

CT47 MOBILE COMPUTER

Marketing Toolkit



OVERVIEW

- Campaign Assets ▶
- Sales Tools ▶
- Integrated Lead Generation ▶
- Digital Marketing ▶
- Drip Marketing ▶
- DIY Marketing ▶
- Marketing Support Services ▶



**Request Your
Marketing Campaign** >>>

**10%
OFF**

ALL CT47
MARKETING
CAMPAIGNS

CAMPAIGN ASSETS

Choose from one of or both targeted industries:

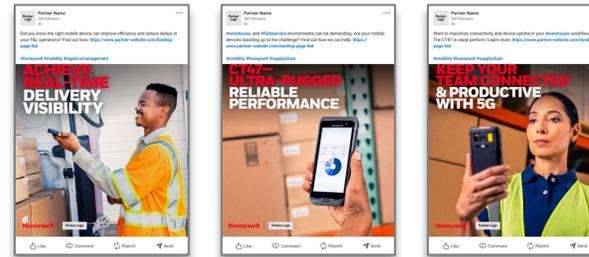
DC/Warehouse industry

T&L industry

Flexible and personalized marketing tools designed to empower you in launching an impactful campaign tailored to your unique needs and goals.

- Solution landing page
- HTML emails
- LinkedIn organic posts
- LinkedIn paid ads
- Blog posts
- Banner ads
- Sales tools

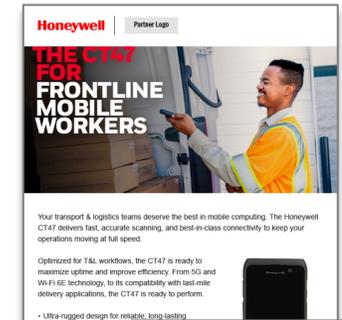
Request Your Marketing Campaign >>>



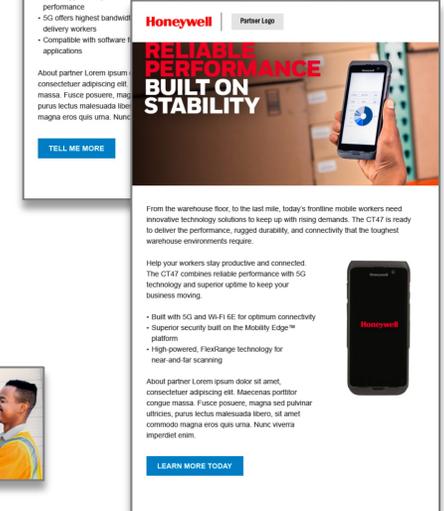
LinkedIn Organic Posts



Landing page content, graphics supporting files



Banner ads



HTML emails

SALES TOOLS

February 10, 2023

Honeywell Announces

HONEYWELL

CT47 MOBILE COMPUTER

Honeywell is pleased to announce the CT47 mobile computer. Built on the Mobility Edge™ platform, the CT47 is an ultra-rugged, all-purpose mobile computer. It offers reliable performance, 5G, CBRS, and communications for front-line warehouse and fieldwork. CT47 offers forward high data processing and is designed to endure. Balancing a large, bright screen with an ultra-rugged design, the CT47 is optimal for front-line work. It has a 4775 mAh battery that lasts, and you can count on the CT47 to last. CT47 offers the most versatility. CT47 has the ability to scan barcodes, including charge tags. It is backwards compatible with CT1, including a fingerprint sensor as an extra level of security.

NEW PART NUMBERS
See the Excel table for a list of part numbers.

ABOUT THE CT47
The CT47 is built on the newest foundation for effective, long-life mobile devices. It features long-life memory technology for high performance and is designed to endure the most challenging operations and workflows. Working on the ultra-rugged design, the CT47 can withstand real-world bumps. The new enhanced standard of the CT47 is optimally designed with screen visibility.

Honeywell Safety and Productivity Solutions
915 Main St
Charlotte, NC 28202
800-854-4383
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Honeywell

Sales tools available from Honeywell Partner Portal.

- Co-branded end-User customer sales presentation
- Co-branded solution brief
- Co-branded data sheet
- PR

Honeywell | Product Launch Notice

PLN 23 - 05

March 2, 2023

Honeywell Announces

CT47
Ultra-Rugged Mobile Computer

CT47 mobile computers are ultra-rugged, all-purpose hand-held devices, providing reliable performance, 5G data connectivity and communications for frontline workers in warehouse, logistics and transportation environments.

The CT47 is enhanced for performance with a rugged environment and is optimally balanced with dual cameras to keep business workflows moving and operations running smoothly. Software including Operational Intelligence, SmartView, and more, the CT47 is the ideal choice for users in the field.

