

**Drip Marketing Campaign – Lead Generation**

**Campaign Cost: \$4,500 (over 3 months timeframe)**

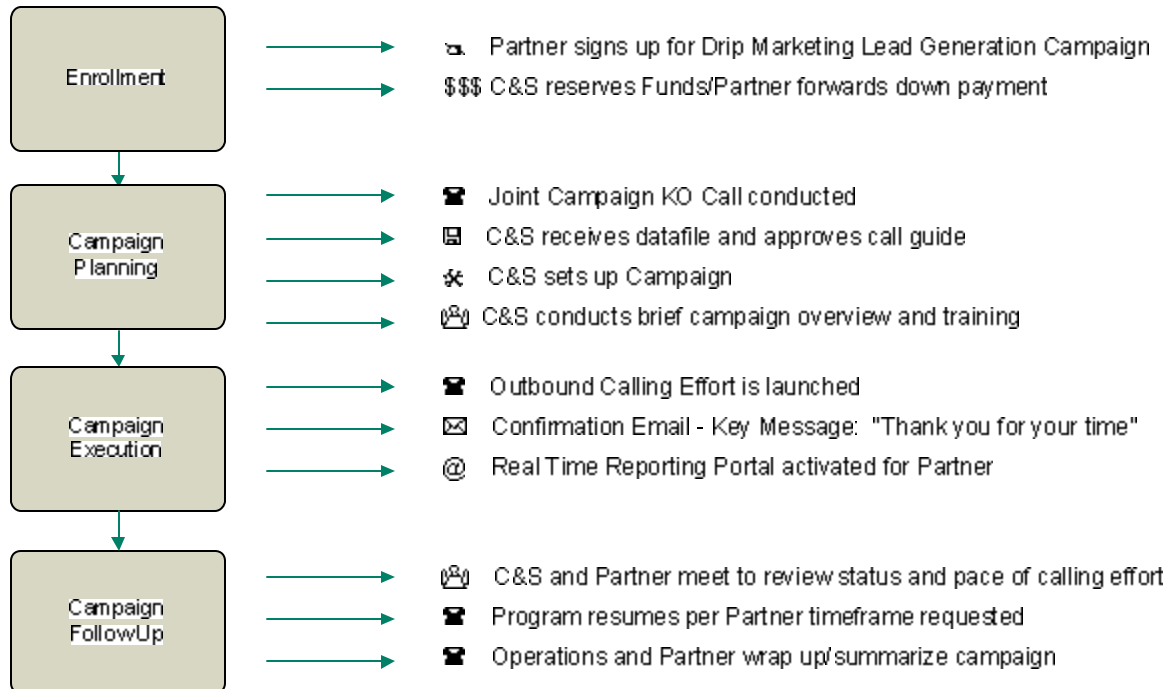
- Developed for Partners with a need for ongoing, specified qualified leads and nurturing throughout the year.
- Easily integrated with Partner’s existing marketing tactics.
- Campaign Flexible – Hours managed based on Partner needs and bandwidth.
- Available across all solution areas.
- One monthly fee, Partner elects months/timeframes to launch.
- Must commit to minimum 3 months, spread over 3-6 months.
- Includes minimum of 3 Touch Points to Prospect
  - ✓ Phone Based
  - ✓ Web based email attaching Prospect /Solution/Offer Information
  - ✓ Courtesy Confirmation email setting expectations for following on call, thank you for your time.

**Campaign Elements:** Prospect List Procurement, Campaign Management, Call Guide/Campaign Set Up, Real Time Lead Distribution and Campaign Reporting, and minimum number of leads based on lead criteria established by Partner(s) and solution being marketed.

**Partner Investment**

Monthly Budget	\$1,500
Investment over 3-6 months	\$4,500
Projected Number of Leads Per Month	2 – 4
Total Projected Number of Leads	6 - 12
Decision Makers Discovered/Verified	v
Prospect Intelligence Gathered (Pain Points, Current Environment)	v
Additional Opportunities uncovered for further cultivation by Partner or C&S	v

**Campaign Flow**



Partners interested in learning more about this program or have questions, email Christine Barker, Channel Partner Specialist, at [sage@colwell-salmon.com](mailto:sage@colwell-salmon.com), or call 877.497.6570.