

Introduction

Meitasoft provides professional campaign support services around the MarketFirst™ marketing automation platform to help businesses maximize their marketing communications with additional support when needed.

Each of our MarketFirst™ veteran consultants has over 10 years of experience creating online marketing campaigns for small, medium, and large businesses. We have developed campaigns across all industries including Applied BioSystems, CareerBuilder, Webex, S&P, D&B, Pharmacia, Pfizer, GE Plastics, Time Warner, Road Runner, and all major U.S. and Canadian home builders, to name a few.

We tailor our services to meet your specific needs whether for justifying the adoption of marketing automation in your organization, efficiency assessments, planning, installation, training, campaign design, development, execution, performance reporting using time and material projects, staff augmentation, retainers or campaign outsourcing arrangements. We also offer integration services with your CRM, ERP or other applications.

Need to run a MarketFirst campaign but don't have the time or resources?

Leave it to the experts! We offer a wide range of campaign services that you can draw on to get common campaigns off the ground quickly and effectively—or to learn how to do them yourselves!

You supply:

- Marketing resource to help define your specific needs as a set of documented requirements for the selected package
- Remote access to your implemented MarketFirst system
- Target list, content and creative
- Final testing

We supply:

- Timely, convenient access to MarketFirst experts
- Rapid quote based on the your specific requirements
- Rapid, efficient campaign development and execution
- Campaign Response Report
- Knowledge transfer and reusable templates to empower your team to manage repeat campaigns
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Can't find the kind of campaign you need on the list below? No problem. Contact us to learn about custom campaign design and execution.

Notes

1. All campaigns and campaign components include requirements definition, planning design, development, testing, launch, standard report, and knowledge transfer.
2. Time and price shown in the Estimating Work Sheet are estimates and are based on assumptions and constraints described in this document. Your campaign needs could be less or greater. Pricing is provided for your budgetary estimating needs. Let Meitasoft work with you to develop more accurate pricing.

A. Full Campaigns

Let us take care of it for you! These campaign packages include common campaign types, including all related follow-up communications where applicable—see individual campaign descriptions for details.

1. Newsletter Campaign

Stay front of mind with your prospects and customers through a regular newsletter. Deliver news, product announcements, promotions, and more.

Package 1: Simple Newsletter

Includes newsletter in simple format with up to 10 articles/items and external links.

Package 2: Advanced Newsletter

Includes personalized newsletter for each recipient with conditional content based on profile criteria.

2. Product/Service Announcement

Promote new and enhanced products and services effectively with targeted e-mail communications. Package includes one e-mail announcement and one online lead capture form.

3. Contest/Sweepstakes

Generate a buzz and attract visitors to your site with a contest or sweepstakes. This package includes 3 e-mail blasts, a web entry form and confirmation page, and a confirmation e-mail.

4. Lead Nurture Campaign

Focus your sales force on the hottest leads and let MarketFirst take care of the rest. We'll set up a multi-wave lead-nurturing campaign that will automatically send a string of scheduled communications to your colder prospects. Don't miss your chance to cost-effectively nurture these prospects till they're ready to buy! See Pricing Estimator for constraints.

5. Subscriptions Management

Enable your prospects and customers to subscribe to receive your newsletters, offers,

press releases, product announcements, and more with a simple form that flags their account as a subscriber. Reduce incidence of fake or incorrect data with optional double opt-in that sends an e-mail to the subscriber and requires a reply or click-through to activate the subscription. See Pricing Estimator for constraints.

6. Contract Renewals Management

Increase contract renewals by proactively delivering communications to your customers well in advance of contract expiry. Includes 3 reminder e-mails, one online renewal form, plus automated thank you/confirmation e-mail.

7. Cross-Sell or Up-Sell Campaign

Improve your sales conversions by targeting existing customers with special cross-selling or up-selling offers. Give us your list criteria—for example, owners of specific products or those who have exhibited a specific kind of past buying behavior, and we'll segment your list to narrow it down key candidates, then blast your e-mail communication to the segment.

8. Integrated Online/Offline Campaign

Integrate your online and offline channels! We'll help you integrate an online component into your direct mail, fax, or print ad campaign, using a promotional code or other device to track online response to offline campaigns.

9. Call-Center Integration

Capture leads from inbound or outbound calls instantly in MarketFirst! We'll set up a special form your call-center employees can use to input caller information quickly and easily into MarketFirst, ensuring all criteria are met to generate a lead.

