

Generate Leads and Drive Sales

Delivering results that matter with effective and affordable marketing programs



Honeywell | Partner ConciergeSM

www.PartnerConcierge.com

480.349.9263

Honeywell@PartnerConcierge.com

"I've been an executive with three major advertising agencies; I've served as the VP of Marketing for the world's largest marine electronics manufacturer, and I can say from first-hand experience, HPC offers exceptional support to Honeywell Partners such as TouchStar..."

Bob C
Manager of Marketing & Strategic Alliances



Marketing Means More Sales

There is no better time to invest in marketing and drive the opportunities you need to generate demand and create net new sales. Honeywell Partner Concierge helps you reach prospects and customers, generate leads, and build your business using turnkey marketing programs offered at special reduced rates. Throughout the process, you receive support, direction, and insight from trusted marketing resources — and it all starts with a simple phone call.

Strong Marketing Support

As a Honeywell partner, you have access to powerful marketing programs designed with your unique needs in mind. Specialized partner marketing programs from HPC allow you to:

- Tailor the right marketing tactics to your business strategy and sales objectives.
- Generate a greater number of high-quality leads and heighten brand awareness.
- Easily execute marketing programs that create interest, drive leads, and generate sales.
- Increase the value of your brand and integrated marketing efforts.
- Get to market faster and with a more substantial impact than the competition.
- Maximize your investment with Honeywell through joint marketing efforts.
- Utilize your MDF and Co-Op funds on all HPC marketing campaigns and services.

Using MDF

All partner marketing programs in this guide can be funded using your accrued Honeywell MDF. For more information about using your funds, please contact Honeywell Marketing Team or your Partner Manager.

Why Honeywell Partner Concierge?

With our singular focus on business-to-business marketing in the technology industry, HPC brings a unique approach to branding and marketing communications. In addition, you have access to:

- Special pricing and volume discounts on all marketing programs and services.
- Dedicated marketing team uniquely attuned to your business offering expertise, insight, and assistance.
- ROI driven custom developed marketing programs, services and solutions to maximize your marketing budget and sales efforts.
- Wide range of marketing tools, resources and custom industry campaigns to support your specific sales and marketing objectives.
- Building on your brand momentum, we will handpick the right combination of tactics to fit your business goals and sales objectives.

Get Started Today

1. Download the HPC Program Development Worksheet www.PartnerConcierge.com/downloads/PDW.doc
2. Complete the PDW with specific considerations to:
 - What challenges face your business
 - Sales goals and prospect needs
 - Targeted products and solutions
 - Call to action and offer
3. [Contact HPC](#) representative

“Since 2010, HPC has been a valuable asset to our marketing department. From industry-specific lead generation and brand strengthening campaigns to Honeywell-focused product promotions, HPC provides the tools we need to plan, develop, and execute our integrated campaigns on time and on budget. We highly recommend HPC for Honeywell marketing activities.”

Jody C
Director of Marketing



Marketing Programs and Services

HPC 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 HPC 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. HPC delivers fully customized, easy-to-deploy campaigns and tools, allowing you to leverage the Honeywell 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
SEO / PPC Planning & Execution	Starts at \$500	Detailed SEO/PPC marketing plan
Business Blogging & Content Marketing	Varies	Blog posts and content creation
Social and Digital Marketing	Varies	Content strategy and execution services
Creative and Design Services	Varies	Various marketing tools and collateral
Website and SEO Evaluation	No Charge	Detailed website review & recommendations
Website Design & Update	Varies	Complete and custom redesign and refresh
List Services	Varies	Grow and cleanse prospect and contact lists
Media and Advertising	Starts at \$500	Detailed media and advertising plan
Strategic Marketing Planning	Starts at \$2,995	Annual marketing plan & activities calendar

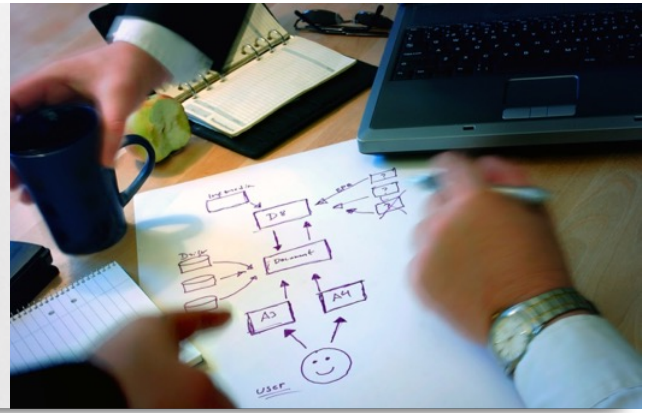
Lead Generation Programs	Price	Estimated Leads*	Execution Timeline
Appointment Setting	Starts at \$3,995	4 appointments & 20+ leads	3 weeks
Integrated Lead Generation	Starts at \$5,995	40+ leads	6 weeks
Telemarketing & Lead Qualification	Starts at \$2,495	10+ leads	4 weeks
Multi-Touch Email Marketing	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 the most current offerings and prices, please contact HPC representative. *A, B, C and D Leads as defined by Salesforce.com Lead Definition.

