

Drone Executive Mailer

Targeted account campaign using a drone as a gift mailer

Campaign Goals & Objectives

- Generate interest and awareness around our entire suite of *Be Ready* solutions
- Reach our target audience in a unique and engaging way
- 10 appointments – driving drone recipients to accept a discovery meeting

Target Audience:

- Highly targeted, hand-selected (accounts selected by each seller, and refined by sales leadership); includes 80% prospects, 20% existing customers
- Marketing Ops fine-tune contact info (confirm mailing addresses)

Campaign Messaging

Campaign Tagline: When it comes to Sales and Service strategies, put control in your hands

It's tough getting full visibility into your sales and service strategy when you only have a single viewpoint. In today's ever-changing, customer-centric business landscape, high-performance organizations stay ahead by continuously optimizing and enabling their people and processes. Gain an elevated view with the tools you need to:

- Empower more wins
- Meet quotas
- Crush revenue targets

Campaign Timeline

Pre-Flight

- 4/20: Education call with sellers; scripts and email templates provided
- 4/21: Ops validates contact/ mailing info
- 4/21-4/26: Sales account research – prepare for outreach

Take Off

- 4/25: Mail drone Batch 1 (60 drones)
- 4/26: Ops sends FedEx tracking
- 5/9: Mail drone Batch 2 (90 drones)
- 5/10: Ops sends tracking

Landing

- 4/28-5/4: Sales follow-up batch 1
- 5/5: Sales debrief with mktg
- 5/12-5/18: Sales follow-up batch 2
- 5/19: Sales debrief with mktg
- Continuous tracking in SFDC

Primary Assets

BRANDED 6-PROPELLER DRONE (MOCK-UP)



BOOKLET



Booklet showcases 'Be Ready' capabilities map and note from our CEO.

SALES LETTER



Personalized letter from salesperson; follow-up with invite to 'Summit' conference

PACKAGING



Campaign components come branded and sent via FedEx

Results

Campaign Budget

\$10,000

Drones Mailed

150

Results

20 appointments secured
\$500k in pipeline with target accounts