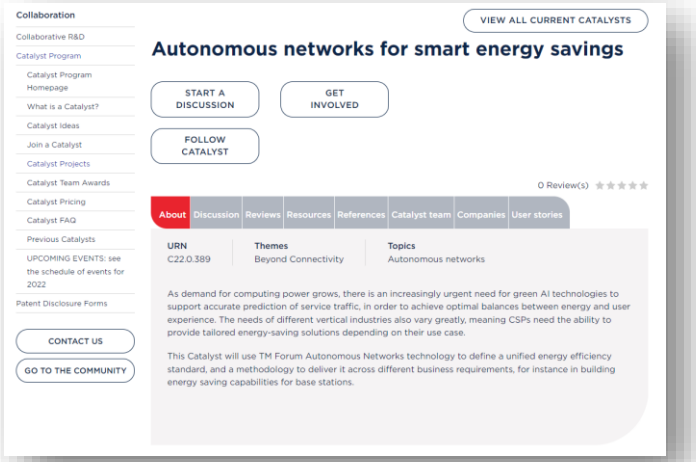
- **Now**: Project titles, straplines, short descriptions being uplifted for all viable projects
- Visual identity for each Catalyst via website tiles



images

strapline



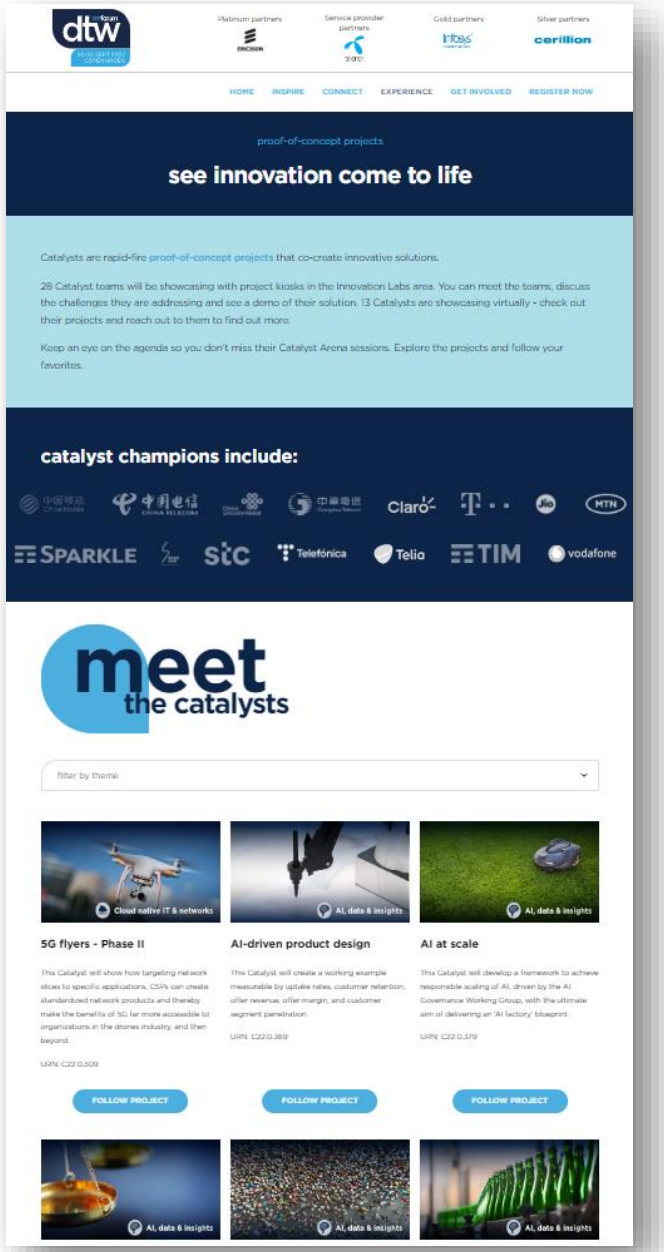


Short description

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DTW webpage

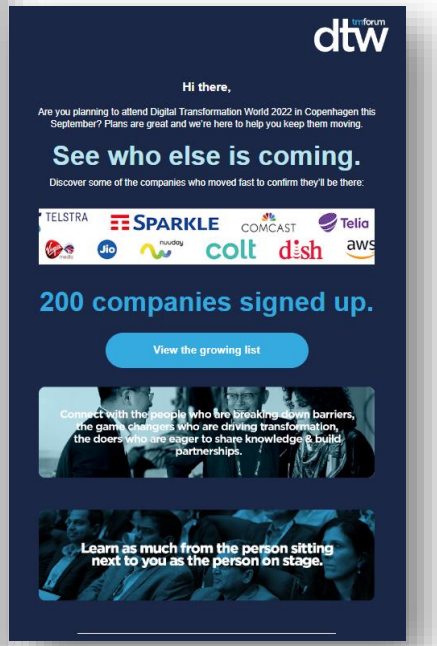
How TM Forum will drive awareness

EMAILS

- **July-Sept:** Targeted emails to TM Forum database to highlight Catalyst projects
- **July-Sept:** Digest emails with project updates sent to all followers
- **July-Sept:** DTW retention emails featuring relevant Catalysts & Innovation labs zone

