



Honeywell
THE POWER OF **CONNECTED**

Partner Concierge

480.349.9263

Honeywell@PartnerConcierge.com

www.IS.PartnerConcierge.com

“I’ve been an executive with three major advertising agencies; I’ve served as the VP of Marketing for the world’s largest marine electronics manufacturer, and I can say from first-hand experience, HPC offers exceptional support to Honeywell Partners...”

Bob C
Manager of Marketing & Alliances



Honeywell Partner Concierge

There is no better time to invest in marketing and drive opportunities that you need to generate demand and create net new sales. Honeywell Partner Concierge helps you reach prospects and customers, generate leads, and build your business using turnkey marketing programs offered at special reduced rates. Throughout the process, you receive support, direction, and insight from trusted marketing resources — and it all starts with a simple phone call.

Powerful Marketing Support

As a Honeywell partner, you have access to effective marketing programs designed with your unique needs in mind. Specialized partner marketing programs from HPC allow you to:

- Tailor the right marketing tactics to your business strategy and sales objectives.
- Generate a greater number of high-quality leads and heighten brand awareness.
- Easily execute marketing programs that create interest, drive leads, and generate sales.
- Increase the value of your brand and integrated marketing efforts.
- Get to market faster and with a more substantial impact than the competition.
- Maximize your investment with Honeywell through joint marketing efforts.
- Utilize your MDF and Co-Op funds on all HPC marketing campaigns and services.

Using MDF

All partners regardless of tier level are eligible to leverage HPC services. Partners who qualify for Honeywell MDF can choose to use those funds towards HPC services.

Contact your Honeywell Channel Marketing Manager for more details.

Why Honeywell Partner Concierge?

With our singular focus on business-to-business marketing in the technology industry, HPC brings a unique approach to branding and marketing communications. In addition, you have access to:

- Special pricing and volume discounts on all marketing programs and services.
- Dedicated marketing team uniquely attuned to your business needs, offering expertise, insight, and assistance.
- ROI driven custom developed marketing programs, services, and solutions to maximize your marketing budget and sales efforts.
- Wide range of marketing tools, resources and custom industry campaigns to support your specific sales and marketing objectives.
- Guidance that incorporates your brand momentum and delivers the perfect combination of tactics to fit your business goals and sales objectives.

Get Started Today

Visit HPC and complete the Request Support form:
www.is.partnerconcierge.com/request-marketing-support

Or contact HPC marketing representative:
Honeywell@PartnerConcierge.com
480.349.9263

“Since 2010, HPC has been a valuable asset to our marketing department. From industry-specific lead generation and brand strengthening campaigns to Honeywell-focused product promotions, HPC provides the tools we need to plan, develop, and execute our integrated campaigns on time and on budget. We highly recommend HPC for Honeywell marketing activities.”

Jody C
Director of Marketing



Marketing Means More Sales

Now is the time to invest in marketing solutions that drive demand and generate net new sales. Honeywell Partner Concierge helps you reach prospects and customers, generate leads, and build your business using turnkey marketing programs offered at special reduced rates.

Marketing Support Services	Price	Deliverables
Marketing Planning Consultation	No Charge	Tools and support to build a marketing plan
Co-Branded Collateral	No Charge	Co-branded with company logo and contact
SEO / PPC Planning & Execution	Starts at \$500	Detailed SEO/PPC marketing plan
Business Blogging & Content Marketing	Varies	Blog posts and content creation
Social and Digital Marketing	Varies	Content strategy and execution services
Creative and Design Services	Varies	Various marketing tools and collateral
Website and SEO Evaluation	Starts at \$495	Detailed website review & recommendations
Website Design & Update	Varies	Complete and custom redesign and refresh
List Services	Varies	Grow and cleanse prospect and contact lists
Media and Advertising	Starts at \$500	Detailed media and advertising plan
Strategic Marketing Planning	Starts at \$2,995	Annual marketing plan & activities calendar

Lead Generation Programs	Price	Estimated Leads*	Execution Timeline
Appointment Setting	Starts at \$6,995	4 appointments & 15+ leads	3 weeks
Integrated Lead Generation	Starts at \$5,995	30+ leads	6 weeks
Telemarketing & Lead Qualification	Starts at \$3,995	10+ leads	4 weeks
Multi-Touch Email Marketing	Starts at \$1,995	Varies	3 months

Sales Support Programs	Price	Deliverables
Prospect Profiling	Starts at \$795	Detailed profiling, identify decision makers
Lead & Prospect Nurturing	Starts at \$1,995	Manage leads through sales funnel
Solution Brief / Sales Brochures	Starts at \$750	Educate and promote your solutions
Direct Mail	Varies	Increase awareness and brand recognition

“Working with HPC was fantastic. HPC had the experience to work both Spectrum’s goals and Honeywell’s product information into the new website and have it running quickly. The new Spectrum Information Systems website including layout, content and graphics development was developed in less than two months. I only had to review, make small edits and approve to launch live.”

