

TRANSPORTATION & LOGISTICS (T&L) CAMPAIGN

Overview, pricing and marketing support tools



INTEGRATED LEAD GENERATION

Identify decision makers and generate actionable sales leads

- 80 Hours telemarketing and lead qualification
- Multi-touch email executions to your target list
 - Each email executed twice to maximize penetration
- Solution focused campaign landing page
- Co-branded video and collateral
- Detailed tracking, reporting and leads distribution
- Program development and management

Starting Price **\$5,995**

**Request Your
Marketing Campaign >>>**

DIGITAL MARKETING

Enhance your brand presence with targeted digital marketing tools and assets

- Solution focused campaign landing page
- Two blog posts
- LinkedIn posts and graphics
- Twitter content
- Multi-touch email executions to your target list
 - Each email executed twice to maximize penetration
- Co-branded video and collateral
- Program development and management

Starting Price **\$5,995**

**Request Your
Marketing Campaign >>>**

DRIP MARKETING

Transition your prospects and potential customers through the sales funnel

- Multi-touch email executions to your target list
 - Each email executed twice to maximize penetration
- Content for campaign landing page
- Co-branded video and collateral
- Detailed tracking and reporting
- Program development and management

Starting Price **\$1,995**

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Marketing Campaign** 

CUSTOMIZE YOUR CAMPAIGN

Blog Post Content **\$350 to \$475**

Up to 400 words

Digital Marketing **\$395 to \$595**

Up to 7 posts

Database Append **\$0.40 to \$1.00**

Per contact

New Database **\$0.20 to \$0.80**

Per contact

SEO and PPC **Starts at \$500**

Build a Custom Campaign To Meet Your Needs

- Named Account Marketing
- Solution Announcement
- Custom Lead Generation
- Lead and Prospect Nurturing

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10 STEPS TO SUCCESSFUL LEAD GENERATION

1. Define goals & objectives
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

CONTACT US TODAY TO DEVELOP YOUR CUSTOM MARKETING CAMPAIGN

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