



2019

## CK75 Campaigns

Overview, pricing and marketing support tools

**Honeywell**  
THE POWER OF **CONNECTED**

Partner Concierge

# Campaign Assets – Migration from CK71

The image shows three overlapping email campaign assets. Each asset features the Honeywell logo and a placeholder for a partner logo. The assets contain promotional text about the new CK75 ultra-rugged mobile computer, highlighting its durability, performance, and compatibility with Windows and Android. Each asset includes a 'LEARN MORE' button and a background image of a woman in a warehouse setting using a mobile device.

Email #1

Email #2

Email #3

The landing page features a large header image of a woman in a warehouse using a mobile device. The main headline asks, "Is Your Business Ready to Keep Up with 24/7 Connected Customers?". Below this, there are three columns of text: "There Has Never Been a Better Time to Upgrade Your Devices", "An Exclusive Invitation", and a registration form. The form includes fields for First Name, Last Name, Email Address, Company, City, Country, and Phone, along with a Project Timeline dropdown and a Comments field. A "REGISTER" button is located at the bottom right.

Landing Pages

# Campaign Assets – DC/Warehouse

**Honeywell** THE POWER OF CONNECTED | **LOGO** Your Logo Here

**RUGGED BUSINESS TOMORRO**

Are your mobile computers me your warehouse and DC opera that can withstand demanding being agile and responsive to i

The new CK75 fits the bill with combination of durability and e rugged design that can survive but is 31% smaller and lighter 1 class. This keeps your workon reducing errors from fatigue.

And with support for both Wind Handheld 6.5 and Android™ 6, your business – and your mobi future.

[LEARN MORE](#)

**Honeywell** THE POWER OF CONNECTED | **LOGO** Your Logo Here

**ONE ULTRA CHOICE OF SYSTEMS.**

Is your warehouse or DC operati Android™ 6.0? Or, would you pre every last bit of benefit from your Windows® Embedded Handheld

Now, there's a single mobile com you do both. Honeywell's CK75 u computer supports both operating extend support for WEH, then cor devices to the next-generation O is ready.

Get investment protection in an u leads its class in both durability a new CK75.

[LEARN MORE](#)

**Honeywell** THE POWER OF CONNECTED | **LOGO** Your Logo Here

**FAST, RESPONSIVE AND HIGHLY EFFICIENT SCANNING FOR YOUR DC**

To ensure accuracy and increased traceability in your warehouse, you need a device with superior scanning ability. Honeywell meets that need with the new CK75 ultra-rugged mobile computer.

The CK75 delivers extreme read ranges and lightning-fast performance using proven Honeywell imaging engines. It provides the quickest, most accurate reading of 1D and 2D barcodes – from 6 inches to up to 50 feet away.

Speed your warehouse workflows with unmatched scanning performance in one ultra-rugged, ergonomic device: the CK75.

**Partner Name**  
123-456-7890

[LEARN MORE](#)

Email #1

Email #2

Email #3

**Honeywell** THE POWER OF CONNECTED | **LOGO** Your Logo Here

**THANK YOU FOR REGISTERING**

View the Video to Learn More about the CK75

Thank you for registering for a chance to win a free CK75 demo unit and an on-site evaluation for your organization. One of our experts will be in touch with you shortly.

In the meantime, if you'd like to learn more about the CK75 ultra-rugged mobile computer, please watch our video or visit the CK75 product page.

[GO TO PRODUCT PAGE](#)

Landing Pages



# Multi-Touch Campaigns

## Multi-Touch Email Marketing

**\$1,995**

- Three email blasts to your target list  
Each email executed twice to maximize penetration
- Campaign landing page
- Detailed reporting for sales follow-up
- Co-branded collateral
- Program development and management

## Integrated Lead Generation

**\$5,995**

- 80 Hours telemarketing and lead qualification
- Three email blasts to your target list
- Campaign landing page
- Detailed reporting and daily leads distribution
- Co-branded collateral
- Program development and management

### Additional Marketing Tools

**Lead Nurturing**      **\$1,995** *per month*

*6 Month program*

- Up to 2,500 prospects / leads
- Monthly variable data email blast featuring sales rep name and contact
- Landing page content and graphics
- Monthly telemarketing follow-up
- Detailed reporting and status updates
- Program development and management

**Prospect Profiling**      **\$2,500**

*Up to 150 prospects*

# Email Marketing Campaigns

## DIY Marketing

**No Cost**

- Ready to execute co-branded collateral
- HTML emails
- HTML Landing page ready to post on your server
- Support collateral

## Product Announcement

**\$895**

- One email blast to your target list  
Email executed twice to maximize penetration
- Campaign landing page
- Detailed reporting for sales follow-up
- Co-branded collateral
- Program development and management

### Additional Marketing Tools

Blog Post Copy <i>Up to 400 words</i>	\$350 to \$475
Digital Marketing <i>Up to 7 posts</i>	\$375 to \$595
Database Append <i>Per contact</i>	\$0.40 to \$1.00
New Database <i>Per contact</i>	\$0.25 to \$0.75
SEO and PPC	Starts at \$500

# 10 Steps to Successful Lead Generation

1. Define goals & objectives (*complete PDW*)
2. Define call to action / offer to prospects
3. Review and prioritize prospect database
4. Partner sales review and approval
5. Honeywell CMM/VPM review and approval
6. Sales training and readiness
7. Demo units or supporting collateral (*infographics, white papers*)
8. Campaign tactics and timeline
9. Lead tracking, reporting and feedback to HPC
10. Plan lead nurturing and management activities

# Lead Definitions

## Phone Appointment

Prospect has agreed to a phone appointment with a sales rep.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

## A Lead

Leads with a project, budget and a timeline OR a prospect requests a sales rep to contact them with specific information and may not have shared budget or timeline.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

## B Lead

Leads with a project, may or may not have a budget or defined timeline.

Prospects should be contacted by sales professional and nurtured until they are ready to purchase.

## C Lead

Leads with revenue potential in the future. They are interested in receiving information and communication in the next 30 to 90 days. Prospects should be contacted by telesales and nurtured until they transition to an A or B lead.

## D Lead

Email click-through, individuals who downloaded a whitepaper or prospects who requested specific information sent to them. Prospects should be contacted by telesales and nurtured until they transition to an A or B lead.





**Contact HPC to develop your custom marketing campaign**

480.349.9263

Honeywell@PartnerConcierge.com

**Request Your  
Marketing Campaign >>>**

