



MAILER PDF

**Hewlett-Packard Company & RAND Worldwide
DIRECT MAIL / EMAIL PROMOTION**

mission

- Promote and sell HP Visualize Workstations through RAND Worldwide
- Generate qualified leads
- Build relationships between HP and RAND Worldwide

creative strategy

- Develop direct mail and email promotion with incentive offer to drive response
- Leverage a Web “jump” site and ad banners for additional response
- Create an “awareness fun package” for RAND Sales Reps

implementation

- Establish promotion deliverables, budget, timeline and milestones
- Compile promotion database including research, surveys and telemarketing
- Produce and handle all direct mail package logistics
- Produce email announcement and two follow-up “blasts”
- Manage Web and phone registration
- Set-up and manage response database
- Immediate forwarding of leads to corresponding RAND Sales Rep
- Manage all logistics of promotion giveaway
- Final response database updates, analysis and reports

results

This direct mail/email promotion was an outstanding success as measured by immediate sales. Additional benefits were a large number of qualified leads and the solidification of the relationship between HP and RAND Worldwide.