



SEQUENTIA
ENVIRONICS

TAB Case Study

Presented by:

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TAB

Monday, October 6, 2008



TAB Online Marketing 2004

Background:

- TAB: \$120 million company in US, Canada, Europe, Australia
- Filing and records management
- Low interest category, but emerging in importance
- Existing online program was generating 30-50 inquiries a month (not leads)



Goals

- Generate more online leads
- Build opt-in list
- Move up value chain - connect to opportunities outside the file room
- Strengthen relationship with customers and increase customer intelligence/intimacy



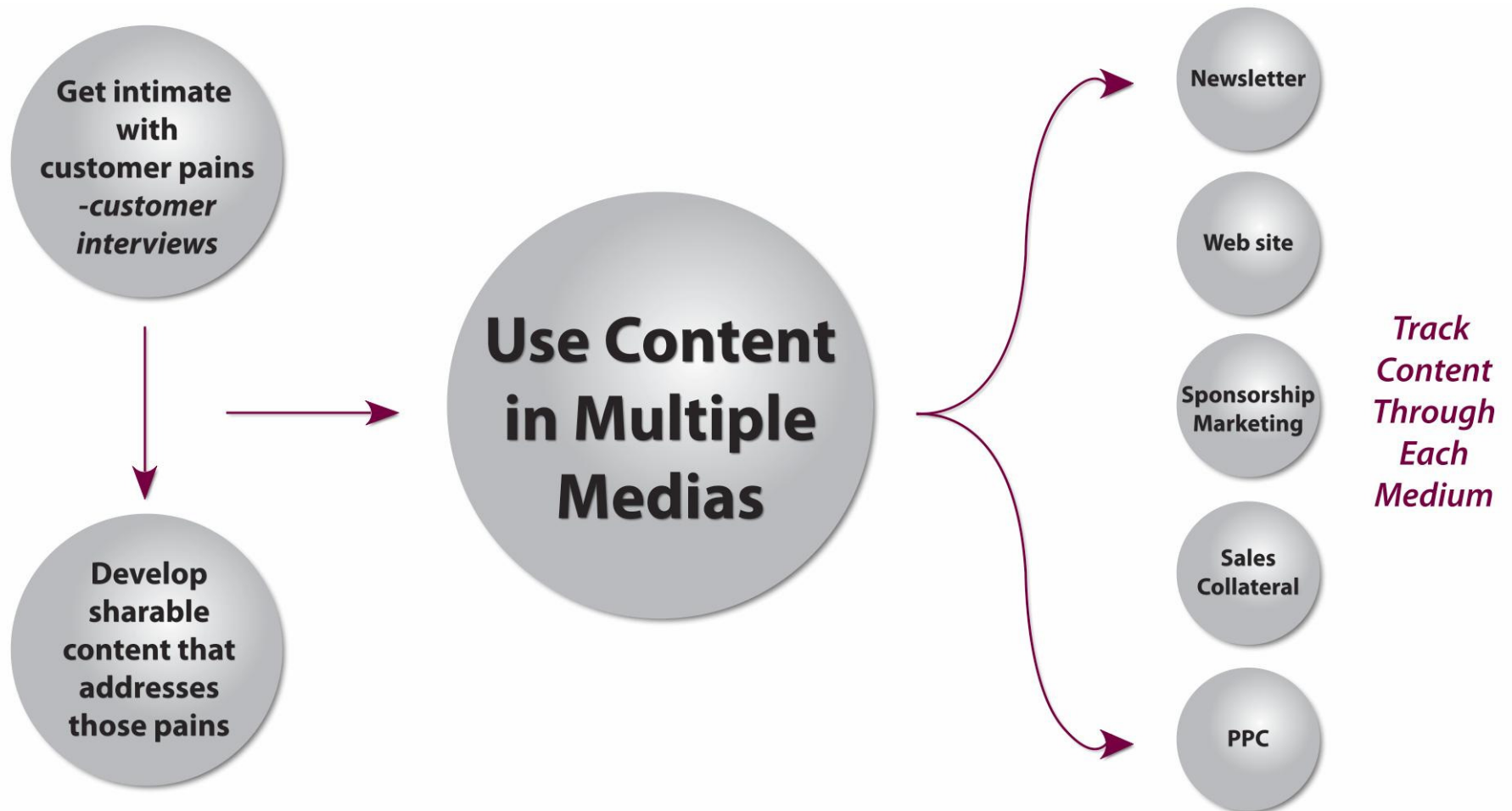
Strategy

(Re-) Connect with our customers using value-rich content:

- Get very intimate with customer pains
- Develop practical, shareable content assets that address these pains
- Use content assets in multiple media
- Measure continuously what content and formats work best



Content-based Lead Generation Program





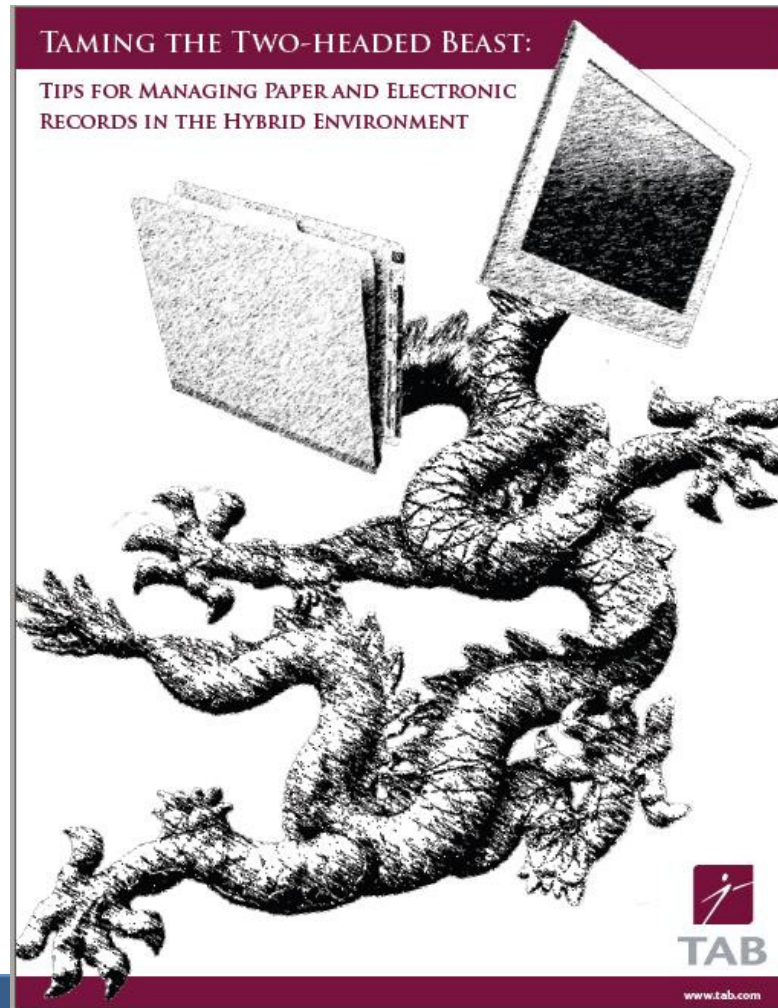
How Did We Develop the Content?

- Interviews:
 - Key customers
 - Prospects
 - Sales force
- Surveyed our audience
- Looked at key search terms
- Competitive messaging/content
- We put this all together to develop a content plan based on:
 - Prospects and current customer needs and pains
 - Corporate Sales Strategy



Example Content Asset

Tips for Managing Paper and Electronic Records in the Hybrid Environment





Website - Before



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Maximum space utilization.



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Digital Imaging Needs Assessment



Download five excellent and comprehensive tips to help you handle the challenges of the hybrid environment.

This tool will help you look at imaging with respect to your organization's objectives.

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TAB helps organizations like yours address and solve critical business issues. Our records management solutions include file folders, color coded filing systems, mobile shelving, cabinets, office file moves, file management software, records retention, archiving, shredding, offsite storage, compliance, consultation and electronic document management.

Working together, we analyze, develop and implement solutions that allow your organization to work more efficiently, make better decisions and manage your exposure to risk. Whether your company's records are paper or electronic, we can help you ensure the information you need is there when you need it.

Business Issues

>> **How can I streamline my records to reduce my storage costs?**

Product Fastfinder

TAB Products

Website - Optimized



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New to Records Management?



Learn how you can manage paper and electronic records in the hybrid environment »



Getting RM Governance Right
Resources to aid in directing your records management function.