Durable and Stable, Secure Platform
Built on the Mobility Edge platform, a durable, stable long-lasting solution, the CT47 delivers the ability to withstand real-world bumps. The new enhanced standard of the CT47 is optimally designed with screen visibility.

Durable and Reliable
The CT47 is designed to endure the most challenging operations and workflows. Working on the ultra-rugged design, the CT47 can withstand real-world bumps. The new enhanced standard of the CT47 is optimally designed with screen visibility.

FEATURES AND BENEFITS

The Mobility Edge platform is a durable, stable and secure foundation for effective, long-lasting solutions providing optimized performance and accelerated deployments in the field.

The ultra-rugged design on the CT47 makes it the optimal choice for the demanding environments for workers in Transport & Logistics and Warehouses, with one of the best in class size and tumble ratings.

Solution Brief

CT47 ULTRA-RUGGED MOBILE COMPUTER

Frontline mobile workers in transportation & logistics and warehouse environments are demanding users of their mobile devices. That's why businesses need a durable, reliable and intuitive device that can go the distance and withstand harsh environments, all the while increasing worker productivity and efficiency.

CT47 mobile computers are ultra-rugged, all-purpose handheld devices, providing reliable performance, 5G data connectivity and communications for frontline mobile workers in warehouse, logistics and fieldwork.

SITUATION
Retailers deemed as essential businesses have reduced their hours to accommodate additional cleaning protocols, while non-essential retailers have had to close their brick and mortar locations temporarily. This has resulted in shopper behavior towards e-commerce accelerating, with a surge in click and collect, curbside pick-up and home delivery to meet shopper demand while adhering to social distancing protocols. This e-commerce phenomenon has been particularly evident in categories like DIY, electronics, home appliances, and in a segment of retail that traditionally hasn't seen it - grocery. According to Nielsen, just 4% of grocery sales in the United States came online in 2019. eMarketer reports that sales from click and collect are expected to jump 60% as demand for a frictionless and contactless shipping experience intensifies. Additionally, retailers are seeing an increased demand for a contactless experience via checkout and delivery. Retailers are also having to adjust how they communicate to their in-store associates, and how those associates communicate with each other. Daily huddles and timely training are essential as new guidelines and strategic focuses change. As restrictions on businesses begin to lift, the in-store experience for associates and shoppers will need to evolve. Retailers are already evaluating and implementing technology solutions designed to address social distancing and new cleaning procedures mandated by the World Health Organization (WHO) and U.S. Centers of Disease Control and Prevention (CDC). These solutions need to ensure associate productivity is maintained, allowing for efficient and accurate workflows on order fulfillment, shelf replenishment and checkout, as retailers look to deliver a remodeled shopper experience.

Honeywell

INTEGRATED LEAD GENERATION CAMPAIGN

Fully customized and branded, industry specific CT47 integrated lead generation campaign.

- 80 Hours telemarketing and lead qualification
- 1 Solution focused campaign landing page
- 2 Customized email development and execution
- 3 LinkedIn organic posts
- 1 Blog post featuring your solutions
- 1 Banner ad and email signature
- Co-branded collateral and sales tools
- Program development and management
- Detailed tracking, reporting and leads distribution

\$6,480

Regular price \$7,200

SAVE \$720

Program Benefits

Customized lead generation campaigns can help businesses penetrate new markets or expand their reach with existing customers, driving growth and revenue through multi-touch, personalized digital marketing strategies.

Projected Results

- 4+ Actionable sales leads
- 20+ Decision makers
- 5%+ Email open rate (new prospect list)
- 3%+ Email click-through rate (new prospect list)
- Expand LinkedIn branding and awareness
- Improve SEO and drive traffic to your website

Please note: campaign does not include target list.

Provide your prospect, customer lists or PMC can provide a new list as low as \$1,200 for estimated 2,500 contacts.



DIGITAL MARKETING CAMPAIGN

Fully customized and branded, industry specific CT47 digital marketing campaign.

- 2 Solution focused campaign landing page
- 3 Customized email development and execution
- 3 LinkedIn organic posts
- 2 Blog post
- 2 Google / digital banners
- 2 Banner ads / email signature
- Co-branded datasheets and collateral
- Program development, management and support
- Detailed tracking, reporting and leads distribution

\$2,610

Regular price \$2,900

SAVE \$290

Program Benefits

A well-planned digital marketing campaign can help businesses reach a wider audience, build relationships with prospects and customers, establish themselves as thought leaders, and do so at a lower cost per acquisition.

