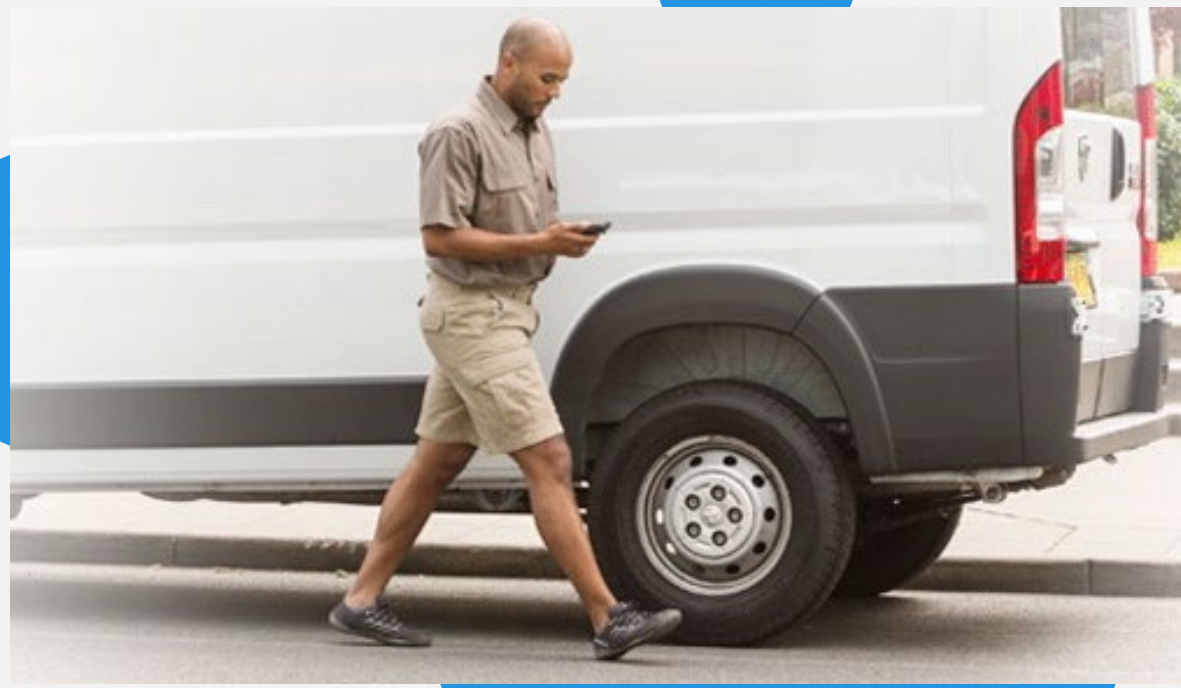
CN75 CAMPAIGNS

Overview, pricing and marketing support tools

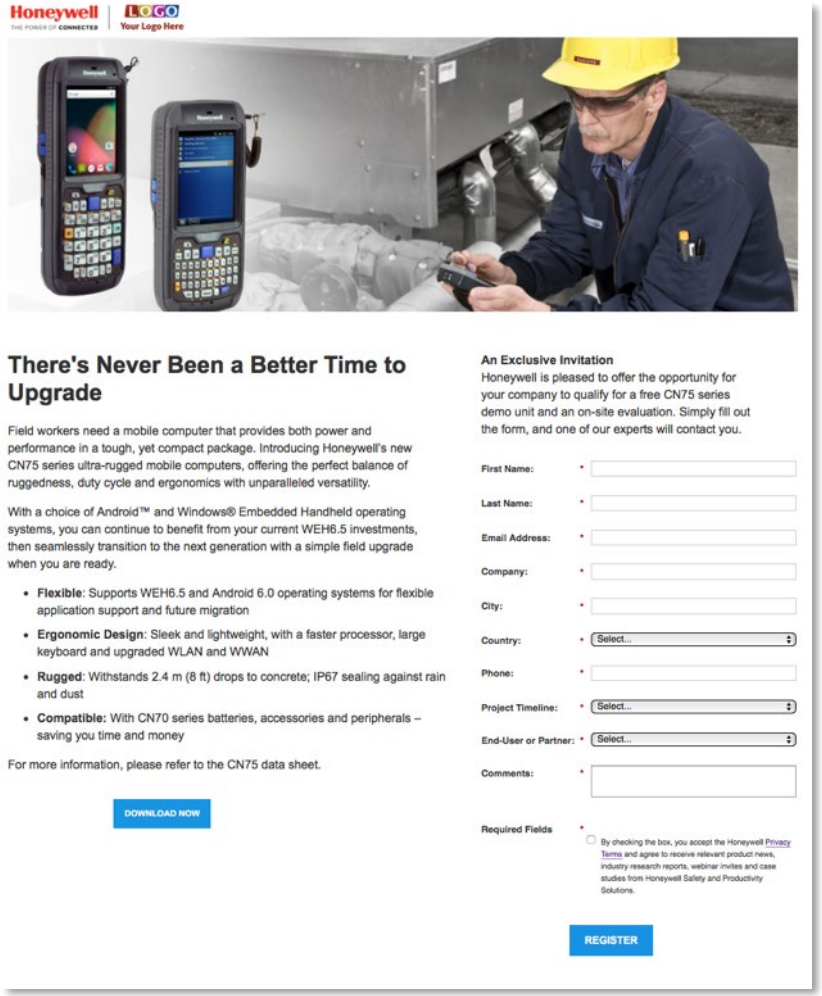


Campaign Assets – Migration from CN70

Email #1

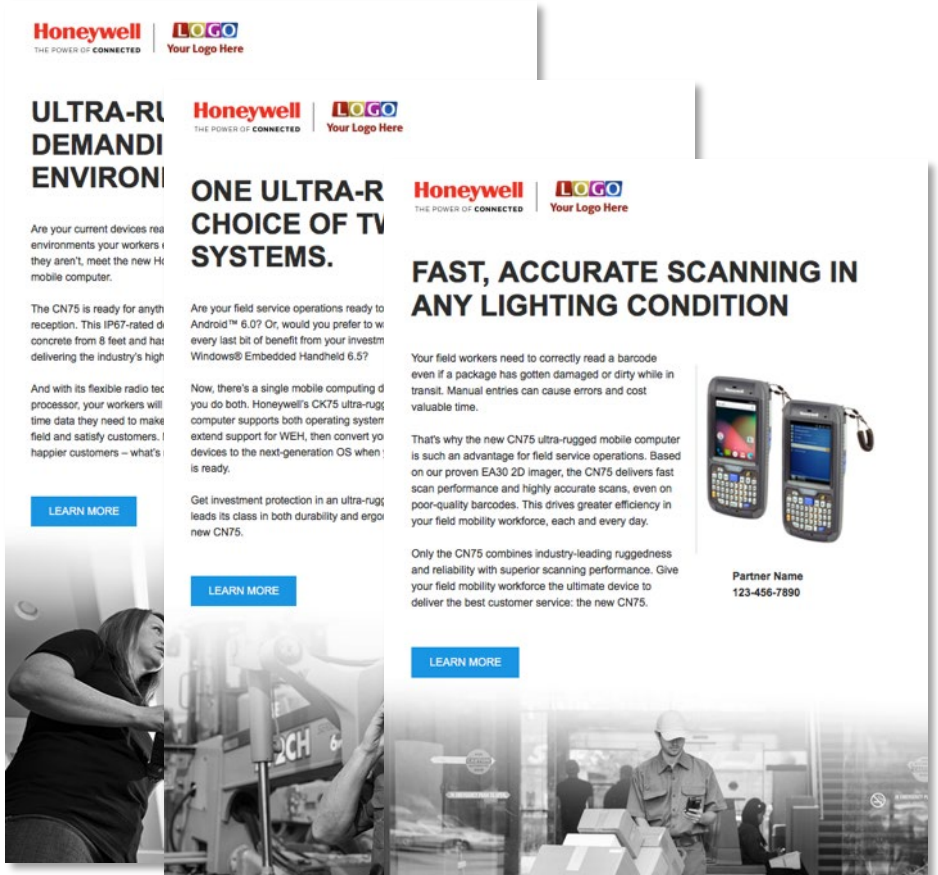
Email #2

Email #3



Landing Pages

Campaign Assets – Field Mobility



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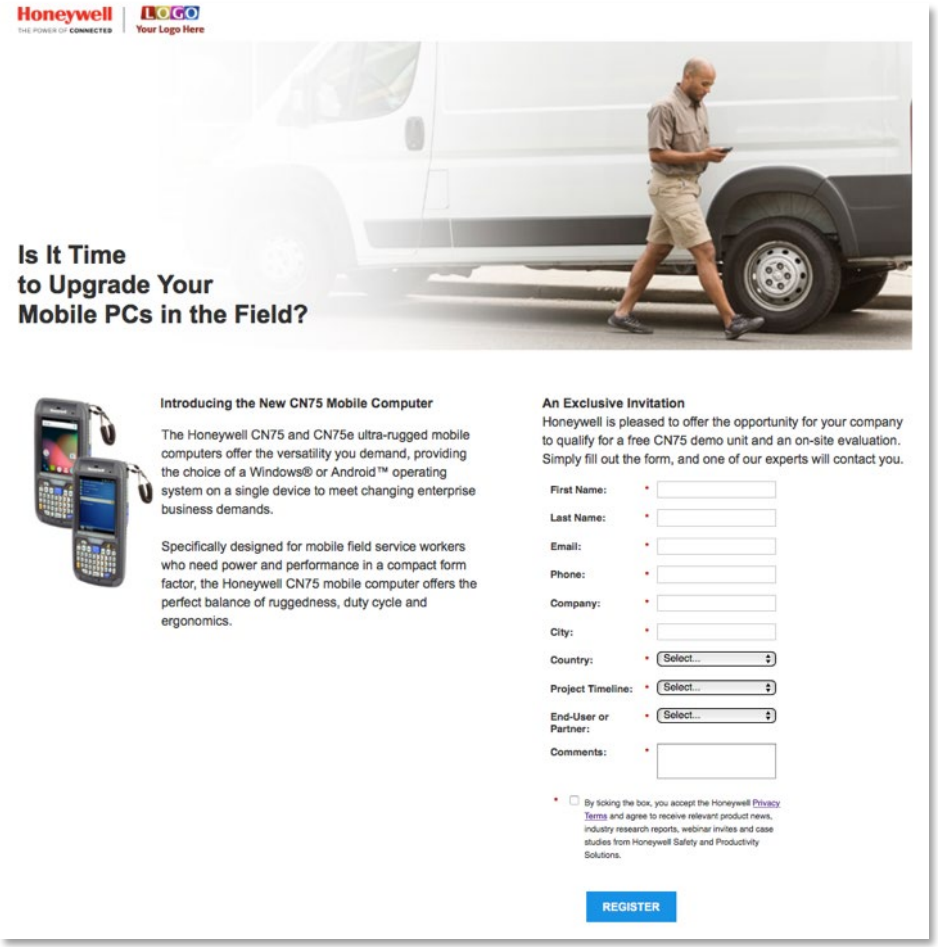


Landing Pages

Sales Tools

Honeywell | Mobile Computers

CN75

