# CK65 MOBILE COMPUTER

Marketing campaigns



Partner Marketing Concierge Honeywell

#### **OVERVIEW**

- Campaign Assets
- Sales Tools
- Integrated Lead Generation
- Digital Marketing
- Drip Marketing
- DIY Marketing
- Additional Marketing Services

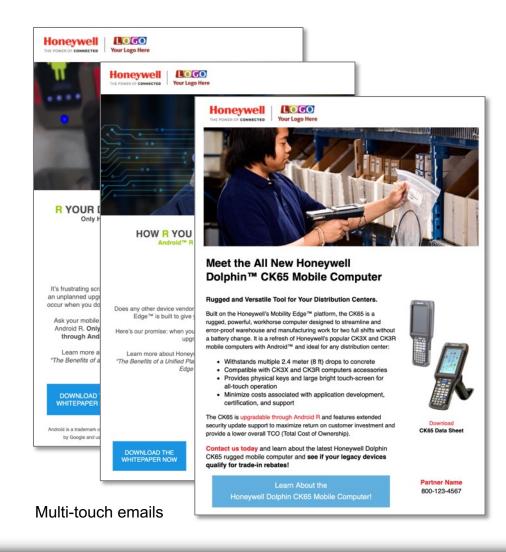
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Now is the time to maximize sales and improve your margins with **TOP RUNNER PR!** 

Request Your Marketing Campaign



#### **CAMPAIGN ASSETS**





#### Honeywell Dolphin™ CK65 Mobile Computer: Rugged, Versatile Tool for DCs

Dephnic CKK6 is the successor to our popular CKIR and CK3X mobile devices – now updated to Android" and the Honywell Mobility Edgi\* platform. With both keypad and touchscreer, the Dolphi\* CK85 is ideal for warehouses who are transitioning from Windows' to Android and use both never touch-based and older key-based legacy applications. Plus, it minimizes capital expenses by enabling you to reuse your existing CK3X/R batteries and accessories.

Landing Page



Find out more about CK65 and Honeywell LIVE

Ready to learn more? Complete the form to receive a

copy of the CK65 datasheet via email, and receive more information about our Honeywell LIVE launch events. Or, tick the box below and we'll contact you directly.

Video



Banner Ad



#### **SALES TOOLS**



2019 Dolphin CK65 Customer Facing Presentation Honeywell The power of connected

End-User Customer Sales Presentation





# **INTEGRATED LEAD GENERATION**

Identify decision makers and generate actionable sales leads

- 80 Hours telemarketing and lead qualification
- Multi-touch email executions to your target list Each email executed twice to maximize penetration
- Solution focused campaign landing page
- Co-branded video and collateral
- Detailed tracking, reporting and leads distribution
- Program development and management

Request Your Marketing Campaign \$5,995



### **DIGITAL MARKETING**

Enhance your brand presence with targeted digital marketing tools and assets

- Solution focused campaign landing page
- Two blog posts
- LinkedIn posts and graphics
- Twitter content
- Multi-touch email executions to your target list
  Each email executed twice to maximize penetration
- Co-branded video and collateral
- Program development and management

\$3,595



#### **DRIP MARKETING**

Transition your prospects and potential customers through the sales funnel

- Multi-touch email executions to your target list Each email executed twice to maximize penetration
- Content for campaign landing page
- Co-branded video and collateral
- Detailed tracking and reporting
- Program development and management

\$1,995

Request Your Marketing Campaign



### **DIY MARKETING**

Tools you need to launch your own marketing campaign

• Download emails

Customize and execute through your own system

• Co-branded datasheets and collateral

No Cost





#### **ADDITIONAL MARKETING SERVICES**

Blog Post Content	\$350 to \$475
Up to 400 words	
Digital Marketing	\$395 to \$595
Up to 7 posts	
Database Append	\$0.40 to \$1.00
Per contact	
New Database	\$0.25 to \$0.75
Per contact	
SEO and PPC	Starts at \$500

#### **Build a Custom Campaign To Meet Your Needs**

- Named Account Marketing ٠
- Solution Announcement •
- Custom Lead Generation •
- Lead and Prospect Nurturing •



**Request Your** 

Marketing Campaign

### **10 STEPS TO SUCCESSFUL LEAD GENERATION**

- 1. Define goals & objectives
- 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



#### CONTACT US TODAY TO DEVELOP YOUR CUSTOM MARKETING CAMPAIGN

480.349.9263 HONEYWELL@PARTNERCONCIERGE.COM

> Request Your Marketing Campaign