“Working with HPC was fantastic. HPC had the experience to work both Spectrum’s goals and Honeywell’s product information into the new website and have it running quickly. The new Spectrum Information Systems website including layout, content and graphics development was developed in less than two months. I only had to review, make small edits and approve to launch live.”

John I
President



Marketing Support Services

Use these cost-effective services to plan, refine, increase awareness and grow your business.

Marketing Planning Consultation

Control your marketing efforts and execution timeline with a targeted marketing plan designed to meet your specific sales objectives.

Services include:

- Review and refine corporate goals and objectives
- Develop a marketing budget, tactical marketing execution processes and tools
- Detailed analysis of current and past marketing activities, corporate brand and image
- Recommendations for specific marketing tactics to improve and expand corporate goals and objectives

Partner price: Free of Charge — \$595 value

Co-Branded Collateral

Maximize your sales and marketing efforts by utilizing Honeywell developed and funded marketing collateral, sales tools, white papers, emails and much more.

Services include:

- Feature your logo and contact information
- Customize and execute marketing collateral
- Most marketing material delivered within 24 hours

Partner price: Free of Charge

SEO and PPC Planning and Execution

Improve your online visibility with Search Engine Optimization and Pay Per Click solutions designed to drive traffic and potential prospects looking for specific products directly to your website.

Services include:

- Keyword and metadata analysis and identification
- Website content and conversion analysis
- Website optimization implementation
- PPC strategy and plan development

Partner price: Starts at \$500 +PPC costs

Minimum three month commitment required

Business Blogging and Content Marketing

Business blogging and content marketing make an effective strategy for bringing traffic to your website by speaking directly to your customers and prospects.

Services include:

- Create articles or blog posts for your website
- Craft social media posts for various channels
- Produce engaging newsletter content
- Optimize website and landing page content

Partner price: Varies

Social and Digital Marketing Services

As the digital marketing landscape continues to grow at a rapid pace, marketers are faced with new challenges and opportunities within this digital age. HPC has developed specific set of services and solutions to help Honeywell partners to expand the digital marketing efforts.

Services include:

- Needs analysis
- Social strategy planning and budget development
- Digital personality development and training
- Community engagement and plan execution
- Measurement and reporting of all activities

Partner price: Varies

Creative and Design Services

First impressions mean everything, especially when it comes to your business. Grab the attention of potential clients with eye-catching graphic design for your marketing materials and branding.

Services include:

- Brochures and white papers
- HTML email, direct mail, posters and banners
- Case study, success stories and infographics
- PowerPoint presentation and stationary

Partner price: Varies

"HPC has helped Governor Business Solutions in many ways over the past couple years. Ever since we have started utilizing all the great programs, campaigns and different services HPC provides, we have truly seen a difference in the amount of leads coming in. In addition, our customers have gained a much better awareness of the Intermec products being promoted and featured, allowing them to gain the optimal purchasing decision and endorsing our company to capture more sales."

Brittany Y
Marketing Manager



Marketing Support Services

Use these cost-effective services to plan and execute your marketing activities like a pro.

Website and SEO Evaluation

Improve your performance with comprehensive website and Search Engine Optimization (SEO) evaluation and support with a full audit of your website's performance.

Services include:

- Detailed analysis of website structure, ease of navigation and SEO optimization
- Usability analysis and conversion forms
- Site comparisons and traffic rankings

Partner price: Free of Charge — \$495 value

Website Design and Update

Look your best and receive full-featured, highly valued website design at a low cost. The result will be a new professional looking site designed just for you - not a template driven website!

Services include:

- Complete site makeover and custom design
- Top-level navigation redesign
- Content, forms, photo images, and graphics
- Search Engine Optimization
- Final HTML files uploaded to your designated server

Partner price: Varies

List Services

Expand or cleanse your prospect list with industry leading list providers, including Jigsaw, CITDB, eAnswers, or vertical publication from leading B2B list owners.

Services include:

- New prospect list including detailed contact and profile information
- Append your existing lists with new contact names and email addresses or cleanse your existing lists.

Partner price: Varies

Media and Advertising

Generate interest and make a big impact with professionally designed print or web advertising campaigns that align to your business goals.

Services include:

- Media planning to identify print or online publications
- Professionally designed ads to build your brand or promote actionable offer
- Feature your logo and contact information.

Partner price: Starts at \$500 +placement costs

Strategic Marketing Planning

Articulate your corporate goals, sales objectives and detailed marketing plan to achieve your revenue goals. Your marketing plan will also serve as a guide to control all your marketing activities, execution timeline and budget to ensure there are no gaps in execution and your sales team has all the marketing support they need to achieve their sales objectives.

