

# Generate Leads and Drive Sales

Delivering results that matter

**CHANGE  
AHEAD**

## Marketing Programs and Services

IPC offers a full range of lead generation and marketing solutions to support your sales efforts. The programs offer you the ability to partner with industry experts at a greatly reduced rate. It can be made even more affordable by utilizing fully customizable IPC Campaign In A Box marketing programs. Regardless of your level of marketing experience, these marketing program will empower you to reach new prospects, connect with customers, and grow sales. IPC delivers fully customized, easy-to-deploy campaigns and tools, allowing you to leverage the Intermec brand to build your business.

Marketing Support Services	Price	Deliverables	
Marketing Planning Consultation	No Charge	Tools and support to build a marketing plan	
Co-Branded Collateral	No Charge	Co-branded with company logo and contact	
Content Syndication	No Charge	Updated IN content delivered to your website	
Website / SEO Evaluation	No Charge	Detailed website review & recommendations	
Website Design & Update	Varies	Complete and custom redesign and refresh	
Landing Page & Microsite	Starts at \$495	Campaign and theme driven online presence	
Media and Advertising	Starts at \$500	Detailed media and advertising plan	
SEO / PPC Planning and Execution	Starts at \$500	Detailed SEO/PPC marketing plan	
List Services	Varies	Grow and cleanse prospect and contact lists	
Strategic Marketing Planning	Starts at \$2,995	Annual marketing plan & activities calendar	
Lead Generation Programs	Price	Estimated Leads*	Execution Timeline
Appointment Setting	Starts at \$3,995	4 appointments and 20+ leads	3 weeks
Integrated Lead Generation	Starts at \$5,995	40+ leads	6 weeks
Telemarketing & Lead Qualification	Starts at \$2,495	10+ leads	4 weeks
Multi-Touch Email Marketing	Starts at \$1,795	Varies	3 months
Sales Support Programs	Price	Deliverables	
Prospect Profiling	Starts at \$795	Detailed profiling, identify decision makers	
Lead & Prospect Nurturing	Starts at \$1,995	Manage leads through sales funnel	
Solution Brief / Sales Brochures	Starts at \$750	Educate and promote your solutions	
Direct Mail	Varies	Increase awareness and brand recognition	

**For more information please visit us online or contact IPC representative**

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