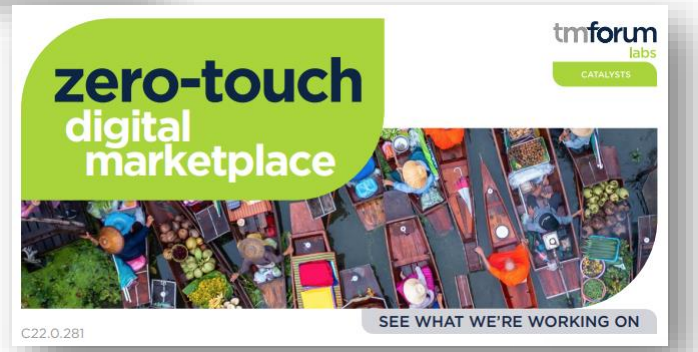






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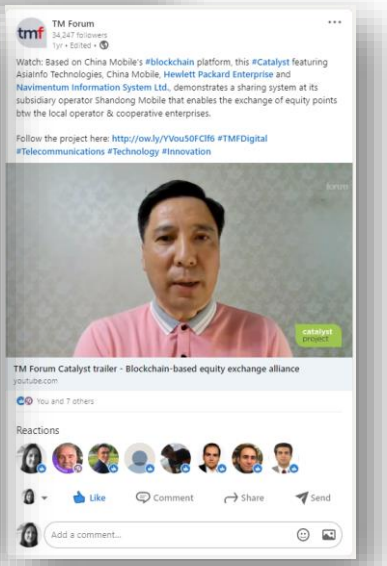




SOCIAL

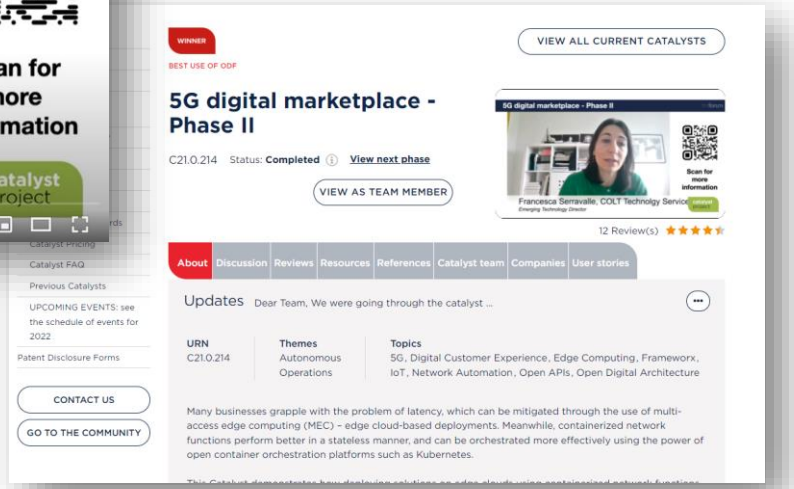
- **Now**: Creating so.me banners & post content for each project
- **July-Sept:** Posts on TM Forum social channels
- **July-Sept:** Posts on TM Forum Catalyst LinkedIn group
- Tagging all companies involved
- Leveraging the reach of Catalyst team member individuals and companies





