

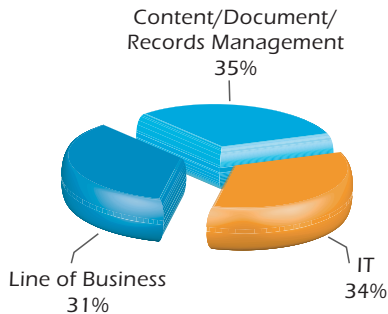


AIIM and Your Marketing Effectiveness: 4 Critical Success Factors

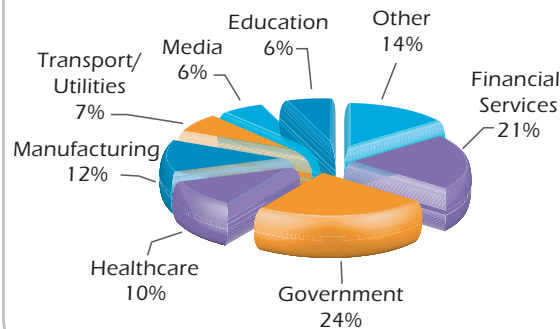
1. We aren't trying to build an ECM community; we ARE the ECM community!

For over 60 years, AIIM has been the trusted authority on finding, controlling, and optimising business information. The AIIM family of practitioners includes over 65,000 professionals world wide, from all industries and government, in over 150 countries, and in essential functional roles including IT, line-of-business, and ECM specialties.

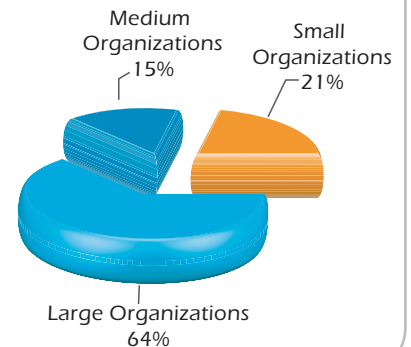
Full complement of players necessary to drive an IT purchase decision



High growth industries and recipients of federal stimulus funding



Fortune 500 and SMBs represent significant potential for all ECM solutions



2. Our community members are engaged, qualified, and ready to buy.

As the leading provider of education, research, and best practices, AIIM is dedicated to helping organisations understand the challenges and benefits associated with managing information. Our view of that space indicates a convergence of traditional ECM with applications/BPM, Collaboration/E2.0, Portals and Business Intelligence/Analytics.

AIIM community members qualify by participating in at least one activity within a 24 month period. Without a requalifying activity, the member is "retired". That means guaranteed freshness!

84% are directly involved in the buying process at their organisation



95% count on AIIM activities for learning about ECM products and solutions

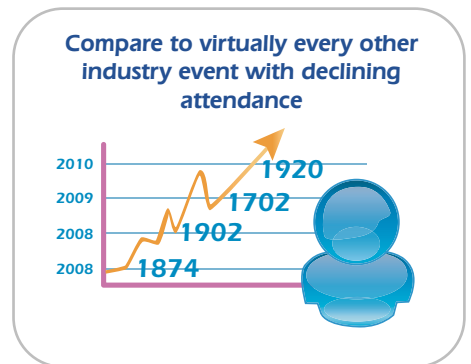
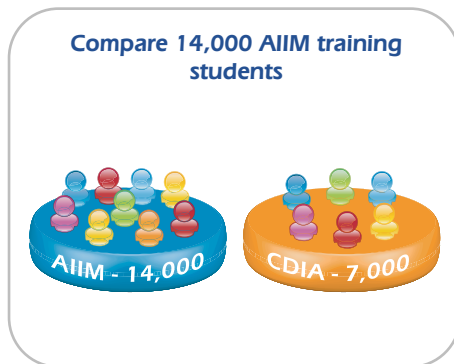


100% agree to be contacted by the vendors sponsoring the activity in which they participate



3. What's so special about all of this?

54% of marketers do not believe that pure-play content providers have a sustainable business proposition. AIIM has always been singularly focused on the ECM industry. Our well-established and comprehensive program of activities has engendered a community that is thriving and here to stay!



4. As a Solution Provider, what's in it for you?

Quite simply, we challenge your organization to reach these types of customers on your own, or with another marketing services provider as effectively or affordably. As your closed-loop, turnkey, and fully integrated marketing solution provider, AIIM will:

Identify your business development objectives:

- Demand Generation
- Industry Credibility
- Market Positioning

Recommend an appropriate campaign or package of activities to suit your unique goals and budget:

- Online and in-person events
- @ (Social Media)
- www (Website)
- Market Research & Custom Content

Help you track your success in complete transparency:

- Event registrations and attendees
- Content asset downloads
- Impressions, click-thrus, and unique visitors

Deliver results to your complete satisfaction:

- Average cost per lead is one of the lowest in the market at \$16. Compare that with baseline \$50 for FierceContentManagement