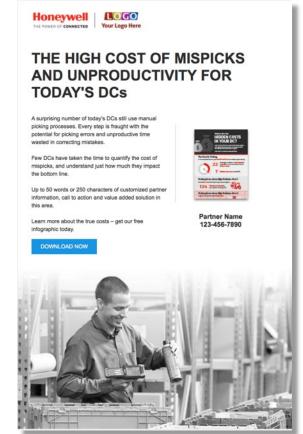
DC OMNI-CHANNEL CAMPAIGNS

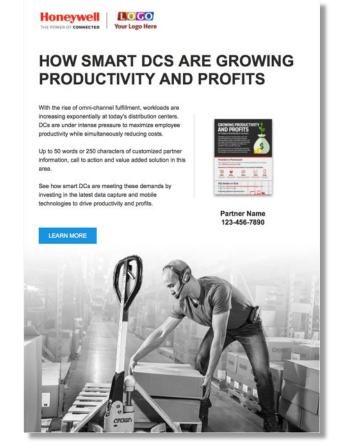
Overview, pricing and marketing support tools



Campaign Assets – Omni-Channel Distribution







Email #2 Email #3



Email #1

1

Campaign Landing Page

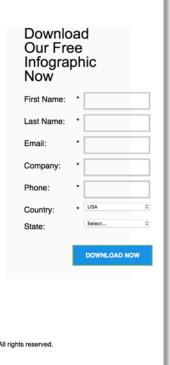


Are today's retailers embracing the new era of omni-channel distribution? Short answer: Yes.

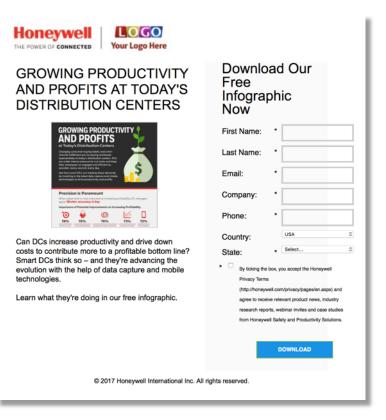
But how are they adapting to consumer demands for fast, accurate and inexpensive fulfillment across channels? Get the answers in our free infographic.

Landing Page #1

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Honeywell LOGO THE POWER OF CONNECTED Your Logo Here **GET THE FREE** Download Our Free **INFOGRAPHIC:** Infographic UNLOCKING THE HIDDEN Now COSTS IN THE DC First Name: HIDDEN COSTS Last Name: Email: The Clock is Ticking Company: Phone: Picking Errors Are a (Big) Problem-Part 1 Country: State: The manual picking process still in use in many DCs today is fraught with the potential for mistakes leading to mispicks and unproductive time spent correcting them. and agree to receive relevant product news, industry research reports, webinar invites and case studies While most DC operations understand that mistakes from Honeywell Safety and Productivity Solutions. will happen, few have taken the time to calculate the cost of mispicks, and how they impact the bottom DOWNLOAD Learn more about the true cost of unproductivity and mispicks with this free infographic. © 2017 Honeywell International Inc. All rights reserved.

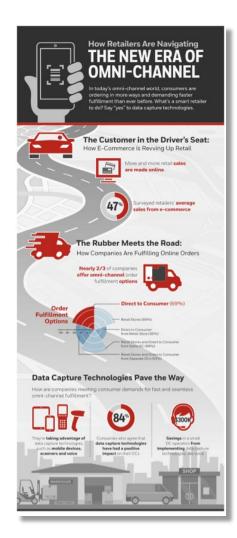


Landing Page #2

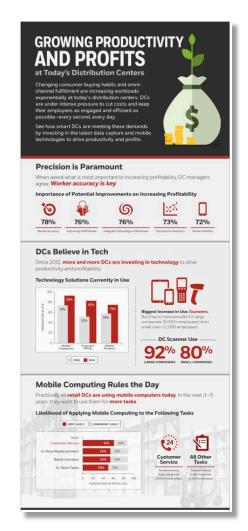
Landing Page #3



Campaign Assets – Call To Action











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 to 150 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

- 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

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Honeywell@PartnerConcierge.com

Request Your
Marketing Campaign