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About Us

TAB partners with organizations worldwide to organize, access and manage their information. We offer 50 years of experience, the best products and our renowned consulting methodology for regulatory compliance. From traditional records challenges to the hybrid



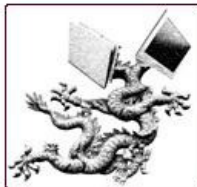
Understand Your RM Environment
What you need to meet



Lead Capture Page – New Customers



Managing Both Electronic and Paper Records?



To help you manage your electronic and paper files, we've put together five excellent and comprehensive tips to help you handle the challenges of the hybrid environment. These tips can help your organization thrive in both the paper and electronic worlds, bringing the two together in one value add for your organization's business.

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Managing both electronic and paper records?

Get best practices for
handling the hybrid
environment when you
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DID YOU KNOW?

While 90% of senior executives involved in document management agree that managing documents throughout their lifecycle helps improve business performance, only 12% rate their organization as highly effective in this practice.

Source: *Geo Business*

April 2008: In this issue

1. [Taming the Two-Headed Beast: Tips for Managing Electronic and Paper Files in the Hybrid Environment »](#)
2. [Help Us Get a Better Picture of the Hybrid Environment! »](#)
3. [What Your Colleagues are Reading »](#)
4. [OnRecord Q&A: We've Got the Answers »](#)
5. [Handle the Hybrid Environment with Accutrac XE »](#)
6. [Want Space Savings and Greener RM? Visit us at AIA Expo 2008 May 15-17 in Boston! »](#)
7. [News: Why US Federal Agencies Struggle With E-mail Management »](#)
8. [News: How Digital Imaging Made Health Trust More Efficient »](#)

Dear Records Manager,

Most organizations today operate in a multi-format environment, where the proliferation of both paper and electronic files is presenting a new set of problems beyond those traditionally faced by records managers. In response to this, we've got an excellent [whitepaper](#).



Lead Capture Page – Repeat Customers



Managing Both Electronic and Paper Records?



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[HYBRID FILE](#)

www.tab.com Manage the **Hybrid** Environment TAB Can Help! Free White Paper

[A photo that can steal your online credentials | InfoWorld | News ...](#)

1 Aug 2008 ... By placing a new type of **hybrid file** on Web sites that let users upload their own images, researchers can circumvent security systems and ...

www.infoworld.com/article/08/08/01/A_photo_that_can_steal_your_online_credentials_1.html - 69k - [Cached](#) - [Similar pages](#) - [Note this](#)

[hybrid file: Information from Answers.com](#)

hybrid file May refer to a graphics **file** that contains vector graphics and bitmapped graphics. See metafile.

www.answers.com/topic/hybrid-file - 30k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Conquest: Better Performance through a Disk/Persistent-RAM Hybrid ...](#)

Conquest, a disk persistent RAM **hybrid file** system presented by Wang [13] uses nonvolatile RAM as a final storage destination for metadata and **files** smaller ...

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[Hybrid File Organizations \(ResearchIndex\)](#)

INTRODUCTION In this chapter we illustrate some of the varieties of **file** designs that can be obtained by combining the basic methods described in the ...

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Washington Policy Brief

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Washington Policy Brief: May 2007

Welcome to ARMA International's *Washington Policy Brief*. This semi-monthly online advisory contains brief summaries of recent legislative and regulatory issues that may affect the records and information management profession. Further information about the issue is accessed by clicking on the link provided at the end of each summary.

For continually updated information and intelligence about the legislative and regulatory news that affects you and your organization, visit the *Washington Policy Brief* [online](#).

Legislation Introduced to Improve Federal Electronic Recordkeeping

Representatives Henry A. Waxman (D-Calif.), William Lacy Clay (D-Mo.), and Paul W. Hodes (D-N.H.) [introduced legislation](#) to modernize the requirements of the Presidential Records Act and the Federal Records Act and ensure that crucial records are preserved for historians. [More...](#)

