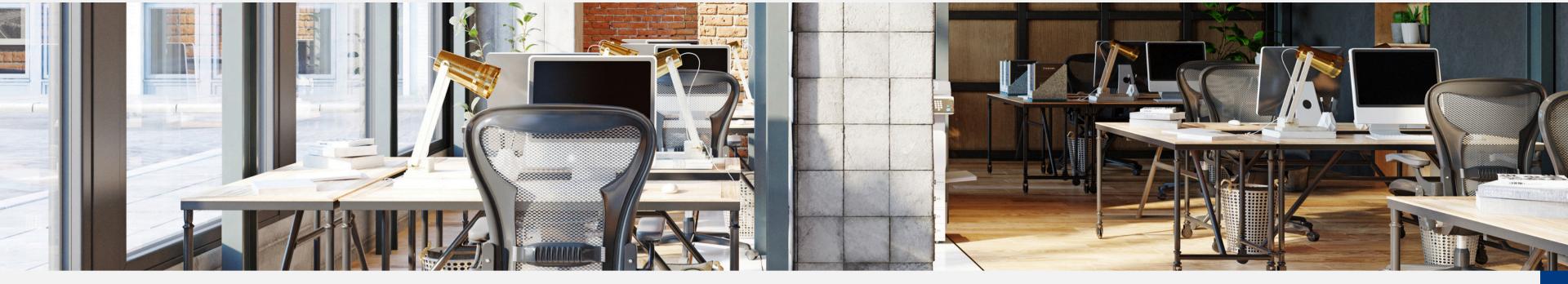




# CAMPAIGN SET-UP STEPS

LEAD GENERATION | MARKETING SOLUTIONS | IT DATA





CPB UK Services

## CONTENTS



Email Set Up



Telemarketing Set Up



TechKnow.Online Set Up



## **1. CPB UK SERVICES**

### LEAD GENERATION

- End user telemarketing
- Channel development
- Event promotion

### MARKETING SOLUTIONS

- Email marketing
- TechKnow.Online
- Surveys & research

### **MULTI-TOUCH MARKETING**

### IT DATA

- Data subscription
- Data enrichment



# **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**







# **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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