John I
President



Marketing Services

Co-Branded Collateral

Maximize your sales and marketing efforts by utilizing Honeywell developed and funded marketing collateral, sales tools, white papers, emails and much more.

Services include:

- Collateral that features your logo and contacts
- Customizes marketing collateral that is delivered within 24 hours of request

Partner price: Free of charge

Creative and Design Services

First impressions mean everything, especially when it comes to your business. Grab the attention of potential clients with eye-catching graphic design for your marketing materials and branding.

Services include:

- Brochures and white papers
- HTML email, direct mail, posters and banners
- Case studies, success stories and infographics
- PowerPoint presentation and stationary

Partner price: Varies

Media and Advertising

Generate interest and make an impactful statement with professionally designed print or web advertising campaigns that align with your business goals.

Services include:

- Media planning to identify print or online publications
- Professionally designed ads to build your brand or promote actionable offer
- Collateral that features your logo and contact information

Partner price: Starts at \$500 +costs

Marketing Planning Consultation

Control your marketing efforts and execution timeline with a targeted marketing plan designed to meet your specific sales objectives.

Services include:

- Review and refinement of goals and objectives
- Development of a marketing budget and tactical marketing execution processes
- Detailed analysis of current and past marketing activities, corporate brand and image
- Recommendations for specific marketing tactics to improve and expand corporate goals and objectives

Partner price: Starts at \$595

Strategic Marketing Planning

Articulate your corporate goals, sales objectives and detailed marketing plan to achieve your revenue goals. Your marketing plan will also serve as a guide to control your marketing activities, execution timeline, and budget, to ensure your sales team has the marketing support they require to achieve their sales objectives.

Services include:

- Clearly defined strategic marketing plan aligned with corporate goals and sales objectives
- Recommendation of marketing tactics to support the corporate and sales goals
- Annual Marketing Activities Calendar, including budget, timeline, and projected results
- Pre-planning conference call to review objectives and planning process
- Planning conference calls to develop, review, revise, and finalize marketing plan
- Action items to execute and update marketing plan and Marketing Activities Calendar
- Follow-up conference call to review progress and consultation

Partner price: Starts at \$2,995

Digital Marketing Services

Social and Digital Marketing Services

As the digital marketing landscape continues to grow at a rapid pace, marketers are faced with new challenges and opportunities. HPC has developed a specific set of services and solutions to help Honeywell partners expand their digital marketing efforts.

Services include:

- Needs analysis
- Social strategy planning and budget development
- Digital personality development and training
- Community engagement and plan execution
- Measurement and reporting of all activities

Partner price: Varies

SEO and PPC Planning and Execution

Improve your online visibility with Search Engine Optimization and Pay Per Click solutions designed to drive traffic and potential prospects directly to your website.

Services include:

- Keyword and metadata analysis and identification
- Website content and conversion analysis
- Website optimization implementation
- PPC strategy and plan development

Partner price: Starts at \$500 +PPC costs

Minimum three month commitment required.

Business Blogging and Content Marketing

Business blogging and content marketing are effective strategies for bringing traffic to your website, by speaking directly to your customers and prospects.

Services include:

- Articles or blog posts for your website
- Social media posts for various channels
- Newsletters
- Website and landing page content

Partner price: Varies

Website and SEO Evaluation

Improve your performance with comprehensive website and Search Engine Optimization (SEO) evaluation and support with a full audit of your website's performance.

Services include:

- Detailed analysis of website structure, ease of navigation and SEO optimization
- Usability analysis and conversion forms
- Site comparisons and traffic rankings

Partner price: Starts at \$495

Website Design and Update

Look your best and receive full-featured, highly valued website design at a low cost. The result will be a new professional looking site designed just for you - not a template driven website!

Services include:

- Complete site makeover and custom design
- Top-level navigation redesign
- Content, forms, photo images, and graphics
- Search Engine Optimization
- Final HTML files uploaded to your designated server

Partner price: Varies

"The services from HPC have been fantastic. The microsite is designed well and contains all the important messaging, graphics and collateral we need to get customers to respond to our campaign."

