

# Sample Marketing Campaign Field Service

Updated March 2012



## Program Overview - Phase I

- Integrated lead generation program
- Theme, content and graphics development
- 773 targeted prospects in Canada
- Partner prospect database append
- Hosted program microsite for 6 months
- Email blast to all prospects

Intermec | Partner Concierge

- Outbound telemarketing to all prospects
- Post telemarketing distribution of offer to all prospects

## Program Overview - Phase II

- Lead and Prospects nurturing program
- Monthly email marketing with specific call to action and offer
- Direct prospects to microsite for white paper and information
- Follow-up sales calls to all prospects who visit microsite

# **Campaign Samples**

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Pant nium Inc. For more information contact 647-347-7533

Selection with company Intermec

PartnerNet



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### Microsite: http://ipcmarcom.com/pantonium



# **Campaign Results**

Phase I Campaign Results					
Telemarketing Leads Generated	20				
Email Blast Leads	5				
Prospect Interviewed and Qualified	59				
Total Leads and Prospects	84				
Total prospects reached via email and telemarketing	617				

# **Campaign Analysis**

	Cost per Contact	Cost per Lead & Prospect	TM Hours to qualify 1 prospect	TM Hours to generate 1 Lead
\$4,000 Program Investment	\$6.48	\$47.62	1.13	3.5

Please Note: Canadian telemarketing campaigns yield higher results than US campaigns.

# **Critical Success Factors**

- Clearly identify prospect profile
- Review and prioritize prospects before launch
- Prospect appropriate call to action
- Sales follow-through, review and feedback
- Plan long-term multi-touch approach to nurture prospects and leads



For more information or to build a campaign to meets your specific needs please contact IPC 480.704.4775 Intermec@PartnerConcierge.com