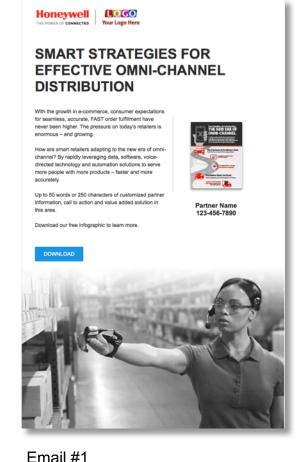


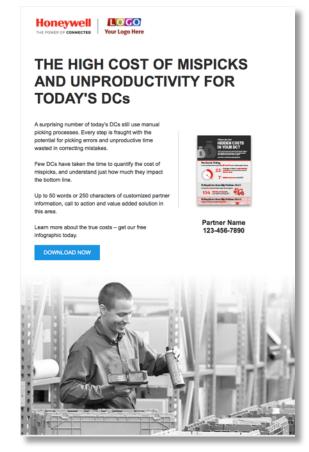
# **DC Omni-Channel Campaigns**

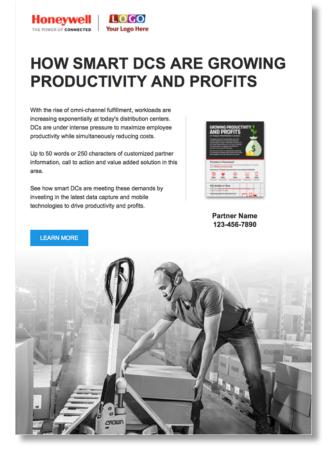
Overview, pricing and marketing support tools



# **Campaign Assets – Omni-Channel Distribution**



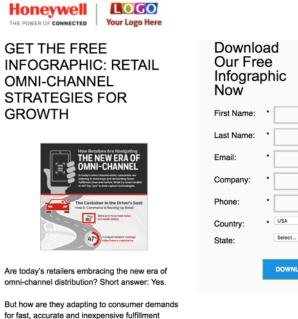




Email #2 Email #3

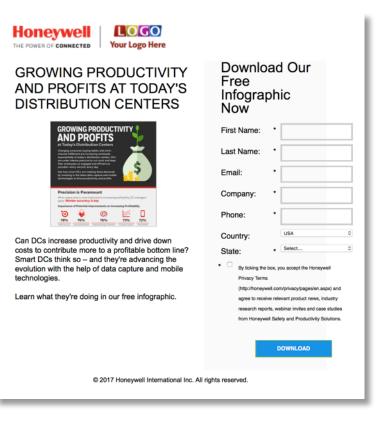


## **Campaign Landing Page**



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Honeywell LOGO THE POWER OF CONNECTED Your Logo Here Download Our GET THE FREE Free **INFOGRAPHIC:** Infographic UNLOCKING THE HIDDEN Now COSTS IN THE DC First Name: 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 **DOWNLOAD NOW** 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 #1

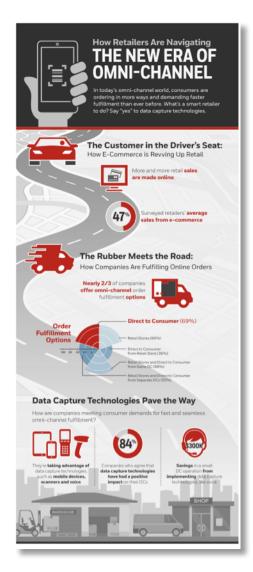
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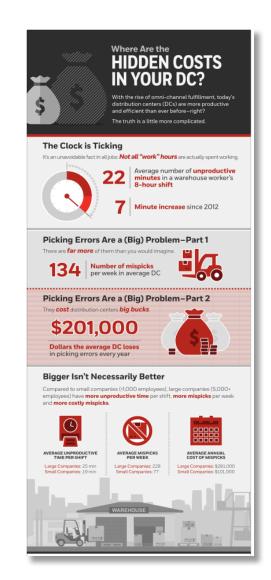
across channels? Get the answers in our free

Landing Page #2

Landing Page #3

## **Campaign Assets – Call To Action**











# **Multi-Touch Campaigns**

## **Multi-Touch Email Marketing**

\$1,895.25

Regular price \$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**

\$5,695.25

Regular price \$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
- Co-branded HTML emails
- HTML Landing page ready to post on your server
- Co-branded support collateral

#### **Product Announcement**

**\$850.25**Regular price \$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

# **SAVE** 5%\*

| 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
- 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 HPC to develop your custom marketing campaign

480.349.9263 Honeywell@PartnerConcierge.com

Request Your
Marketing Campaign

