

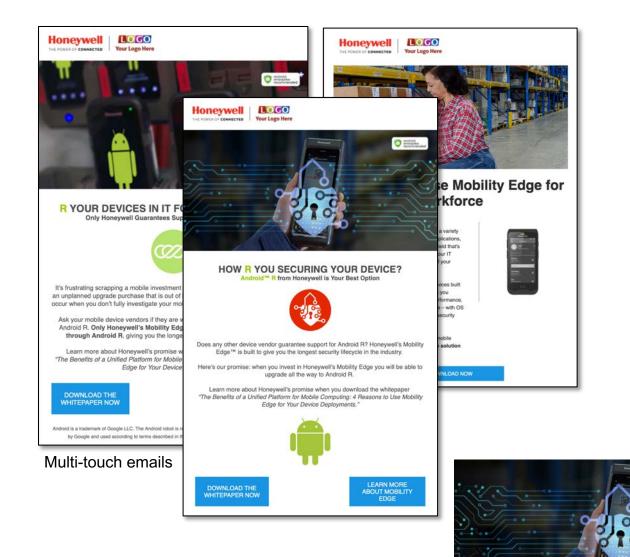
R You Ready – Mobility Edge

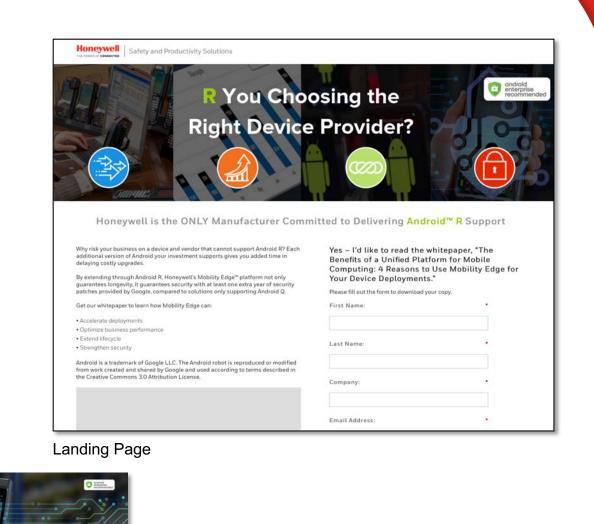
²⁰¹⁹ Campaign overview, pricing and marketing support tools



Partner Concierge

Campaign Assets



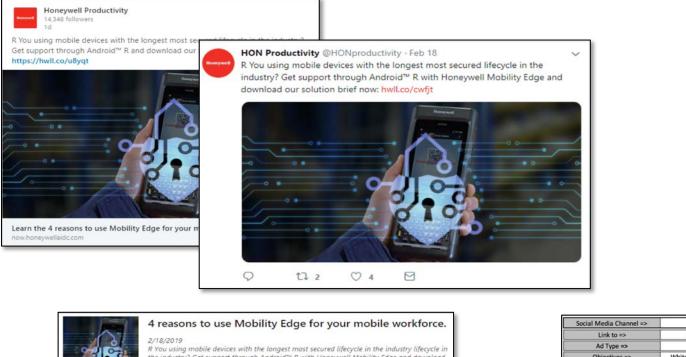






Banner Ads

Digital Marketing



the industry? Get support through Android™ R with Honeywell Mobility Edge and download the solution brief now. Connected Enterprise (Connected) Retail (SPS) Supply Chain (SPS)

Software (Connected)

Posts

		Watchouse tracking system		50	QL0.L-4
		warehouse tracking software		20	\$11.00
		inventory system		1300	\$22.00
		order picking software		20	\$15.68
		order picking system		50	\$31.90
		mobile inventory management		50	\$14.85
		mobile inventory system		10	\$14.85
		mobile inventory software		10	\$12.65
		mobile warehouse managemen	nt	10	\$14.03
		android enterprise recommende	ed devices	20	\$8.25
		android enterprise recommende	ed	210	\$8.25
		honeywell mobility edge		50	\$4.40
Social Media Channel =>	cial Media Channel => Linkedin			Twitter	
Link to =>	Whitepaper gated content	Whitepaper gated content	Whitepaper gated content		11.00
Ad Type =>	Sponsored Content/Ads	InMail	Sponsored Tweet		11.00
Objectives =>	Whitepaper downloads => New Leads	Whitepaper downloads => New Leads	Whitepaper downloads => New Leads		
Budget Recommendation =>	\$2,000	\$2,000	\$1,000		3.30
Estimated Results =>	300 Link Clicks 45,000 Impressions	300 Link Clicks 9,000 Sent InMails	1500 Link Clicks 80,000 Impressions		3.30 3.30
Timing =>	February - March 2019	February - March 2019 Feb		oruary - March 2019	3.30
Targeting =>	Available just for Promoted content	Available just for Promoted content Available		just for Promoted conte	ent 3.30
Link = >	https://now.honeywellaidc.com/Mobility-Edge-Brief.html	https://now.honeywellaidc.com/Mobility-Edge-Brief.html	https://now.honeywellaidc.com/Mobility-Edge-Brief.html		(html 3.30
		dolphin CK65		10	\$3.30
Keywords and Strategy		honeywell VM1A		50	\$3.30
		thor VM1A		90	\$3.30



Honeywell Partner Concierge THE POWER OF CONNECTED

HON Android R - Keyword Recommendation

enterprise mobile device management

retail mobile device management

enterprise mdm

retail mdm

android mdm

wms system

wms software wms inventory

android mobile device management

warehouse management software

warehouse management system

warehouse inventory software warehouse inventory system

warehouse tracking system

Average Monthly Estimated CPC

Bids (USD)

\$18.91

\$11.00

\$25.05

\$19.66

\$11.00

\$16.77

\$24.75

\$20.24

\$17.21

\$22.91

\$14.85 \$19.06

\$18.98

\$20.24

Searches (Exact)

50

10

260

110

20

480

880

2400

1300

1000

20

110

90

30

Sales Tools



End-User Sales Presentation





Data Sheets & Brochure



Campaign Options

Solution Announcement

\$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

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 to150 prospects

Campaign Options

Integrated Lead Generation

• 80 Hours telemarketing and lead qualification

\$5,995

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



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Campaign Options

Account Based Marketing

- Targeting up to 300 companies
- Database append with targeted contact names

\$8,995

- 100 Hours telemarketing & lead generation
- LinkedIn posts
- Multi-touch email executions
- Solution focused campaign landing page
- Co-branded video and collateral
- Detailed tracking and reporting
- Program development and management



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



Partner Concierge

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



