# The Intermec CK3 In Premise Demand Generation Campaign

# Its value becomes apparent sooner. And later.

Contact IPC to develop a custom closed-loop, multi-channel integrated marketing campaign to promote the Intermec Handheld Trade-In program and generate leads. Fully customizable by industry and vertical application to meet your specific solution offering.

#### Fully customizable campaign

Campaign Planning and Development Complete Project Management ROI Analysis and Reporting Database Sources Flyers and Sales Tools Direct Mail Postcard Outbound Telemarketing Inbound Lead Qualification Email Communication Print Advertising Online Advertising Website Social Media



### **Direct Mail Postcard**

5x7 full-color postcard Customizable up to 65 words (275 characters maximum) Postage and mail-house services Response tracking and measurement Fulfillment services

#### **Print Advertising**

Full-color ad templates Customizable up to 65 words (275 characters maximum) Media-buy and placement Response tracking and measurement Fulfillment services



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### **Email Communication**

Full-color html templates Customizable up to 65 words (275 characters maximum) Email distribution services Response tracking and measurement Fulfillment services

## Online Advertising Social Media Promotions Web 3.0

Strategy development Static and animated advertising Media-buys and placement Response tracking and measurement Fulfillment services

# Outbound Telemarketing Inbound Lead Qualification

Strategy session Script development and testing Recording of all calls Prospecting and lead qualification Inbound call services Reporting and tracking

#### **Database Sources**

Target profile identification Append and scrub existing lists Obtain new databases Vertical pubs and media sources

### Intermec<sup>.</sup>

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#### Do more. Carry less.



The Intermec CK3 combines the features of multiple devices into a single, powerful mobile computer. High performance, omnidirectional near far scanning from 6 inches to 50 feet, built-in image capture, voice/speech capability for hands-free picking, RFID and wireless printing compatibility enables you to do more. Faster.

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The CK3 is built to last, with industry-leading ruggedness and an ergonomic multi-function design that minimizes training time, reduces maintenance costs and maximizes uptime – adding value that's evident day by day and year after year.

Download a free white paper: Future Proofing Your Handheld Computers.

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## Customizable Flyers for Tradeshow, Events and Meetings

Full-color material Customizable up to 65 words (275 characters maximum) Print-ready .pdf Printing and mailing services

#### Branding & Public Relations Advertising Demographic Analysis & Review Suspect Webcasts Tradeshows & Events Integrated and Targeted Closed Loop Outbound Telequalification Outbound Tele Sales Direct Mail Electronic Newsletters Prospect Marketing Programs Seminars Communications & Newsletters Success Story Development Customer Customer Satisfaction Customer Apprecia Incremental Sales iation

# Campaign Planning and Development Project Management and ROI Reporting

Campaign strategy development Media selection and budgeting Detailed budget and execution timeline Media-buys and placement Lead and prospect tracking Program management and reporting ROI measurement matrix

# Contact IPC to develop a customized closed-loop, multi-channel integrated marketing campaign to meet your specific objectives