Projected Results

- 5%+ Email open rate (new prospect list)
- 3%+ Email click-through rate (new prospect list)
- 2%+ LinkedIn engagement rate
- Expand LinkedIn branding and awareness
- Boost SEO rates with well developed educational blog posts

Please note: campaign does not include target list.

Provide your prospect, customer lists or PMC can provide a new list as low as \$1,200 for estimated 2,500 contacts.



DRIP MARKETING CAMPAIGN

Fully customized and branded, industry specific CT47 drip marketing campaign.

- 2 Solution focused campaign landing page
- 4 Customized email development and execution
- 2 Banner ads / email signature
- Co-branded datasheets and collateral
- Program development and management
- Campaign execution support

\$1,710

Regular price \$1,900

SAVE \$190

Program Benefits

Leveraging drip marketing as part of new product introduction, delivers precise messaging and tailored offers to prospects, dormant and active customers. This results in higher engagements, increased conversions, enhanced customer loyalty, and greater upselling and cross-selling opportunities.

Projected Results

- 15%+ Email open rate (nurtured prospect and existing customers)
- 10%+ Email click-through rate (nurtured prospect and existing customers)
- 5%+ Email open rate (new prospect list)
- 3%+ Email click-through rate (new prospect list)

Please note: campaign does not include target list.

Provide your prospect, customer lists or PMC can provide a new list as low as \$1,200 for estimated 2,500 contacts.



DIY MARKETING CAMPAIGN

Tools you need to customize and launch your own marketing campaign

- 2 Co-branded emails
- 3 Co-branded LinkedIn organic posts
- Content for solution focused campaign landing page
- Co-branded datasheets and collateral

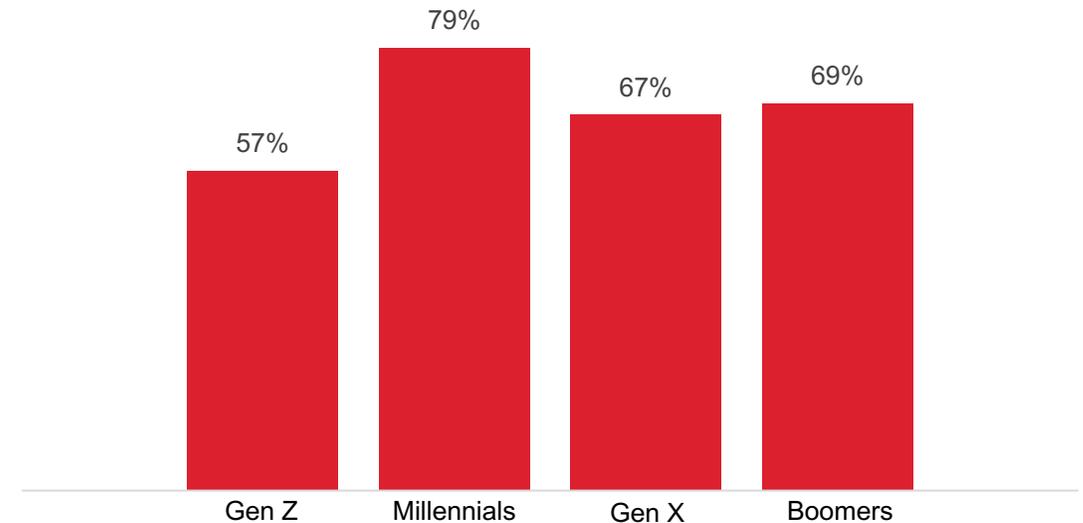
\$175

Regular price \$195

SAVE \$20

According to HubSpot, 86% of B2B consumers express a desire to receive communications/emails from the companies they do business with on a monthly basis. Emails offer a fast and effective way to announce sales, new products, share company news, and re-engage with previous customers, making them a valuable marketing tool.

Recent research found that email marketing is popular across generations, enabling businesses to reach broad audiences effectively and inexpensively.



MARKETING SUPPORT SERVICES

From à la carte services to multi-channel marketing campaigns, we've got you covered.

- Targeted Demand Generation
- Focused Lead Generation
- Telemarketing and Lead Qualification
- Digital Marketing Organic Posts
- Digital Marketing Paid Advertising
- Custom-Built Collateral and Brochures
- Solution and Landing Pages
- eBooks and Whitepapers
- Blog Posts and Press Release
- Content, Creative and Design
- Video Production and Post-Production
- Prospect Database

**Contact us today to develop
your custom marketing campaign**

480.349.9263

Honeywell@PartnerConcierge.com

**Request Your
Marketing Campaign >>>**

