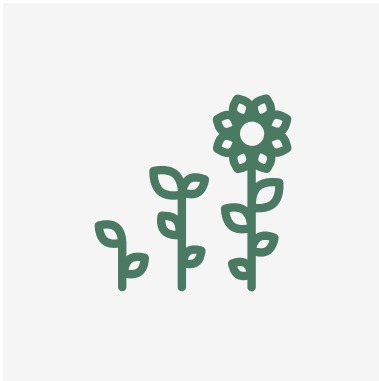


MULTI-TOUCH, LEAD-GEN CAMPAIGN



OBJECTIVE

Generate in-person appointment leads with key decision-makers

STRATEGY

Employ a multi-touch process to:

1. Inform sales-nominated leads about client solutions
2. Offer leads the opportunity to try a “seed” product by meeting with a company sales representative
3. Introduce qualified leads to a fully equipped sales team

EXECUTION

1. Concept conducts discovery calls to cleanse and refine sales nominations
2. Concept generates campaign awareness with:
 - Emails
 - Targeted web banners
 - Social Media
3. Concept sends 3D mailers with seed unit offer enticing leads to call/register online to schedule an appointment with company representative
4. Appointment-setting telephone calls begin days after the mailer drops
5. Concept sends confirmed appointments to sales team
6. Concept delivers seed unit to lead
7. Concept provides sales training and sales enablement tools to account representatives:
 - Unsolicited bids (USBs)
 - Customer-facing PowerPoint
 - Sales briefs
 - Training videos

REAL RESULTS

The following results were achieved from this campaign type for a Fortune-50 technology company that was introducing a new line of computing solutions to an existing market:

- Qualified lead generation worth **\$8.7 million**
- **100%** of those targeted after the telemarketing analysis met with their representatives for further information
- **58%** of those targeted purchased products for their businesses