

GUIDE



# CPB UK

## CAMPAIGN SET-UP STEPS

LEAD GENERATION | MARKETING SOLUTIONS | IT DATA



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# 1. CPB UK SERVICES

## LEAD GENERATION

- End user telemarketing
- Channel development
- Event promotion

## MARKETING SOLUTIONS

- Email marketing
- TechKnow.Online
- Surveys & research

## IT DATA

- Data subscription
- Data enrichment

## MULTI-TOUCH MARKETING

# 2. TELEMARKETING SET UP

## Planning:

- Select your preferences for -
  - Campaign duration
  - Target messaging / value proposition
  - Target audience demographics
  - Lead type criteria
  - Launch date
  - Additional complementary services, i.e. email, mass syndication etc

## Pre-Launch:

- Provision collateral, battle cards, key USPs etc
- Provide remote mailbox access (where applicable)
- Schedule any necessary enablement for CPB UK's agents
- Review the following campaign documentation -
  - Briefing documentation
  - Activity statement of work
  - Target audience preview (supress existing clients / live prospects)

[Telemarketing Datasheet Download](#)



[Lead Grading Download](#)



# 3. EMAIL SET UP

## Planning:

- Select your preferences for -
  - Target audience demographics
  - Number of email despatches
  - Volume of emailable audience
  - Launch date
- Decide on digital engagement follow up strategy -
  - Internal sales team follow up
  - Follow up delivered by CPB UK's expert agents

## Pre-Launch:

- Provision .HTML collateral to CPB UK -
  - Links embedded
  - Web hosted imagery
- Review / approve email test

[Marketing Solutions Datasheet Download](#)



# 4. TECHKNOW.ONLINE SET UP

## Planning:

- Select your preferences for -
  - Advertising duration
  - Number of advert placements
  - Placement location
  - Launch date

## Pre-Launch:

- Provision your advert content -
  - Imagery (as per chosen placement location spec)
  - URL / downloadable asset
  - Preferred headline
- Review / approve the advert preview

[TechKnow.Online Media Pack Download](#)





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