



Co-Branded Demand Generation Campaigns

POWERED BY TSRM GROUP



Campaign Activities:

List Development	Email Campaign Development	Telesales Support
<p>Curated list of 750 contacts from ZoomInfo based on a submitted set of criteria (\$2.50/contact)</p> <p>\$1,875</p>	<p>Series of four text-only emails on a specific solution to be deployed out of Right! Systems marketing automation platform; Research, copywriting, limited deployment assistance</p> <p>\$2,100</p>	<p>Telesales effort focused on lead qualification, gathering account intelligence, conducting brief (5 question) survey; setting appointments for Right! Systems representative when possible Block of 30 hours @ \$75/hour (approximately 600 outbound calls)</p> <p>\$2,250</p>

Campaign Activities:

Website Blog Article	Infographic	Customer Case Study / Success Story	White Paper or Solution Brief	LinkedIn Ad Campaign
Blog Article (700 - 850 words) on a subject of your choice; research, copywriting; hosted on Right! Systems website	Research, copywriting, graphic concepting and design	Interviewing, copywriting and graphic design	Research, copywriting and graphic design	Ad development (five distinct ads) and administration (\$2,500) + Recommended Ad Budget (3 months @ \$2,200)
\$2,500	\$3,200	\$3,250	\$3,250 - \$6,500	\$9,100

About TSRM Group

TSRM Group has extensive experience developing demand generation campaigns for IT solution providers throughout the U.S. (see representative samples below!) We look forward to working with you on creating successful marketing initiatives to support your sales team and drive incremental revenue growth.