Sharon B
Marketing Manager

"HPC has helped Governor Business Solutions in many ways over the past couple years. Ever since we have started utilizing all the great programs, campaigns and different services HPC provides, we have truly seen a difference in the amount of leads coming in. In addition, our customers have gained a much better awareness of the Intermec products being promoted and featured, allowing them to gain the optimal purchasing decision and endorsing our company to capture more sales."

Brittany Y
Marketing Manager



Lead Generation Programs

Appointment Setting

Drive sales with this highly focused appointment setting program designed to promote your value proposition and specific call to action to your targeted list of companies. Our seasoned telemarketing agents will identify key decision makers, explore opportunities and schedule face to face or phone appointments for your sales team.

Program details:

- Appointments with key decision makers
- Customized list procurement that meets your demographic requirements
- Multi-call outbound telemarketing to profile and identify key decision makers and schedule appointments with sales representatives
- Co-branded Honeywell collateral
- Campaign ROI analysis and detailed reporting

Partner price: Starts at \$6,995

Integrated Lead Generation

Generate sales leads for your complex solution with a multi-touch and integrated lead generation program designed to penetrate new markets or widen the reach within your targeted installed base or prospects.

Program details:

- Telemarketing and lead qualification
- Three impactful email blasts
- Campaign microsite hosted and updated monthly
- Customized list procurement that meets your demographic requirements
- Co-branded Honeywell collateral
- Campaign ROI analysis and detailed reporting

Partner price: Starts at \$5,995

Lead and Prospect Nurturing

Don't let your sales leads get cold. Move your sales leads and prospects through the sales funnel with targeted and well planned lead and prospect nurturing programs.

Program details:

- Your targeted list of leads and prospects segmented by sales rep name or sales region
- Campaign landing page updated monthly
- Monthly email blast campaigns with specific offers
- Direct mail and fulfillment services
- Co-branded Honeywell collateral

Partner price: Starts at \$1,995

Telemarketing and Lead Qualification

Compliment your sales efforts with our expert telemarketing teams to support any current or upcoming marketing or sales effort. This will help your sales team pre-qualify prospects, enhance your event with pre and post telemarketing or simply identify opportunities or update contact information.

Program details:

- Provide your own list or purchase a new prospect list
- Develop a custom script that meets your needs
- 50 hours of telemarketing representing your solution
- Campaign ROI analysis and detailed reporting

Partner price: Starts at \$3,995

“We’ve had several quotes generated from the first campaign. I’ve been trying all year to get in front of a prospect for a technology refresh meeting. The email hit the right people within their organization and now we’re meeting with them in mid September to introduce the CN70.”

Jim L
President

Sales Support Services

Prospect Profiling

Gain valuable insight and understanding about your targeted accounts. Our prospect profile service is designed to engage with a targeted list of companies, identify key decision makers and build a detailed profile of installed products, applications and planned projects.

Program details:

- Your targeted list of up to 10 companies
- Database append to identify multiple contacts
- Outbound calling to interview decision makers and update contact information
- Detailed profiling of devices and applications
- Identify future projects and decision makers involved

Partner price: Starts \$795

Multi-Touch Email Marketing

Expand your reach and reinforce your brand with a multi-touch email marketing program with three high-impact, professionally designed HTML emails, designed with your brand and value-added solution. With multiple useful calls to action, including free white paper and video files, these emails are sure to make an impact.

Program details:

- Email blasts to your customer or prospect list
- Campaign microsite hosted and updated monthly
- Campaign ROI analysis and detailed reporting

Partner price: Starts at \$1,995

List Services

Expand or cleanse your prospect list with industry leading list providers, including Jigsaw, CITDB, eAnswers, or vertical publication from leading B2B list owners.

Services include:

- New prospect list including detailed contact and profile information
- Append your existing lists with new contact names and email addresses or cleanse your existing lists.

Partner price: Varies

Direct Mail

Cut through the clutter with attention-grabbing direct mail promotions that are sure to get noticed. Select from sales letters, media kit mailing, or postcard mailers to high-impact gift card and promotional offers that are tied to your website or a hosted campaign landing page.

Campaign details:

- List procurement and mailing services
- Personalized letters, postcards or mailing kits featuring the specific call to action/offer
- Procurement and fulfillment services
- Co-branded Honeywell collateral
- Hosted landing page or fulfillment site

Partner price: Varies

Solution Briefs and Sales Brochures

Arm your sales team with the tools they need to educate your customers and prospects with clear and consistent messaging about your solutions.

Program details:

- Content development and editing services
- Graphic design and layout, with up to three edits
- Up to two-page solution brief or sales brochure
- Web optimized and print ready PDF files

Partner price: Starts at \$750



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Contact your Honeywell Partner Concierge representative or visit us online and start your next marketing campaign.

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