# MOBILITY REVOLUTION CAMPAIGNS
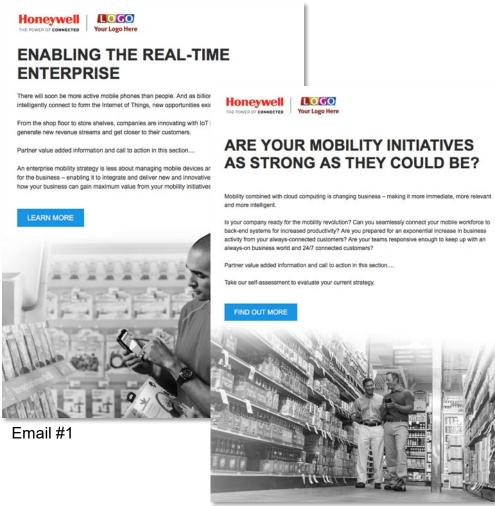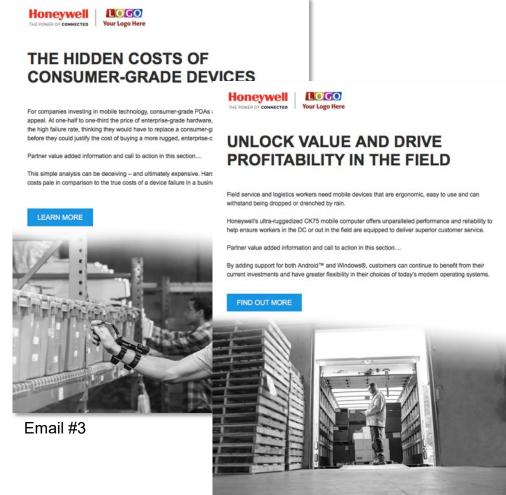
Overview, pricing and marketing support tools

# Campaign Assets – Mobility Revolution



Email #1



Email #2



Email #3



Email #4

# Campaign Landing Page



Landing Page #1

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 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<br>*Up to 400 words* | $350 to $475 |
| Digital Marketing<br>*Up to 7 posts* | $375 to $595 |
| Database Append<br>*Per contact* | $0.40 to $1.00 |
| New Database<br>*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

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