

The Intermec CK3 In Premise Demand Generation Campaign

Its value becomes apparent sooner. And later.

Contact IPC to develop a custom closed-loop, multi-channel integrated marketing campaign to promote the Intermec Handheld Trade-In program and generate leads. Fully customizable by industry and vertical application to meet your specific solution offering.

Fully customizable campaign

- Campaign Planning and Development
- Complete Project Management
- ROI Analysis and Reporting
- Database Sources
- Flyers and Sales Tools
- Direct Mail Postcard
- Outbound Telemarketing
- Inbound Lead Qualification
- Email Communication
- Print Advertising
- Online Advertising
- Website
- Social Media



Direct Mail Postcard

- 5x7 full-color postcard
- Customizable up to 65 words
(275 characters maximum)
- Postage and mail-house services
- Response tracking and measurement
- Fulfillment services

Print Advertising

- Full-color ad templates
- Customizable up to 65 words
(275 characters maximum)
- Media-buy and placement
- Response tracking and measurement
- Fulfillment services



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Email Communication

- Full-color html templates
- Customizable up to 65 words
(275 characters maximum)
- Email distribution services
- Response tracking and measurement
- Fulfillment services

**Online Advertising
Social Media Promotions
Web 3.0**

- Strategy development
- Static and animated advertising
- Media-buys and placement
- Response tracking and measurement
- Fulfillment services

**Outbound Telemarketing
Inbound Lead Qualification**

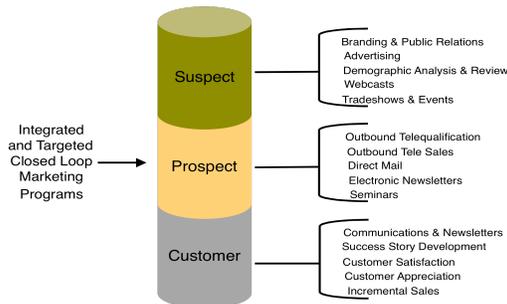
- Strategy session
- Script development and testing
- Recording of all calls
- Prospecting and lead qualification
- Inbound call services
- Reporting and tracking

Database Sources

- Target profile identification
- Append and scrub existing lists
- Obtain new databases
- Vertical pubs and media sources

**Customizable Flyers for
Tradeshaw, Events and Meetings**

- Full-color material
- Customizable up to 65 words
(275 characters maximum)
- Print-ready .pdf
- Printing and mailing services



**Campaign Planning and Development
Project Management and ROI Reporting**

- Campaign strategy development
- Media selection and budgeting
- Detailed budget and execution timeline
- Media-buys and placement
- Lead and prospect tracking
- Program management and reporting
- ROI measurement matrix

Contact IPC to develop a customized closed-loop, multi-channel integrated marketing campaign to meet your specific objectives