

Essentials Turnkey

Essentials Turnkey programs are custom, full year, completely outsourced campaigns. Our team of experts will build your materials, lists and fully execute any of these turnkey campaigns. Whether you have a marketing department and need additional resources to focus on nurture programs, SEO or other areas or have limited or no marketing and need to get in market, these programs can help.

Essentials Turnkey is open to ALL partners. You do not need to enroll in Essentials Consulting to participate.

What you receive:

The options below shows the unique elements of each Turnkey campaign.

All campaigns:

- Include an initial consultation with an Essentials team member to identify your unique needs, goals and gather the initial messaging and elements needed to create your unique marketing program.
- Are completely turnkey, annual plans with no additional costs.
- Are executed by our team and designed to limit the impact on your internal resources.



Option 1: Webinar Marketing

What:

Not getting the results you want from your webinar marketing? Looking to add webinars to your marketing mix? The webinar marketing program is an event planning and promotion offering that will help you build a webinar series that gets results.

Getting Started:

Initial event planning consultation to create calendar (3 events) and topics. Our team consultant will remain with you throughout the program.

What You Receive:

- List Verification and e-mail append for your target list (up to 250 contacts).
- Event setup through Microsoft Partner Events / Click to attend.
- Webinar template and content review and formatting
- Save the date postcard (1 per event)
- E-Mail Invite Campaign (3 e-mails per event)
- Telephone confirmation of registrants
- Post Event Report: Pre-populated lead tracker for follow-up by partner.
- Ongoing planning sessions with your Essentials Consultant.
- Nurture in a Box – a 12 month customizable plan. Nurture in a Box mails pieces can be customized and used to follow-up with event attendees and any other campaigns you are running.

Option 2: Nurture Marketing (Prospect or Customer)

What:

Nurture Marketing utilizes personalized creative direct mail and consistent branding to keep your company on the top of your customer's minds. It creates a strong bond with your clients which cause them to call your company when they are ready to buy.

Getting Started:

Consultation with a nurture coordinator. Our team consultant will remain with you throughout the program.

What You Receive:

- A 12-Month, 9-Step Prospecting Plan to approximately 200 prospects (sent/called every 6 weeks)
- List Acquisition/Verification
- Six custom direct mail/email pieces (2 dimensional mail/2 "flat" or letter pieces/2 emails)
- Case Study (to be included in direct mail piece).
- Includes outbound telemarketing and email messaging services.

Option 3: Sales Wave Campaigns

What:

Need to generate interest in a specific offer, service or product? A targeted sales campaign is ideal.

A sales wave campaign is a shorter term marketing play. The success of these campaigns depends on a compelling call to action or offer. For example: special pricing (usually offered through Microsoft); an add-on product, defined services offering (2 day assessment, etc.)

Getting Started:

Consultation with a sales program coordinator to identify and assess objectives and calls to action for each campaign.

What You Receive:

- Two, 90-day, 6-Step Sales Campaigns to 125 highly-probable prospects per campaign (sent/called every 15 days)
- List Acquisition/Verification
- Two high-impact, dimensional direct mail letters and six targeted sales letters
- Appointment setting
- Nurture in a Box – a 12 month customizable plan that you can use to follow-up with leads that are not quite ready to buy.

Option 4: Search Engine Optimization

What:

SEO takes time and an understanding of a constantly changing set of algorithms and practices. Done well it can help increase traffic to your site and in turn – leads. Done poorly, it takes your time and proves no return.

This option is ideal for partners who do not yet have an SEO plan in place or for those who would like to validate and improve their existing strategy.

Getting Started:

Consultation with an SEO Expert to determine goals for your SEO program and your current

What You Receive:

- 12 month organic search engine optimization program
- 15 key words; beginning with research, optimization and ongoing consulting; reporting included
- 2 hours of SEO consulting per month to review reports and consider website changes based on SEO findings in order to increase conversions
- 5 hours of Web Development every other month to make the changes based on consultation to your Website



Program Cost

\$10K per program for each full 12 month program.

Monthly payment programs available via credit card or program may be paid in two installments billed at launch and 3 months.

*Essentials Turnkey is eligible for CDF funding and may be eligible for additional Microsoft co-funding. Please work with your partner account manager or send e-mail to help@essentials-marketing.com.

Your Essentials Team

The Essentials team is made up of the principals of The Nurture Institute, Barbara Pfeiffer, Eric Rabinowitz and Jennifer Garcia who are responsible for the creation and execution of this highly successful partner program.

The Nurture Marketing Institute began 20 years ago to help businesses develop one-on-one strategies to gain access to and influence business executives. Its proprietary Nurture Marketing methodology is based upon a 10-year study, conducted for Microsoft by founder and CEO Jim Cecil, of over 10,000 business executives in 11 countries.

Today, the Nurture Institute serves over 14,000 customers in 22 countries including New York Life Insurance and several hundred Microsoft Partners. For the last 4 years the Nurture Institute has been working closely with Microsoft to develop an effective method to educate the Microsoft partner channel on marketing best practices. The Essentials Program utilizes individual partner focused coaching, training and execution programs to help partners accelerate and sustain growth.

Sign up for Essentials Today

- www.essentials-marketing.com
- For any questions or to request a program consultation to determine the best fit for your company please contact help@essentials-marketing.com

