RETURN ON INVESTMENT
(TOP 10 REASONS TO INVEST)

DEMAND GENERATION & SOCIAL MARKETING SUITE

1 Speed to Market
Within 45–60 days, there will be enough customer conversations to provide a mini-focus group and a brand sentiment ranking. This audit opportunity helps map to the current U.S. Concrete message and Kohler Sales to Customer talk-track.

2 Customized Keyword Analysis
Hanley Wood will use customer conversation data to identify the exact keywords that are happening in said conversations.

3 Guaranteed Demand Generation
Drive Sales Now!

4 Nurturing Tree Service
A behavioral-based approach that consists of mapping each asset to the purchase process to trigger what asset is sent at what time to the lead.

5 Nurturing Process
Delivery of four asset-loaded custom emails sent to the lead during the 90 day program.

6 12 Hanley Wood Licensed Articles
By using 3rd party trusted content, the tone of the approach is beneficial to having non-intrusive and non-sales oriented engagement. Emotional connection to target is achieved. We do not lead with product driven approach; we utilized specialized, relevant and compelling information on the community exchange page.

7 Customized ROI Dashboard
All analytics, KPI's, and metrics are reported 2X per month on a lead report.

8 Hanley Wood Campaign Assessment Report
Intuitive analysis, interpretation and assessment of entire campaign. What worked, and did not work so we use this data in our next quarter decision making process for campaign.

9 Best of Breed 3rd Party Technology Bundle into Your Program
We are utilizing the most cutting edge technologies to identify and engage in conversations within the highest propensity targeted communities to talk reach and engage with.

10 Talent, Personnel, Business Results and Accountability
Subject Matter Expert/Writer, Web Master, Demand Gen eMail Marketing Manager and Program Manager. ($28,000 a month in people costs savings). ROI Metrics and KPIs on every 2x Dashboard