

Industry Problem: One Shot Offer vs. End To End ROI Campaign

Solution: Hanley Wood Marketing Campaign Blueprint

Campaign Blueprint			
Step 1	Step 2	Step 3	Step 4
Up-Front Value Proposition Services	Outreach Content Awareness/Demand Gen	Investment ROI Metrics/ KPI Dashboard	Process & Program Management
<ul style="list-style-type: none"> <input type="checkbox"/> Market Insights and Industry Data by Audience from Metrostudy or from HW owned and operated 3rd party editorial database 	<ul style="list-style-type: none"> <input type="checkbox"/> Education Content & Assets (Accredited/Non-Accredited) Video, Social, Mobile, Print, Online Media. 	<ul style="list-style-type: none"> <input type="checkbox"/> 3rd Party Best of Breed Technology (salesforce.com, Radian 6, Eloqua, Nielsen Claritas, Scarborough Research) 	<ul style="list-style-type: none"> <input type="checkbox"/> Professional Talent,,: Subject Matter Expert Writers, Campaign Architect, Web Producer, Demand Generation Mgr., Social Marketing Scraper & Radian6 Mgr., Program Manager
<ul style="list-style-type: none"> <input type="checkbox"/> Competitive Brief & Sales Conversion Roadmap Brief 	<ul style="list-style-type: none"> <input type="checkbox"/> Your own or 3rd Party Business Value, Technical Content assets, Testimonials, Case Studies 	<ul style="list-style-type: none"> <input type="checkbox"/> Simple 1-Click Learning Exchange Internet Page for Demand Gen and Social Marketing campaigns 	<ul style="list-style-type: none"> <input type="checkbox"/> 100 + years of experience working on success of your program
<ul style="list-style-type: none"> <input type="checkbox"/> Third-Party Validation Research 	<ul style="list-style-type: none"> <input type="checkbox"/> BTB, BTC Marketing and Demand Generation programs, Customer Loyalty and Channel Partner Programs 	<ul style="list-style-type: none"> <input type="checkbox"/> Holistic Program Dashboard to make program accountable 	<ul style="list-style-type: none"> <input type="checkbox"/> Drive Deadline Achievement, meet 90 Day Proof of Performance (POP) with weekly reporting
<ul style="list-style-type: none"> <input type="checkbox"/> Asset & GAP Profiler Brief Map to Purchase Process and time engagement by buyer 	<ul style="list-style-type: none"> <input type="checkbox"/> Trade Shows Roadshows/Custom Events from HW 3rd party owned and operated editorial database 	<ul style="list-style-type: none"> <input type="checkbox"/> Behavior Scoring, Nurturing Trees and recontact programs, Marketing Qualified leads and Sales Qualified leads. 	<ul style="list-style-type: none"> <input type="checkbox"/> Effective and efficient execution due to Hanley Wood being direct extension of your sales and marketing efforts.