10. Surveys

Find out your customer satisfaction rating; poll prospects for interest in proposed products, services, events, or topics; or survey on any other topic you desire! Use NPS methodology to rate your customer facing operations. We will create an easy-to-complete survey for you to post online or e-mail to your targets—or we can set up an event-triggered survey delivered to your customers automatically on completion of a certain step, such as purchase completion or support-incident resolution. See Pricing Estimator for constraints.

11. Event Campaign

Host an online or offline event and manage invitations and registrations with ease. This campaign package includes two invitation e-mails, online registration form, confirmation page, confirmation e-mail, reminder e-mail, and event follow-up e-mail.

12. Win-Back Campaign

Don't let your customers slip away easily! Win them back with special offers and promotions. We'll create the list segment from your database and execute an e-mail campaign to promote reasons to switch back to your products or services.

13. Custom Campaign

Can't find a campaign to fit your needs on this list? Not to worry! We can craft a custom

campaign package for you. Talk to us for a free estimate of the cost of building and running your campaign for you.

B. Individual Campaign Components

Choose the components that you need to craft exactly the right campaign, or add elements to the campaign packages above to enhance their effectiveness.

1. Personalized E-mail Blast

E-mail communications are the easiest and most cost-effective way to reach your audience. Whether you want to send a general-interest communication to a large group or a specialized message to a targeted list, our personalized e-mail blast service gets your message to your audience, complete with a personally addressed salutation.

2. Online Lead Capture

Capture leads cost-effectively with simple online forms. With the MarketFirst Online Lead Capture service, you get an online form with up to 10 entry fields that generates instant leads when completed. Use them for “Contact Us” pages, for prospects to register for collateral downloads, for newsletter subscriptions, and much more. See Pricing Estimator for constraints.

Use online lead capture forms on your website to turn site visitors into sales leads, or link to them from banner ads, Google AdWord campaigns, partner sites, or any other online item. But don't limit yourself to online advertising—use lead-capture form URLs in print ads and direct mail campaigns to turn offline marketing into cost-effective online leads.

3. Source Tracking

Find out where your leads are coming from and use this information to optimize your promotional spending. With our Source Tracking service, you'll always know how your leads got to your online form or registration page. See Pricing Estimator for constraints.

Note: Must be used in combination with Online Lead Capture service or a Campaign package.

4. Lead Qualification

Focus your salespeople on the best leads and watch conversion rates soar. With our Lead Qualification service, you can add targeted qualification questions to your online lead capture forms, prompting prospects to self-qualify. Don't waste time following up on cold leads—know whether they're in your target zone right away.

5. Lead Distribution

Don't let hot leads cool down before they get into the right person's hands! With our Lead Distribution service, you can set up to three rules for MarketFirst to follow in routing leads, delivering them instantly into the e-mail inboxes of up to three people. Up to 3

lead-routing rules and 3 e-mail recipients. See Pricing Estimator for constraints.

Note: Must be used in combination with Online Lead Capture service or a Campaign package.

6. Refer-a-Friend Feature

The best way to find new targets is through your existing customers and prospects. Including a “refer a friend” or “forward to a friend” feature on your e-mails is a simple way to increase referrals and collect additional leads.

7. Custom Reporting

Each of our full campaign services comes with a complimentary standard Campaign Response Report. But often, companies want to delve into more advanced campaign analytics and custom reporting. Use our custom reporting services to get exactly the information your team needs to measure and analyze campaign performance.

8. Knowledge Transfer

Learn straight from the experts! After our trained professionals have completed a campaign projects for you, they will walk you through what they did and how they did it so that you can replicate the process and/or reuse the campaign template.

Prerequisite: Trainees must first have taken the MarketFirst Essentials training class

C. List and Data Services

1. List Segmentation

Increase the effectiveness of your campaigns by targeting narrower groups with more focused, relevant messages. We’ll segment your database according by age, gender, geography, income, title, past behavior, or virtually any other classification available in your data. Request segmentation by multiple criteria to refine your list into sophisticated sub-groups.

2. Custom Data Import

Let us do your next data import for you! Simply send us the file in CSV, Excel, or other pre-approved format, and we’ll import it into MarketFirst, ready for action. See Pricing Estimator for constraints.

3. Custom Data De-Duplication

If MarketFirst’s standard de-duplication isn’t enough for you, we can help. Let us assist you in defining and implementing de-duplication criteria that’s right for you.

Can’t find the kind of campaign or service you need from the list above? No problem. We’re here to help when needed for planning, installation, training, design, testing, execution, performance measurement, campaign outsourcing, staff augmentation or knowledge transfer.

Call 781-738-1729 or write fcusick@meitasoft.com for a quote or to discuss ways we can help you generate net new leads and revenue and deepen your customer relationships.