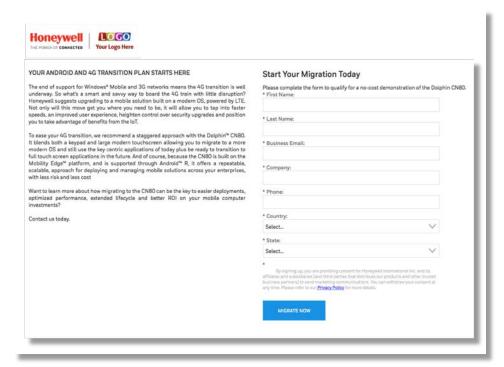


# **Dolphin CN80 Campaigns**

Overview, pricing and marketing support tools



# **Campaign Assets**



Landing Page



Honeywell Logo Honeywell LOGO Ease into Android Keys to an Easy Transition MOVE TO ANDROID. KEEF TWO WAYS TO ENTER DATA, MORE With Windows® end-of-life officially announced, it's time to start thinkin WAYS TO DRIVE EFFICIENCY Android™. Many businesses are adopting a staggered approach – stag support keypad-dependent apps. Let's face it. Some workers using mobile computers are more comfortable using keys. So as technology The Dolphin™ CN80, built on Honeywell's Mobility Edge™ platform, fe transitions to touchscreens, you may be hesitant to lose the keypad entirely. Or what if you plan to and keys, giving you additional time to write new apps and interfaces b transition to touchscreen but your application won't be redesigned for some time? also facilitates the move to full touchscreen; no need to replace the har touch centric operations Rest easy. Honeywell's handheld Dolphin™ CN80, built on the Mobility Edge™ platform, brings the best of both worlds. With full touch and keys, employees can work the way they want to. Up to 60 words customization copy here... Up to 60 words customization copy here.. Want to learn more about the Dolphin CN80 or call Partner Name Click to learn more about Dolphin CN80 or call 123-456-7890 123-456-7890

Email #1

Email #2



Banner Ads



# Campaign Assets – Data Sheets / Infographics



Infographics





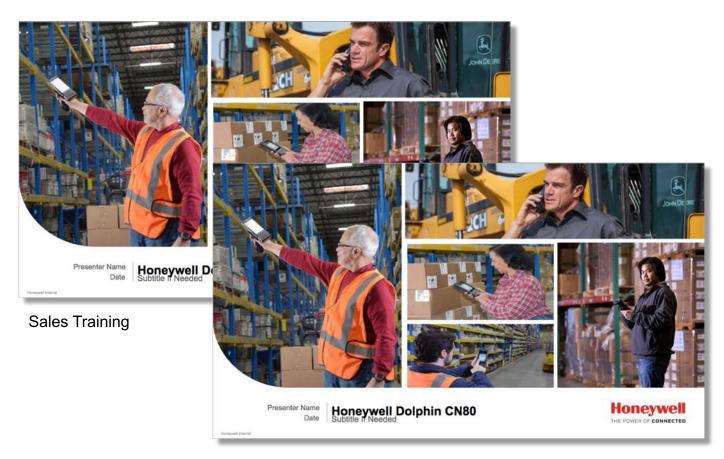
Data Sheet Accessories Guide



## **Sales Tools**



Configuration Guide



Customer Sales Presentation





# **Email Marketing Campaigns**

### **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

Request Your
Marketing Campaign

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

## **Multi-Touch Campaigns**

#### **Solution Announcement**

\$1,895.25

- Two 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

### **DIY Marketing**

**No Cost** 

- Download campaign assets and collateral
- HTML emails and HTML landing page
- Support collateral and tools

### **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



## 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
- 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.

Partner Concierge



### Contact HPC to develop your custom marketing campaign

480.349.9263 Honeywell@PartnerConcierge.com

Request Your
Marketing Campaign

