

Integrated Direct Mail + Outbound Event Boost

Cost: \$3,076 Package Code: E4

Cost: \$5,408 Package Code: G3

- Customizable in support of solution/event focus and number/type of prospects targeted.
- Multiple Touch Points included *dependant on type of campaign selected:

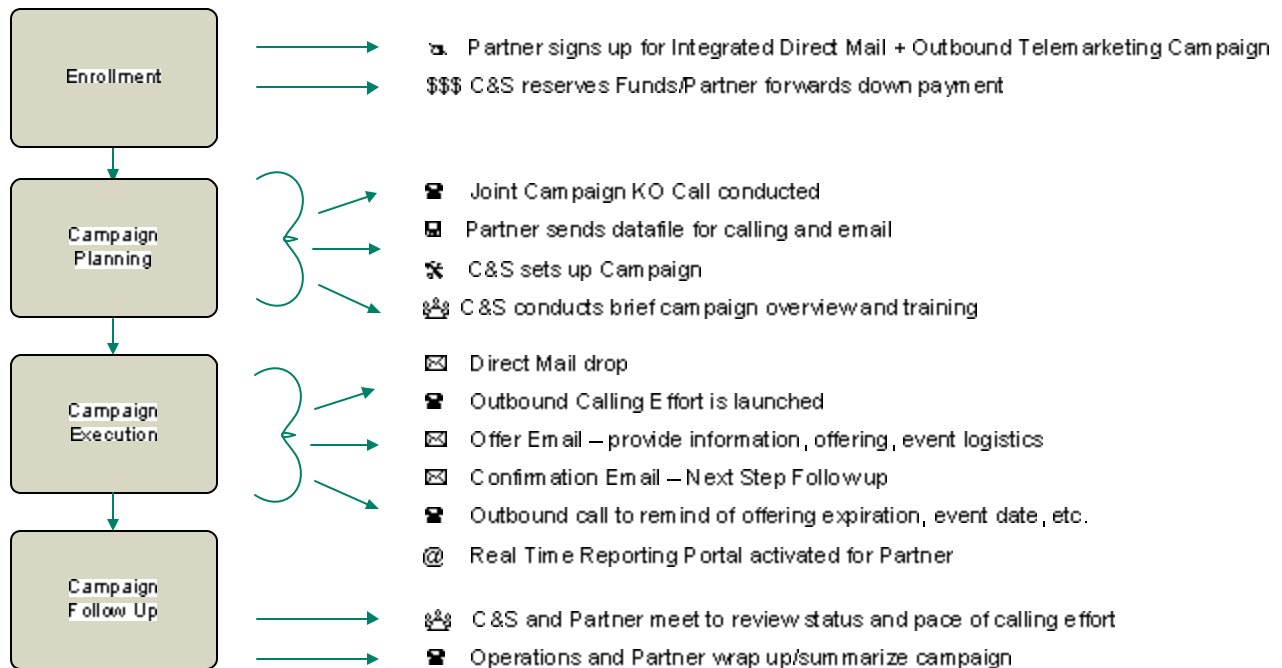
- Touch 1: Direct Mail
- Touch 2: Outbound Call
- Touch 3: Email Touch Point (Event information or offer)
- Touch 4: Email Touch Point (Next Steps Confirmation email)
- Touch 5: Event Reminder Call

This marketing campaign option is designed for partners looking to invest in an integrated, multi-touch campaign that includes direct mail, email and outbound touch points in support of their events.

Campaign Elements: Prospect List Procurement, Campaign Management, Web Based Services, Call Guide/Campaign Set Up, Real Time Activity & Campaign Reporting, Outbound event boost/registration/follow up services to include email/phone. Direct Mail Services dependent on option selected.

Postcard Mailing (4.25 x 5.5 Full Color / 2 sided)	Option 1	Option 2
Campaign Costs:	\$3,076	\$5,408
List Size / Quantity	500	1,000
# of Attempts per Record (approximate)	2	2
Total # of Call Attempts	1,000	2,000
Multiple phone /email touch points	v	v
Decision Makers Discovered/Verified	v	v
Prospect Intelligence Gathered	v	v
Additional Opportunities uncovered for further cultivation by Partner or C&S	v	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, or call 877.497.6570.