

PARTNER ACTIVATION & ENABLEMENT



	Creative	Targeted Tele Smart Mail	Landing Page	Webinar	Gift Fulfillment Surveys	Tele Nurture	BI	ROI
Motions	Discovery Concept Development	Prioritization of contacts Email Creation and Distribution	Creative, Development, and Launch	Scripting Content Review Presenter Prep	Source Client Branded Giveaway Develop Survey with Client Feedback	Multi Touch Tele Campaign to capitalize on identified Hi-Po targets	Determine Metrics that Matter Scorecard Development	Understand client value of a Win
Metrics	A/B Testing	Production Reach Rate Conversion Rate Clicked to Open Clicked Through	Page Visits	Attendee Engagement Level Registration Count Attendee Count	Giveaway Results Survey Results	Pipeline Development	Smart Mail Results Tele Results Webinar Results Survey Results	Obtainment to goal
Results	Go to market ready collateral for email and landing page development	Landing Page Visits Landing Page Visits	Webcast Registrations	Webinar Attendees On Demand Webinar Views	Quantitative/ Qualitative Insights	Wins	Reporting and Recommendations	Campaign ROI Results