

MARCOM

# STRATEGY

Research Lab





## The Products

The client offers a suite of publication, education, research, and corporate training offerings that seek to improve the global practice of supply chain management.



# Business Objective

Drive customers to enroll seamlessly in courses and events.  
Engage partners to fund research and sponsor students.  
Increase global awareness of, and confidence in our activities.  
Build demand and use of software, hardware, and publications.



# Audiences

Corporations, organizations, and government users.  
Managers and directors in SCM and related business functions.  
Business to business learning managers.  
Individual contributors and teams.  
Individual researchers and students.  
Press.



# Promises

“Be part of the most diverse and interesting part of the business”

“Participate in deep research”

“Hire a qualified graduate”

“Improve your team”

“Get a better career”

“Innovate”

Supply chain and logistics are not just “moving boxes around.” It is cutting edge. It requires unique skills that span the analytical and intrapersonal. It requires pan-organizational capabilities.



## GTM Strategy

Better reach circles of influence through publications.  
Streamline and automate digital marketing processes.  
Broadcast conversations with multi-media short form content.  
Invite the media to symposia and discovery events.  
Cultivate virtuous circles with alumni.



# Channels

Owned: Websites, blog, youtube, podcast, social channels

Earned: MIT News, guest feature articles, mentions, shares,

Social: Paid: Social, search, print, landing.

Live: Webinars, events, conferences.



## Measures

Increase in media calls, quotes & stories. Higher app/acceptance ratio for applicant programs. Paid enrollment increases, open programs. Increase in research funding and leads. Increase Partner inquiries and paid partnerships. High NPS score. Waiting list attendance at events. Waiting list for partners wishing to engage. More MIT guest speakers and researchers, more invitations to speak. Decrease in staff time per contact or prospect.



**THANK  
YOU**

