

Campaign execution resources

Generate sales leads and new revenue opportunities



“For a company of our size, it would not be possible for us to develop and carry out campaigns like this on our own. With minimal cost and time spent on our part, we got a great return on investment.”

—David Sexton, account manager, Paragon Consulting Services, Inc.

Create comprehensive marketing campaigns quickly and affordably

Generating leads. Developing marketing campaigns. Expanding your client base. All are essential activities if you want your business to grow. But finding qualified leads can be time consuming. Creating high-quality, integrated marketing programs can be costly. And reaching new clients beyond your regional marketplace—let alone around the world—can be daunting.

IBM PartnerWorld® Industry Networks can help you generate leads and develop a robust pipeline of prospects quickly—and help you move prospects more efficiently through the sales cycle.

Execute your marketing campaigns quickly and easily with e-mail and telemarketing support

E-mail and telemarketing together can be a fast and cost-effective way to build interest and generate leads for your solution. Using customizable

templates, list acquisition services and distribution management, you can build highly effective e-mail campaigns at no charge. Coupled with high-volume telemarketing, you can leverage IBM lead management services to develop and qualify leads.

Leverage direct mail and telemarketing resources to rapidly create affordable demand generation campaigns

With direct mail and telemarketing, you can create direct mail pieces using high-quality, customizable campaign templates as part of an integrated demand generation campaign. Access IBM databases and prospect lists to target your audience, as well as tools to manage distribution, printing and mailing. And combine these offerings with high-volume telemarketing, to leverage IBM lead management services that can help you develop and qualify leads.



Engage clients in conversations that drive more business at less cost with telemarketing support

Leveraging a skilled telemarketing team is one of the fastest ways to generate leads. Telemarketing professionals can explore business needs and develop real opportunities to sell your industry solutions. And you can increase your lead generation rates and reduce lead qualification time—at a budget-friendly price. This is high-volume telemarketing at its best, including IBM lead management services to help qualify leads.

Use pipeline generation resources to target top prospects with customized telemarketing to develop new business

In contrast to high-volume telemarketing campaigns, the pipeline generation benefit targets specific individuals with whom you've previously had contact. Work with a highly skilled telemarketing team as an extension of your own sales resources, to help develop new opportunities and qualify leads. They'll even set up appointments to help you take the next step in establishing a solid relationship and closing a deal.

For more information

To explore PartnerWorld Industry Networks, visit:

ibm.com/partnerworld/industrynetworks

To learn more about the campaign execution resources, visit:

ibm.com/partnerworld/industrynetworks/market.html

To view qualifications for the resources described in this brochure, click on the links to:

- *E-mail and telemarketing*
- *Direct mail and telemarketing*
- *Telemarketing*
- *Pipeline generation*

Reach higher with a team you trust



© Copyright IBM Corporation 2007

IBM Corporation
11400 Burnet Road
Austin, TX 78758
U.S.A.

Produced in the United States of America
06-07
All Rights Reserved

IBM, the IBM logo and PartnerWorld are trademarks of International Business Machines Corporation in the United States, other countries or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