How TM Forum will drive awareness





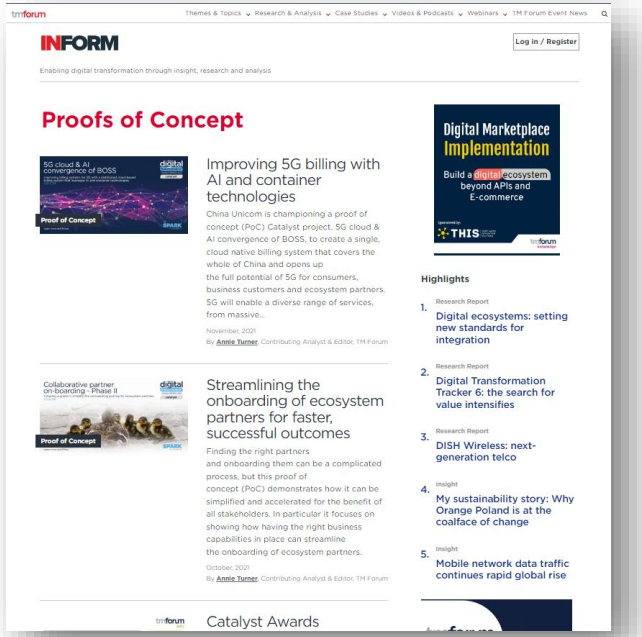
VIDEOS

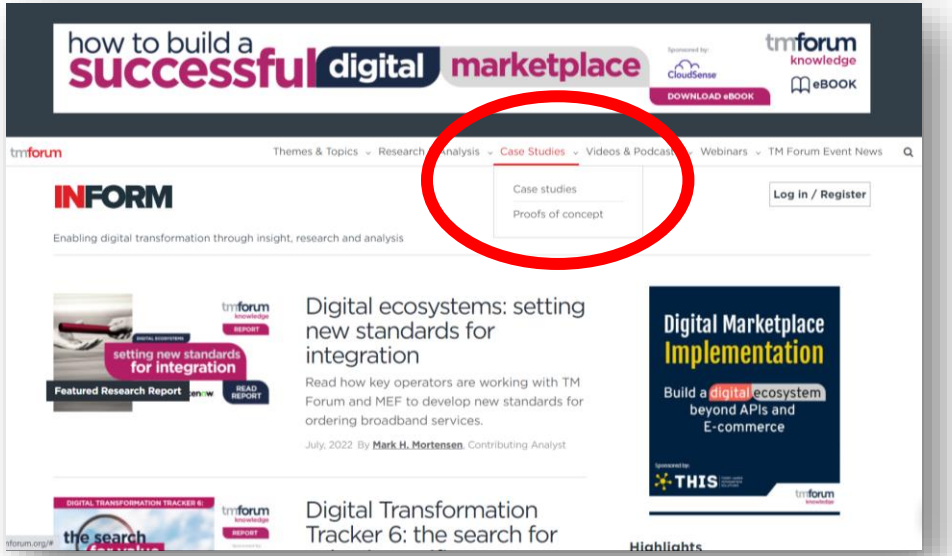
- Recording & editing trailer videos
- Pre-DTW video advert for Catalyst program

- Select a speaker
- We will schedule recording of a 2 minute “trailer” video
- We will edit the video & post it to your Space
- We will use the video in social media posts on our channels



How TM Forum will drive awareness





ARTICLE

- **July-Nov:** Professionally written article on each Catalyst published on Inform news channel

- Our writers will contact you with a set of questions to help them write the article.
- Then they will send a draft for approval before publishing

How TM Forum will drive awareness

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MARKETING

- **July-Sept:** Monthly webinars with marketing leads in each project to drive self-promotion & closer links with us
- Personalized marketing toolkit for each team
- Leveraging their reach & their important content

CONTRIBUTIONS

- Webinars with theme leads to drive use of TM Forum assets, building use cases & poc's

**** We will advise teams in advance before their Catalyst is featured on a SoMe post/email**

tmforum labs

CATALYSTS

Marketing -

Self-promotion of your Catalyst

using Catalyst spaces and gaining followers

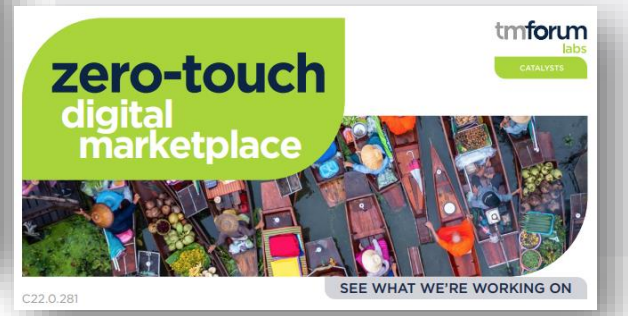
- **Catalyst followers** will follow and support your project, further promoting it to other interested audiences
- **Catalyst spaces** will attract followers to your project space – they'll get regular project updates, give you feedback, attend demos and connect with your team
- TM Forum provides regular **digest newsletters** and emails with updates to Catalyst Followers
- **Catalyst spaces** gamify the process of Catalyst profile-raising through continuous engagement in an interactive digital platform
- A **central hub** for all the information about your Catalyst project - you can post updates, describe your use cases and solution, showcase team members and all company logos
- Showcase your **library of assets** and promotional materials on your project – documents, videos and infographics



