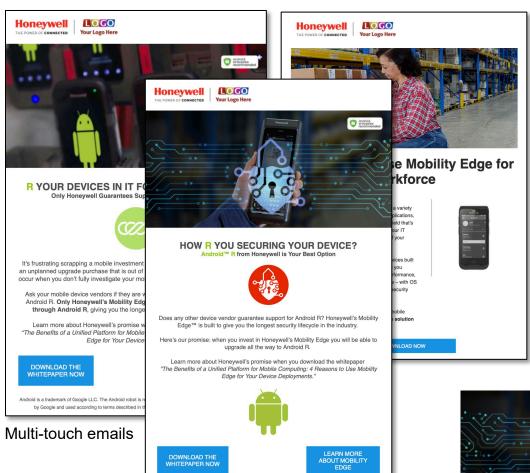
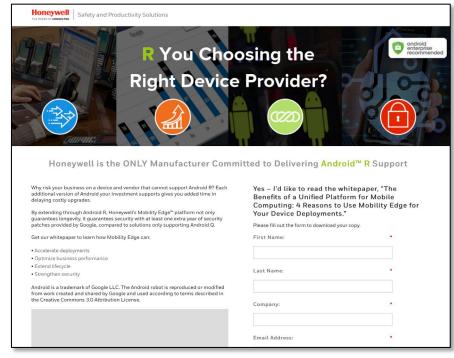
# R YOU READY – MOBILITY EDGE

Overview, pricing and marketing support tools



# **Campaign Assets**





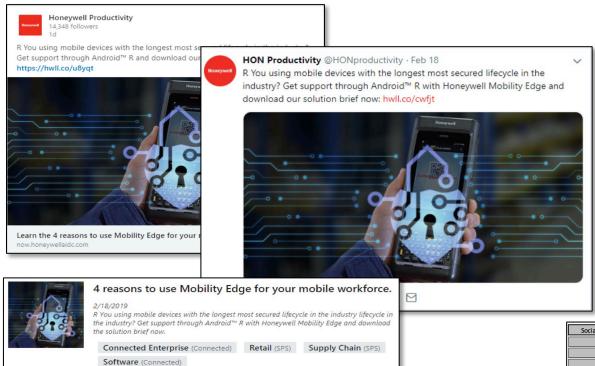
#### **Landing Page**



Banner Ads



# **Digital Marketing**



**Posts** 



HON Android R - Keyword Recommendation		
	Average Monthly	Estimated CPG
	Searches (Exact)	Bids (USD)
enterprise mobile device management	50	\$18.91
retail mobile device management	10	\$11.00
android mobile device management	260	\$25.05
enterprise mdm	110	\$19.66
retail mdm	20	\$11.00
android mdm	480	\$16.77
warehouse management software	880	\$24.75
warehouse management system	2400	\$20.24
wms system	1300	\$17.21
wms software	1000	\$22.91
wms inventory	20	\$14.85
warehouse inventory software	110	\$19.06
warehouse inventory system	90	\$18.98
warehouse tracking system	30	\$20.24
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 management	10	\$14.03
android enterprise recommended devices	20	\$8.25
android enterprise recommended	210	\$8.25
honeywell mobility edge	50	\$4.40

Social Media Channel =>	Linkedin		Twitter	2.20
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	3.30
Budget Recommendation =>	\$2,000	\$2,000	\$1,000	3.30
Estimated Results =>	300 Link Clicks	300 Link Clicks	1500 Link Clicks	3.30
	45,000 Impressions	9,000 Sent InMails	80,000 Impressions	3.30
Timing =>	February - March 2019	February - March 2019	February - March 2019	3.30
Targeting =>	Available just for Promoted content	Available just for Promoted content	Available just for Promoted content	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	3.30
Idolphin CK65 10 10 53 30			53 30	

Keywords and Strategy

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dolphin CK65	10	\$3.30
honeywell VM1A	50	\$3.30
thor VM1A	90	\$3.30



### **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 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

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		



# **Campaign Options**

### **Account Based Marketing**

\$8,995

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

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	



# 10 Steps to Successful Lead Generation

- 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 us today to develop your custom marketing campaign

480.349.9263

Honeywell@PartnerConcierge.com

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