



1H18

Fast Food Industry Campaign

Overview, pricing and marketing support tools

Honeywell
THE POWER OF **CONNECTED**

Partner ConciergeSM

Campaign Assets

Honeywell | **LOGO**
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INCREASE SALES AND DRIVE REPEAT BUSINESS

In the quick-service world, there is a store queue: to get good food fast. If you increase, time spent waiting in line is revenue.

Whether a guest, cashier or manager interacts with the restaurant. Using targeted mobile campaigns, route them to the speed at which your customers are looking for.

Partner value added information and call to action in this section.

Learn more and request a free on-site mobile marketing consultation with a 30-day test drive of our solution!

[LEARN MORE](#)



Email #1

Honeywell | **LOGO**
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MOBILE TECHNOLOGY IMPROVES YOUR MUSCLE MAINTENANCE

Discover how Muscle Maker Grill, a healthy customer satisfaction and loyalty to a restaurant.

By rolling out leading-edge Honeywell partner, Muscle Maker Grill was able to implement its digital loyalty program – result.

Partner value added information and call to action in this section.

Learn more and request a free on-site mobile marketing consultation with a 30-day test drive of our solution!

[LEARN MORE](#)



Email #2

Honeywell | **LOGO**
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IMPROVE YOUR CUSTOMER EXPERIENCE

The lifeblood of any restaurant is the return of repeat visits. The ability to upsell and increase order size and revenue per order.

That's why quick-serve restaurants are implementing targeted mobile campaigns that deliver results? More satisfied guests, more repeat visits.

Partner value added information and call to action in this section.

Learn more and request a free on-site mobile marketing consultation with a 30-day test drive of our solution!

[LEARN MORE](#)



Email #3

Honeywell | **LOGO**
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INCREASE SALES AND GUEST SATISFACTION

Your customers are looking to place orders on your website, make call-ahead orders while on the go and participate in loyalty programs. Your staff wants to take orders quickly and accurately, as well as provide faster service for customers.

You can address all of these issues and more with mobile technology from Honeywell. Our data-driven hardware helps you increase sales and guest satisfaction by decreasing wait times, speeding the checkout process and sending personalized offers to customers' mobile devices.

Partner value added information and call to action in this section.

Learn more and request a free on-site mobile marketing consultation with a 30-day test drive of our solution!

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Email #4

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Honeywell | **LOGO**
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Meet Every Service Need Your Guests Have, At Any Moment, No Matter Where They Are In Your Restaurant

HOW CAN YOU DELIVER THE ULTIMATE GUEST EXPERIENCE AT THE RIGHT TIME?



Your customers are looking to place orders on your website, make call-ahead orders while on the go and participate in loyalty programs. Your staff wants to take orders quickly and accurately, as well as provide faster service for customers.

You can address all of these issues and more with mobile technology from Honeywell.

An Exclusive Invitation

Honeywell is pleased to announce the opportunity for your company to qualify for a free scanning demo unit and an on-site evaluation. Simply fill out the form, and one of our experts will contact you.

First Name: *

Last Name: *

Email: *

Company: *

Landing Pages

Sales Tools

Retail: Mobile Marketing/Payment

[Industry Page](#) | [Case Study](#) | [White Paper](#)



Use Honeywell 2D imagers to scan guests' mobile coupons or digital wallets at the point of sale to improve their experience and loyalty. With EasyDL, retailers can also quickly and accurately enroll guests in their programs at the point of sale - proven to be the most effective time and place to extend a loyalty program offer.

DID YOU KNOW?

Mobile coupon popularity is growing rapidly in the retail sector. One analyst firm, easily focused on mobile, predicts that mobile coupons redemption will almost double between 2014 and 2018 to more than 21 billion.

COMPETITIVE DIFFERENCE

Quickly acquire customer information with the scan of a driver's license. Honeywell 2D imagers with EasyDL™ software make it simple, while minimizing the impact on average checkout time. Whether associates use a handheld scanner or presentation scanner, or your guests self-scan mobile barcodes at a kiosk, Honeywell has a solution to elevate performance and the customer experience right now.

