

Combined eMarketing & Telemarketing programs

These campaigns are about powerfully building long term relationships. The two together are **5 to 10 times more effective** over a shorter timescale than when run as separate campaigns. Planned with military precision they are typically high energy contact discovery for 6 weeks followed by relationship building over 12 months.

There are 3 Distinct Phases - Setup, Breakthrough, & Tenders/Appointments

Results come over time from 5 weeks onwards and varies considerably by industry sector and the 'trust' that needs to be built. Sometimes there are 'quick wins' but this shouldn't be expected. Print sales can be very fast. Big ticket Software sales and Public Sector contracts a lot slower. This is a typical project to win bigger ticket sales appointments and larger £15,000+ tender opportunities.

During the programs, for clients without CRM Systems, we build you a fully operational Sales Forecasting database using the ZOHO system and hand over for combined use during the project.

Phase 1- Set Up

2 weeks

- ✓ Identify Target Market
- ✓ Identify List size & procure
- ✓ Clean all records
- ✓ Geographically prepare data
- ✓ Develop Mktg Message
- ✓ Design & approve eMail template
- ✓ Size No/tmktg sessions per wk
- ✓ Brief Telemarketer
- ✓ Register ZOHO Database

Phase 2- Discovery, Breakthrough & Cleanup

5 - 7 weeks high energy

- ✓ Send 200 - 400 emails/week
- ✓ Run 2 - 6 sessions Telemarketing/week
- ✓ Qualify correct contact
- ✓ Send Hot Leads/Further Info to Client
- ✓ Add to Database (allows Client to track)
- ✓ Telemktr resend E/m to correct person (25 - 70/week)
- ✓ When entire list contacted once, phase ends

Phase 3- Relationships to Sales Appointments

3 - 12 months development

- ✓ Import all Excel Data into ZOHO D/Base
- ✓ Pass 100% current D/Base to Client
- ✓ Send 1 New Email per Month 100% List (language/focus updated from response and analytics)
- ✓ Tmkttr now runs 1 - 3 sessions/week Continuous (depends on project scope determined)

What You Will Experience

- ✓ Meet the team
- ✓ Requests for data
- ✓ Familiarise yourself with ZOHO

- ✓ 1st fortnight often slow
- ✓ Then
- ✓ YOU MUST RESPOND FAST. Expect:
 - ✓ - Urgent email/SMS info
 - ✓ - Several Further Info requests/wk
 - ✓ - Often Approx Pricing @ short notice
 - ✓ - Sometimes an early sales opportunity
 - ✓ - Ensure access to ZOHO at all times

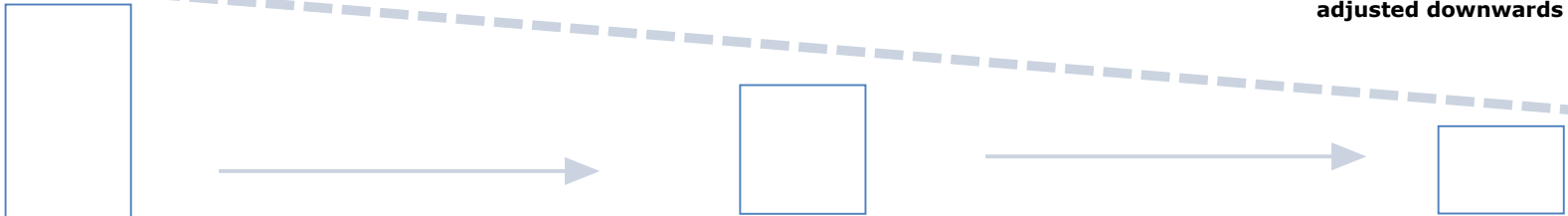
- ✓ Client has Good knowledge of your company
- ✓ A steady supply of tender request
- ✓ Regular supply of sales appointments
- ✓ Already warmed up customers
- ✓ Higher quote/sale rate
- ✓ ROI on investment occurs within 3-12 months
- ✓ Lower monthly outlay

Budgeting

Setup is the highest and is paid in one go

There are 3 monthly Active Management payments as shown in Proposal

In 4th month onwards we convert to the Performance Maintenance program, and monthly rates are adjusted downwards by 40%-45%



Why combined eMarketing/Telemarketing response rates are 5 to 10 times higher than stand alone campaigns

1

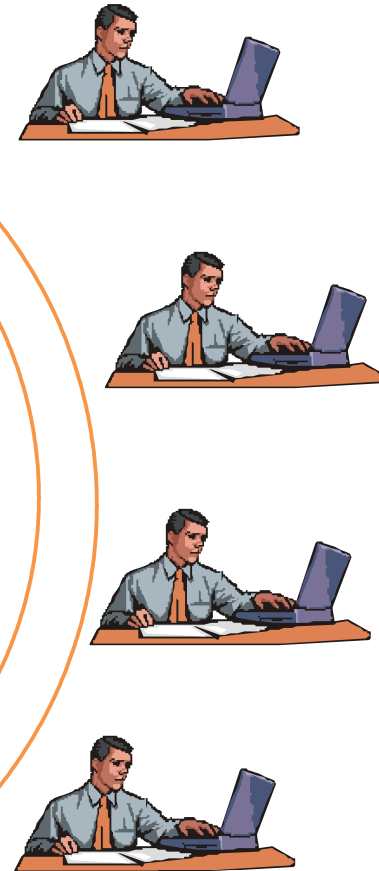


The Telemarketer will contact the list so that each prospect is contacted in turn once per month.



2

A personalised custom written eShot is sent out (say) monthly (frequency depends on size of project). All receive in unison.



3

- ✓ Prospects become familiar faster
- ✓ Willing to discuss requirements faster
- ✓ Email educates before the next phone call
- ✓ Often happens next email solicits a responses after earlier phone call made

Overall combined response 5-10 times higher

Save as Segment 500 results shown
Results 1-23 out of 23

Date	Click Instances
Apr 7, 2010 06:37 AM	4
Apr 7, 2010 11:00 AM	3
Apr 7, 2010 05:44 AM	2
Apr 7, 2010 05:31 AM	2
Apr 7, 2010 05:21 AM	2

	R	S	T	U	V	W
Email	HOT	WARM	COLD	Action	Action	Comments
ting@lyco.co.uk		W		Not til 1st Feb, RING		Do web and sheet set catalogues throughout the for quotes for Easter production, so call Feb
@rivenhall.com		W		Email 8/12 and call 14th	Client to call	Wedding fair in Jan and need signage and banners.Lemonmouse to call
l@morplan.com		W		Email 8/12 and call 14th	Client to call	Use printers, but we can quote. Print catalogues colour, qty of 80,000.
dynastyuk.co.uk		W		Re-email and call HQ	Will give us images, asked if we had artwork	Bhavin Shah at HQ printing catalogues and is st can someone call him 4/5th Jan, 3000 catalogues CTP in Tottenham).
e@marriott.com		W		Email and reply 14/Jan	Further inf	Email procrement contact and he will send link He advises they have a printer they use but NO Signage.....