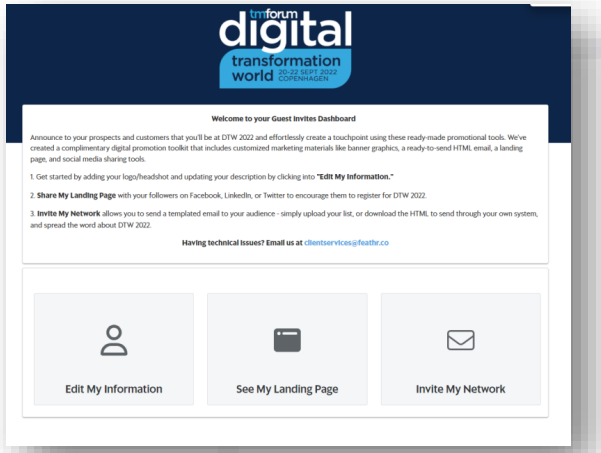
Marketing toolkit

Social banners





Feathr



Ppt template



Email signatures





Whitepaper template



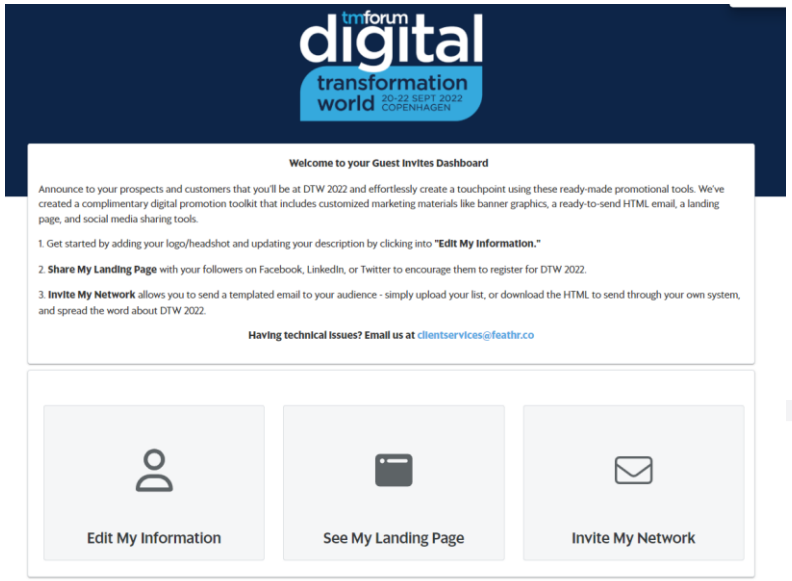
Images



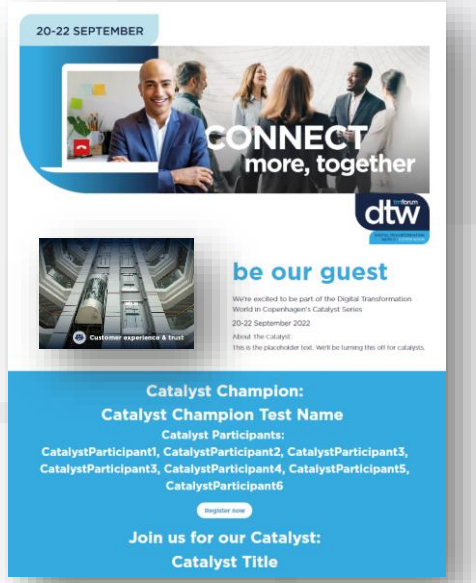


Feathr

Dashboard



Landing page



Invitation email



- **Objective**: announce to your prospects and customers that you will be part of DTW – invite them to attend & visit your Catalyst
- Every company gets a log in
- Your dashboard allows you to edit your information
- Ready-made email, landing page and social sharing tools

Collateral we provide for each Catalyst

Marketing toolkit

- Personalized banners for social channels
- Ppt template
- PR template
- Whitepaper template
- Pitch deck template (for DTW arena presentation)

Website

- Title, tagline, short description, copy editing
- Inform article

Feathr set up

- Personalized marketing platform for each company on the team to invite prospects to the Catalyst at DTW



Videos

- Trailer video (including speaker guidelines)

Social media banners

- Personalized per project – general, event specific, award winner

Summary

Promotional activities

- **Spaces**
  - Post updates
  - Add resources & use cases
  - Make it engaging for the audience
- **Social media** posts
  - by company, by individuals
  - Like, share, comment on TM Forum & team posts
- **Inform** articles
  - Share on your channels
- **Videos**
  - Share the trailer video
  - Create your own
- **Feathr**
  - Use to invite your contacts to DTW
- **Awards**
  - Apply for awards you think you can win
  - People’s Choice voting

Next steps

- **Spaces**
  - Approved titles, straplines & short descriptions
- **Videos**
  - Submit speaker for the trailer video
  - Speakers book recording time
- **Inform** articles
  - Reply to our writers
- **Social media**
  - Start posting - by company, by individuals
  - Like, share, comment on TM Forum & team posts
- **Marketing toolkit**
  - More details soon!

Contact me:

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or your Catalyst success manager

