

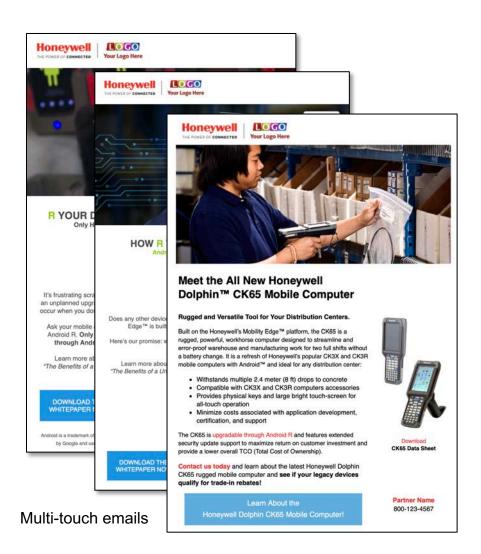


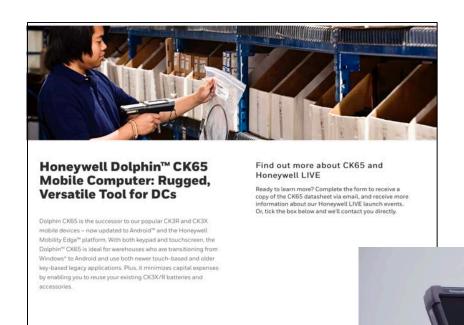
CK65 Mobile Computer

Campaign overview, pricing and marketing support tools



Campaign Assets





Landing Page



Video



COMPUTER

Sales Tools



End-User Customer Sales Presentation





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	
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

Campaign Options

Digital Marketing

\$3,595

- Multi-touch email executions to your target list
 Each email executed twice to maximize penetration
- Solution focused campaign landing page
- Two blog posts
- LinkedIn posts and graphics
- Tweeter content
- Co-branded video and collateral
- Detailed tracking and reporting
- 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



Campaign Options

Integrated Lead Generation

\$5,995

- 80 Hours telemarketing and lead qualification
- 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 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



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.



Contact HPC to develop your custom marketing campaign

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