Services include:

- Clearly defined strategic marketing plan aligned with corporate goals and sales objectives
- Recommendation of marketing tactics to support the corporate and sales goals
- Annual Marketing Activities Calendar including budget, timeline and projected results
- Pre-planning conference call to review objectives and planning process
- Planning conference calls to develop, review, revise and finalize marketing plan
- Action items to execute and update marketing plan and Marketing Activities Calendar
- Follow-up conference call to review progress and consultation

Partner price: Starts at \$2,995

“We’ve had several quotes generated from the first campaign. I’ve been trying all year to get in front of a prospect for a technology refresh meeting. The email hit the right people within their organization and now we’re meeting with them in mid September to introduce the CN70.”

Jim L
President



Lead Generation Programs

Use these programs to quickly and easily generate qualified sales leads.

Appointment Setting

Drive sales with this highly focused appointment setting program designed to promote your value proposition and specific call to action to your targeted list of companies. Our seasoned telemarketing agents will identify key decision makers, explore opportunities and schedule face to face or phone appointments for your sales team.

Program details:

- Appointments with key decision makers
- Customized list procurement that meets your demographic requirements
- Multi-call outbound telemarketing to profile, identify key decision makers and schedule appointments with sales representatives
- Co-branded Honeywell collateral
- Campaign ROI analysis and detailed reporting

Partner price: Starts at \$3,995

Integrated Lead Generation

Generate sales leads for your complex solution with a multi-touch and integrated lead generation program designed to penetrate new markets or widen your reach within your targeted installed base or prospects.

Program details:

- Telemarketing and lead qualification
- Three impactful email blasts
- Campaign microsite hosted and updated monthly
- Customized list procurement that meets your demographic requirements
- Co-branded Honeywell collateral
- Campaign ROI analysis and detailed reporting

Partner price: Starts at \$5,995

Telemarketing and Lead Qualification

Compliment your sales efforts with our expert telemarketing teams to help you support any current or upcoming marketing or sales effort. This will help your sales team pre-qualify prospects, enhance your event with pre and post telemarketing or simply identify opportunities or update contact information.

Program details:

- Provide your own list or purchase a new prospect list
- Develop a custom script that meets your needs
- 50 hours of telemarketing representing your solution
- Campaign ROI analysis and detailed reporting

Partner price: Starts at \$2,495

Multi-Touch Email Marketing

Expand your reach and reinforce your brand with a multi-touch email marketing program with three high-impact, professionally designed HTML emails, designed with your brand and value added solution. With multiple useful calls to action, including free white paper and video files, these emails are sure to make an impact.

Program details:

- Email blasts to your customer or prospect list
- Campaign microsite hosted and updated monthly
- Campaign ROI analysis and detailed reporting

Partner price: Starts at \$1,795

Campaign In A Box

Whether it’s a launch for an innovative new product, a burst to drive sales of an established device, or a deep dive into applications, our Campaign In A Box solutions provide you with cost-effective, fully integrated marketing campaigns you can launch quickly.

Choose from:

- Installed base marketing programs
- Prospect awareness marketing programs

Partner price: Starts at \$495

“The services from HPC have been fantastic. The microsite is designed well and contains all the important messaging, graphics and collateral we need to get customers to respond to our campaign.”

Sharon B
Marketing Manager



Sales Support Programs

Use these cost-effective programs to build awareness, reach new audiences, and nurture relationships with your customers.

Prospect Profiling

Gain valuable insight and understanding of who your targeted accounts are. Our prospect profile service is designed to engage with a targeted list of companies, identify key decision makers and build a detailed profile of installed products, applications and planned projects.

Program details:

- Your targeted list of up to 10 companies
- Database append to identify multiple contacts
- Outbound calling to interview decision makers and update contact information
- Detailed profiling of devices and applications
- Identify future projects and decision makers involved

Partner price: Starts \$795

Lead and Prospect Nurturing

Don't let your sales leads get cold. Move your sales leads and prospects through the sales funnel with targeted and well planned lead and prospect nurturing programs.

Program details:

- Your targeted list of leads and prospects segmented by sales rep name or sales region
- Campaign landing page updated monthly
- Monthly email blast campaigns with specific offers
- Direct mail and fulfillment services
- Co-branded Honeywell collateral

Partner price: Starts at \$1,995

Solution Briefs and Sales Brochures

Arm your sales team with the tools they need to educate your customers and prospects with clear and consistent message about your solutions.

Program details:

- Content development and editing services
- Graphic design and layout with up to three edits
- Up to two page solution brief or sales brochure
- Web optimized and print ready .PDF files

Partner price: Starts at \$750

Direct Mail

Cut through the clutter with attention-grabbing direct mail promotions that are sure to get noticed. Select from sales letters, media kit mailing, or postcard mailers to high-impact gift card and promotional offers tied to your website or a hosted campaign landing page.

Campaign details:

- List procurement and mailing services
- Personalized letters, postcards or mailing kits featuring the specific call to action/offer
- Offer procurement and fulfillment services
- Co-branded Honeywell collateral
- Hosted landing page or fulfillment site

Partner price: Varies

Contact HPC today to get started or just learn more about Honeywell marketing programs and services.

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