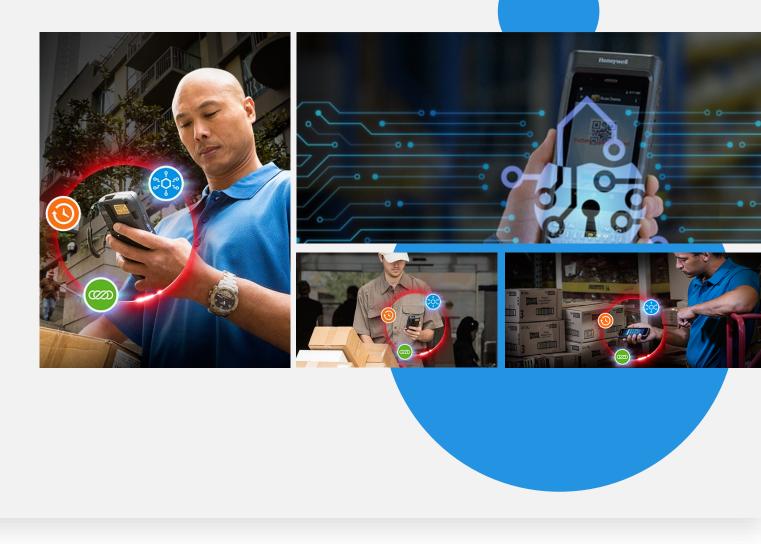
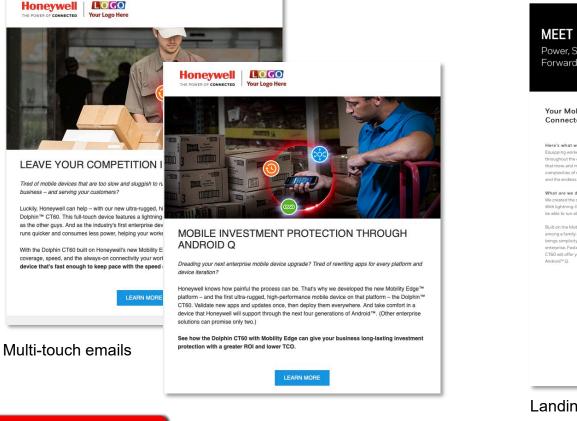
# DOLPHIN™ CT60

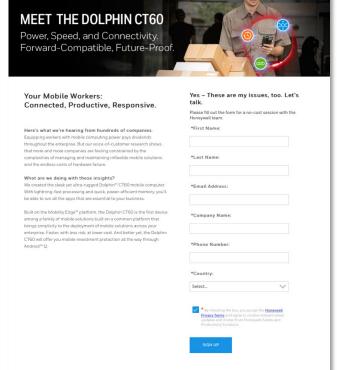
Overview, pricing and marketing support tools



Partner Marketing Concierge Honeywell

## **Campaign Assets**





Landing Page

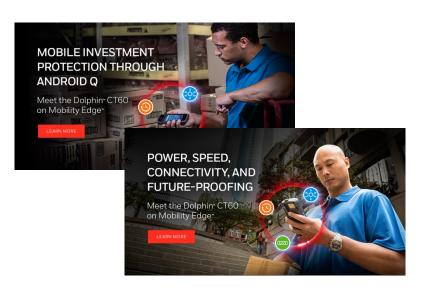
Request Your Marketing Campaign



## **Sales Tools**









Banner Ads



# **Campaign Options**

## **Solution Announcement**

- 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**

- Download campaign assets and collateral
- HTML emails and HTML landing page
- Support collateral and tools

No Cost

\$1,995

Lead Nurturing	<b>\$1,995</b> per month
6 Month program	
• Up to 2,500 prospe	ects / leads
Monthly variable da	ata email blast
featuring sales rep	name and contact
<ul> <li>Landing page content</li> </ul>	ent and graphics
<ul> <li>Monthly telemarket</li> </ul>	ting follow-up
<ul> <li>Detailed reporting a</li> </ul>	and status updates
<ul> <li>Program developm</li> </ul>	ent and managemer
Prospect Profiling	\$2,500
Up to150 prospects	



# **Campaign Options**

## **Integrated Lead Generation**

- 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

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Additional Marketing Tools	
Blog Post Copy <i>Up to 400 words</i>	\$350 to \$475
Digital Marketing <i>Up to 7 posts</i>	\$375 to \$595
Database Append <i>Per contact</i>	\$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**

- 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

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Additional Marketing Tools	
Blog Post Copy <i>Up to 400 words</i>	\$350 to \$475
Digital Marketing <i>Up to 7 posts</i>	\$375 to \$595
Database Append <i>Per contact</i>	\$0.40 to \$1.00
New Database <i>Per contact</i>	\$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

