

MYMO LEADS

CAMPAIGN MENU

2019

FOR MORE
INFORMATION, CALL:
1-888-701-4191

NEW BUSINESS

DISCOVERY

Data Cleansing of
cold call list

- Format issues
- Identify call status
- Uncover new key contacts
- Verify job titles/
functions

NEW BUSINESS

WELCOME CAMPAIGN

- Welcome prospects
- Brand education
- Content offer (ie:
catalog or other
content)

NEW BUSINESS

ONBOARDING CAMPAIGN

- Provide prospects with basic info about brand
- Gather detailed info about future requirements (ie: missing email addresses, key contacts, relevant evaluation / purchase dates, name of purchaser, name of local distributor...)

VAR CAMPAIGNS

MYSTERY CALLER

- Call distributors / resellers acting as potential customers with specific product questions to see if resellers are knowledgeable about the brand they represent
- Gift card offered to distributor rep with correct responses

VAR CAMPAIGNS

PREFERRED VENDOR RECRUITMENT

- Contact targeted resellers with a preferred vendor incentive, if they sign up with the brand

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LEAD NURTURING

EVENT SCHEDULING

- Educate prospects in the 7-14 days leading up to a demo / event
- Encourage and confirm attendance

LEAD NURTURING

PROMO CAMPAIGN

Limited time offer made to nudge prospects towards making upcoming purchases sooner rather than later.

LEAD NURTURING

REENGAGEMENT / DISQUALIFIED LEADS

- Reconnect with prospects who may have lost steam / interest or have turned cold
- Check status of project / budget
- Provide a benefit (new info / discount) to prompt re-engagement

LEAD NURTURING

PRODUCT-FOCUS

- Remind customers of how the solution is addressing specific needs / popular issues while promoting a new product
- Partner this campaign with an email touch

LEAD NURTURING

SOCIAL MEDIA

Follow up with prospects who clicked-on an ad and ask about particular interest.

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LEAD NURTURING

WEBINAR FOLLOW-UP

- Reach out to customers who attended a webinar to see if they had any questions or specific issues that came to mind after the presentation
- This campaign can also prompt a higher attendance at upcoming webinars

LEAD NURTURING

TRADE SHOW FOLLOW-UP

- Contact visitors who stopped by booth at trade show
- Find out if they enjoyed the show, the company booth, and uncover the reason for attending the trade show itself

LEAD NURTURING

NO CONTACT CAMPAIGN

- Follow up with leads who the inside / outside sales team were unable to reach by phone / email.
- This saves reps from having to continually chase prospects or have opportunities fall through the cracks.

LEAD NURTURING

OBSOLETE PRODUCTS

Inform customers about date for product obsolescence with a focus on replacement product(s)

LEAD NURTURING

CERTIFICATION/ STANDARD/ REGULATION IMPLEMENTATION

These new implementations prompt increase in new product acquisitions

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LEAD NURTURING

SOFTWARE UPDATES

Notify prospects about upcoming software updates that will require new acquisitions / upgrades.

LEAD NURTURING

FEEDBACK CALLS

Calls requesting feedback from customers about a specific topic / product.

LEAD NURTURING

COMPARISON / COST BENEFIT

Calls to customers demonstrating that a contract per year/ membership is equivalent to the one-time payment they are currently paying OR calls demonstrating that the product they have now is costing them more than another model

OTHER

INTERNATIONAL

Calls to countries outside North America

OTHER

EMAIL CONSENT / GDPR

Calls to customers to verify consent to use their email address for sales and marketing purposes

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OTHER

NPS SURVEY

Net Promoter Score Campaign which promotes customer experience and predicts business growth

OTHER

SALES REP REQUESTS

Sales reps create small lists to call in order to incite their customers to attend an event OR to inform them of a survey that will be arriving by email.

OTHER

MARKETING SURVEYS

These surveys usually target a customer's shopping patterns, what they like or dislike about some products, new product features...

OTHER

INFLUENCER INSIGHT

Campaign to uncover the type and value of your social-media influencers. Types may include: Authority Leader, Up-and-Comer, Niche Expert, Celebrity influencer, and Ideal Customer. This program is crafted to create dialogues and connections with these influencers.