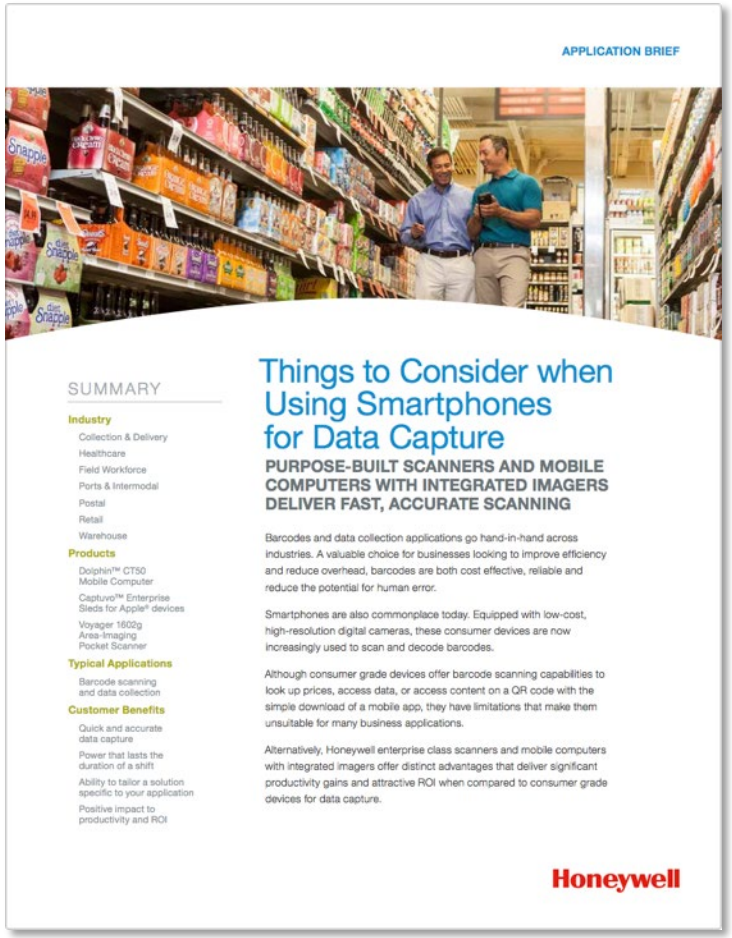
Ultra-Rugged Mobile Computer

FEATURES & BENEFITS

CN75
Data Sheet

Request Your Marketing Campaign

Selecting the OS that best meets your needs.
White Paper



Things to consider when using smartphones for data capture.
Application Brief

Multi-Touch Campaigns

Multi-Touch Email Marketing

$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

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

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

Email Marketing Campaigns

DIY Marketing

No Cost

- Ready to execute co-branded collateral
- HTML emails
- HTML Landing page ready to post on your server
- Support collateral

Product Announcement

$895

- One email blast to your target list
  Email executed twice to maximize penetration
- Campaign landing page
- Detailed reporting for sales follow-up
- 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
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

Request Your Marketing Campaign