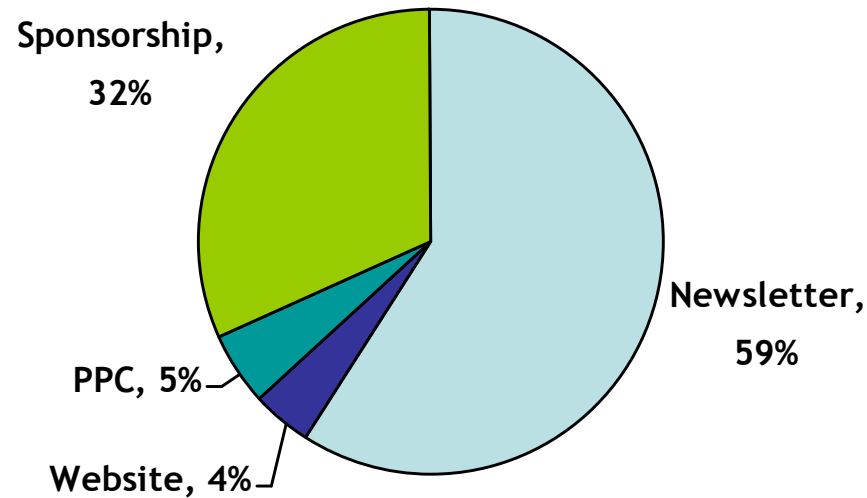
[5 Tips for Managing the Hybrid Records Environment](#)

To help you manage your electronic and paper files, we've put together five excellent and comprehensive tips to help you handle the challenges of the hybrid environment. These TAB [tips](#) can help your organization thrive in both the paper and electronic worlds, bringing the two together in one value add for your organization's business.



