



MEMO

Date: 7/27/04

From: Troy Mickle

RE: Demand Generation Strategy for August, September, October

August

Direct Mail – 3 Drops Postcard

Call to action: Register Web Seminar or Product Demonstration \$200 Gift Card and Whitepaper

Source: Hoovers

Count: 2500 group hit three times, or 7500 impressions (2000 Support Message, 500 Marketing Message)

Target Industry: Across All Industries

Target Job Functions: VP, Manager, Director: Operations, Customer Service/Support, Marketing

Projected ROI: Drop 1: .50% Response 12, Drop 2: 75% 18, Drop 3: 1% 24 (**total targeted response 54**)

Actual ROI: TBD

Dates: August Every 2 weeks

Budget: \$1866 x 3 (\$5600)

CNET Banner Ads:

Call to action: Click and get T-Shirt, Whitepaper, \$200 Gift Certificate Drawing.

Count: Impressions Range from 93k to 769k depending on site location. Clicks 180-1423, with click through range from .18-1.17%

Target Industry: Various

Target Job Functions: Various

Projected ROI: Increase Click through rates to .75% average

Budget: Barter \$229k

Actual ROI: TBD

Changing the offer type every 3-4 weeks.

Campaigns

Online TechRepublic Leader Board

Online TechRepublic Skyscraper 600

Online CNET News Message Plus

ZDnet Enterprise Messaging Plus

Direct Mail – 3 Drops Letters

Call to action: Register Web Seminar or Product Demonstration \$200 Gift Card and Whitepaper. The letters are Who, What and Why Focused. They are used to build greater awareness within the target group.

Source: Hoovers

Count: 100 each sales person, 600 letters total

Target Industry: Across All Industries

Target Job Functions: VP, Manager, Director: Operations, Customer Service/Support, Marketing

Projected ROI: .50 to .75 response rate

Actual ROI: TBD

Dates: August Every 10 days

Budget: \$250

Inside Sales Calling:

Call to action: Register for web seminar, whitepaper and personalized demo.

Count: 100 Each (Nader, Greg)

Target Industry:

Target Job Functions: VP, Manager, Director: Operations, Service/Support and Marketing

Projected ROI: TBD

Budget: N/A

Actual ROI: TBD

Notes: This is the follow-up campaign to the above mentioned direct mail program. Sales to pull 100 accounts from target group and do follow-up sales call after drop two. Objective to attain email address then start email campaign.

Email Blast

Call to action: Get a demonstration

Count: TBD

Source: Leads from website

Target Industry: Various

Target Job Functions: Various

Projected ROI: .25 response rate

Actual ROI: depends on registrations

Budget: N/A

Corporate Web Site

Call to action: Register for web seminar, whitepaper and personalized demo.

Count: TBD

Target Industry: TBD

Target Job Functions: N/A

Projected ROI:

Budget: N/A

Actual ROI: TBD

Notes: Change banners on front page on same cycle as CNET.

September

Public Relations

Call to action: Lithium Technologies Story

Count: TBD

Target Press: TBD

Target Job Functions: N/A

Projected ROI: Put Lithium Technologies on the map with publications.

Budget: N/A

Actual ROI: TBD

Notes: Plan to pitch customer story 1 every 2 weeks and slow launch of the company.

Budget: \$2-3K (estimated)

Direct Mail – 3 Drops – Partner Focused

Call to action: Register Web Seminar and Whitepaper

Source: Hoovers and Various

Count: 100-200

Target Industry: Systems Integrators, ASP or Software as a Service Providers

Target Job Functions: VP, Manager, Director: Operations, Service/Support and Marketing

Projected ROI: Drop 1: .25% Response 1, Drop 2: .50% 2, Drop 3: .75% 2-3 **(Total 6)**

Actual ROI: TBD

Dates: TBD

Budget: \$500

Direct Mail – 3 Drops Postcard

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Inside Sales Calling:

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Source: Leads from website

Target Industry: Various

Target Job Functions: Various

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Actual ROI: depends on registrations

Budget: N/A

Corporate Web Site

Call to action: Register for web seminar, whitepaper and personalized demo.

Count: TBD

Target Industry: TBD

Target Job Functions: N/A

Projected ROI:

Budget: N/A

Actual ROI: TBD

Notes: Change banners on front page on same cycle as CNET

Banner Ads – Ziff Davis

Call to action: Register for web seminar, whitepaper and personalized demo.

Count: TBD

Target Industry: TBD

Target Job Functions: N/A

Projected ROI:

Budget: Barter

Actual ROI: TBD

October

Public Relations

Call to action: Lithium Technologies Story

Count: TBD

Target Press: TBD

Target Job Functions: N/A

Projected ROI: Put Lithium Technologies on the map with publications.

Budget: N/A

Actual ROI: TBD

Notes: Plan to pitch customer story 1 every 2 weeks and slow launch of the company.

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Source: Leads from website

Target Industry: Various

Target Job Functions: Various

Projected ROI: .25 response rate

Actual ROI: depends on registrations

Budget: N/A

Email Blast #2

Call to action: Get a demonstration, whitepaper and win

Count: TBD

Source: Lead Source TBD

Target Industry: Various

Target Job Functions: Various

Projected ROI: .25 response rate

Actual ROI: depends on registrations

Budget: \$2500 List purchase

Corporate Web Site

Call to action: Register for web seminar, whitepaper and personalized demo.

Count: TBD

Target Industry: TBD

Target Job Functions: N/A

Projected ROI:

Budget: N/A

Actual ROI: TBD

Banner Ads - Forbes

Call to action: Register for web seminar, whitepaper and personalized demo.

Count: TBD

Target Industry: TBD

Target Job Functions: N/A

Projected ROI:

Budget: Barter

Actual ROI: TBD

Banner Ads – Ziff Davis

Call to action: Register for web seminar, whitepaper and personalized demo.

Count: TBD

Target Industry: TBD

Target Job Functions: N/A

Projected ROI:

Budget: Barter

Actual ROI: TBD

August:

Sales Letters: \$250

Direct Mail: \$5600

Spiff: \$200

August Spend: \$6050

September:

Sales Letters: \$250

Public Relations: \$3000

Direct Mail: \$5600

Direct Mail Partner: \$500

Spiff: \$200

September Spend: \$9550

October:

Sales Letters: \$250

Public Relations: \$3000

Direct Mail: \$5600

Direct Mail Partner: \$500

Spiff: \$200

Email Blast: \$2500 (*Tentative*)

October Spend: \$12050

Once we start getting a rate I will use the following figure:

$ROI = (\text{Net profit} - \text{Amount Invested}) / (\text{Amount Invested})$