

# ON DEMAND MARKETING



	Creative	Campaign Mail	Landing Page	Webinar	Swag	Tele Support	BI	ROI
Motions	Concept Development	Email & .oft creation and distribution	Design and host of custom webpage with campaign collateral	Live or prerecorded webinars to promote launch of campaign	Sourcing and shipping of custom campaign swag	Inbound Tele Outbound Tele	Determine Metrics that Matter Scorecard Development	Understand client value of a Win
Metrics	A/B Testing Panel Testing Client Approval	Clicked to Open Clicked Through	Page Visits	Attendee Engagement Level Registration Count Attendee Count	# of requests # of unique shipments # of redemptions	Inbound # established to capture hand raisers 3,000 outbound calls per month, per rep	Email and tele results tracked in custom CRM Client access granted	Attainment to goal
Results	GTM ready content, slide decks and PDF one-pagers and battle cards	CTAs logged	Page Engagement Registrations	Webinar Attendees On Demand Webinar Views	Program Awareness Wins	Program Awareness Wins	Reporting and Recommendations	Campaign ROI