Honeywell has best-in-class reading performance on screens, particularly in sunlight or dim lighting or screen conditions.

LEADING PRODUCTS

- **Series 1900g:** Easily scans barcodes at counters or drive-thru directly from mobile device or computer screen, almost as if they were printed on paper.
- **Series 1900s:** Hands-free scanner that excels at scanning coupons and mobile tickets directly from the screen of a mobile device at counters.
- **Viewnet 2000s:** Compact with universal mounting and robust presentation scan performance. An ideal food-mount scanner for kiosks.

SOFTWARE SOLUTIONS

- **CodeMinder:** Setup and deliver smart coupons to mobile devices in minutes. CodeMinder's unique ability to deliver secure one-time-use coupons guarantees each consumer receives a unique offer that can only be used one time.

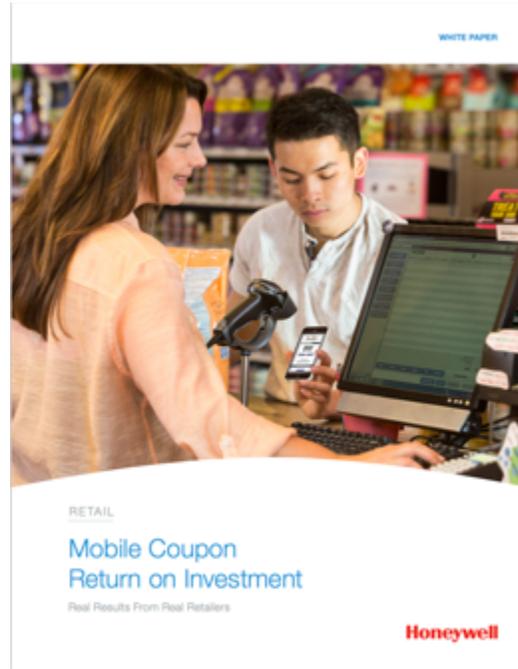
ENGAGEMENT STRATEGY

"We've been having a lot of success lately helping retailers execute their loyalty programs - particularly the sign-up and mobile couponing component of their programs. Are you accepting mobile coupons yet at your stores?"

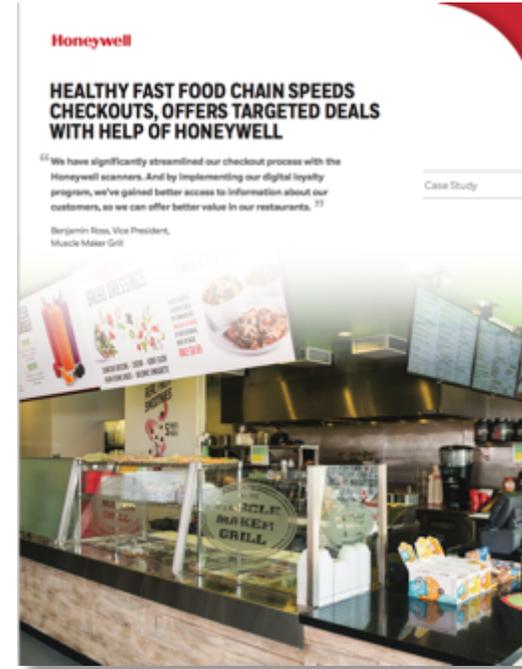
- If yes: Are you happy with your scanning performance?
- If no: Are you considering implementing mobile couponing?



Mobile Loyalty Payment Retail Guide



Mobile Coupon ROI White Paper



Muscle Maker Grill Case Study

Request Your Marketing Campaign >>>



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 <i>Up to 400 words</i>	\$350 to \$475
Digital Marketing <i>Up to 7 posts</i>	\$375 to \$595
Database Append <i>Per contact</i>	\$0.40 to \$1.00
New Database <i>Per contact</i>	\$0.25 to \$0.75
SEO and PPC	Starts at \$500

Contact us today to develop a campaign that meets your needs – 480-349-9263

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
5. 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.



Partner ConciergeSM

Contact HPC to develop your custom marketing campaign

480.349.9263

Honeywell@PartnerConcierge.com

**Request Your
Marketing Campaign >>>**