Tracking – Hybrid Tool

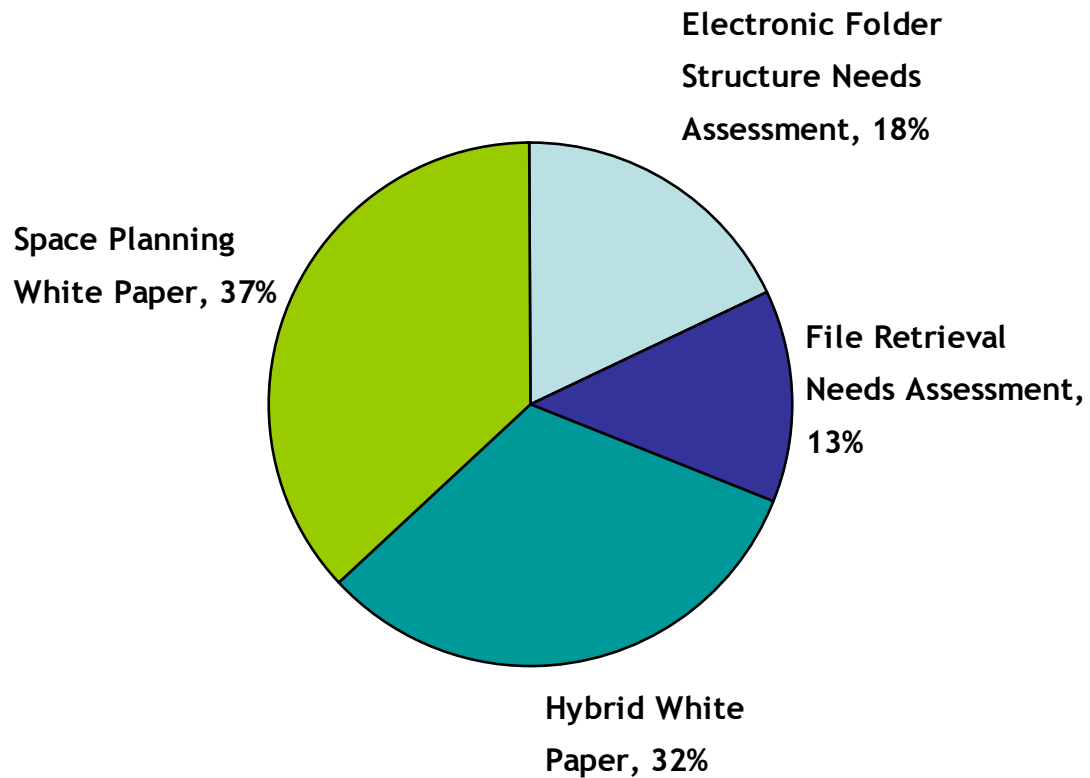
Where Our Downloads Came From





Tracking – Content Popularity

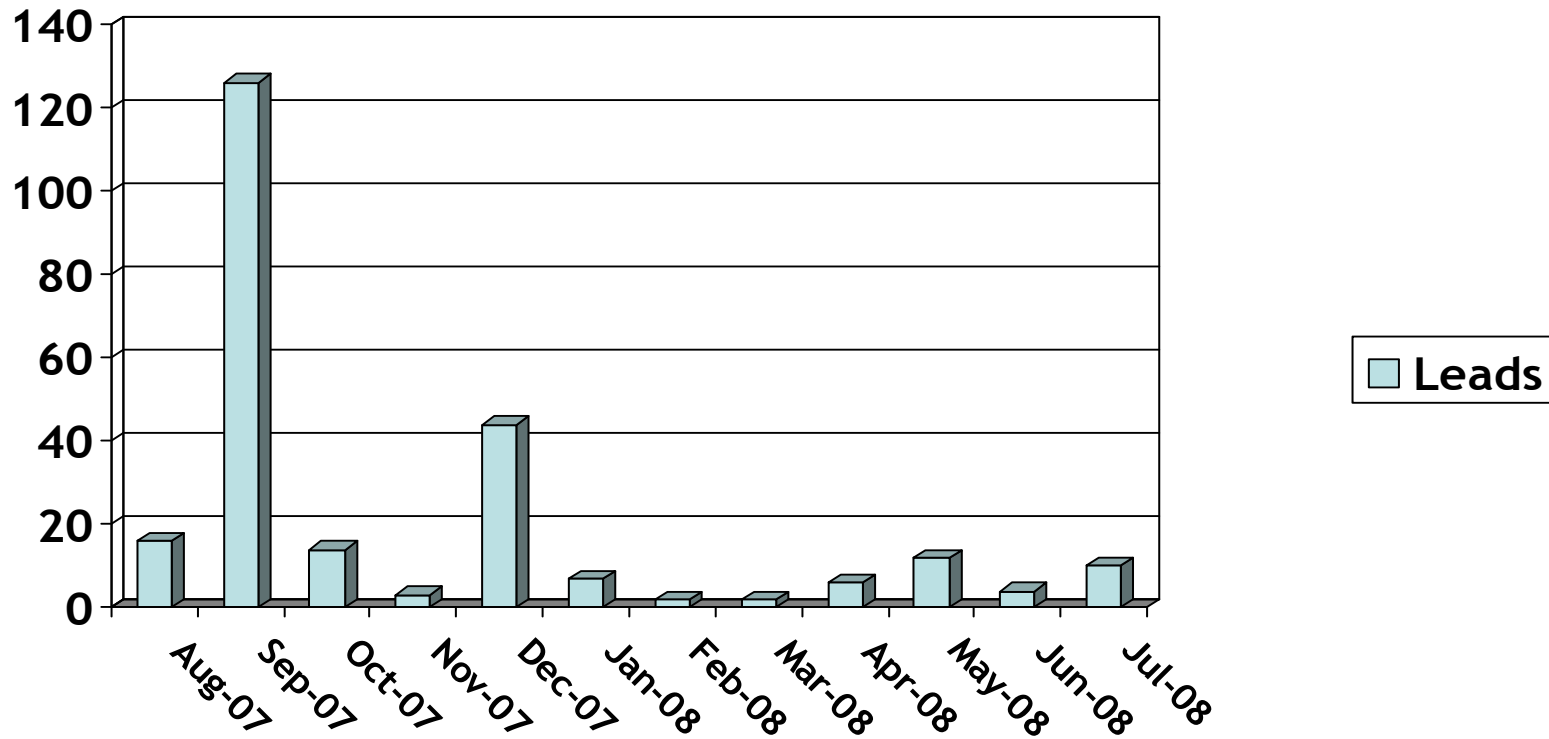
Which Content is Generating Leads Sample





Tracking – Content Longevity

Long-tail of Download Activity
Document Conversion WP





Results

- From 50 leads a month – 250 leads a week in 2 years
- Opt-in list has grown organically to over 20,000 subscribers
- Content assets continue to generate leads for up to 30 months
- Deep understanding of customer needs
- Powerful customer and industry feedback
- Evidence of TAB positioned as a “thought leader” in RM industry
- 1200% ROI over past 24 months



Key Learnings

- Content works hard as a marketing tool to connect with customers “beyond the file room.”
 - Reach new markets and market segments with the same products
- You need to measure the success of your content
 - One big surprise is that case studies are significantly less popular than other tools
- Good content has a long “tail”
 - Because content is searchable your marketing investment keeps on working for up to two years
- Phase 2 of the program is audience segmentation based on program and market learning
 - Tailoring new content to fit sub-targets so it can work even harder as a marketing tool

Credits/Thank You

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