

Demand Creation, Marketing Operations, Salesforce.com Consulting

Bluebird Marketing provides strategic marketing services, marketing programs management, and marketing operations to a variety of clients, primarily in the technology sector. With extensive experience in implementing demand creation and marketing communications programs, we have numerous packaged offerings to augment your current marketing activities.

Marketing Communications Packages

Need to communicate with customers but can't seem to find the time? Boost your current marketing efforts with a Bluebird Marketing Communications Package. Available in Standard or Enterprise edition, these monthly subscriptions will kick-start your outbound marketing efforts and provide a baseline of customer and prospect communication including newsletters, email blasts, case studies, analytics and more.

	Standard	Enterprise
E-Newsletter	6 / year	10-12 / year
Landing & Confirmation Page	√	√
List Management	√	√
Analytics	√	√
Case Study	1 / month	2 / month
Dedicated Email Blast		√
Annual Marketing Calendar		√
Quarterly Survey		√
Monthly Cost	\$3000	\$6000

Case Study Subscription

Case studies can be the most effective tool in your marketing arsenal. Advance prospects through the sales cycle with satisfied customer testimonials and success stories. From customer selection to interviews to copywriting, we'll help create a case study program highlighting the results a prospect can expect to achieve thanks to your product or service.

Cost: For a monthly retainer of \$1000, we will write two customer success stories per month.

Lead Generation Packages

Want to launch a webinar series but don't know where to begin? Need to send dedicated emails to your customers to announce a sales promotion or your latest whitepaper? Let Bluebird Marketing take the hassle out of launching an integrated demand creation program while you sit back and watch the leads roll in.

Lead Generation Campaign

Generate quality leads with a dedicated email blast, web promotion, and salesforce.com integration.

Includes:

- Dedicated Email Blast
- Banner ad for website promotion
- Analytics
- Landing Page & Confirmation Page
- Salesforce.com Integration
- Telemarketing Script

Cost: \$5000

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Lead Generation Packages

Webinar Management

Establish your company as a thought leader and educate customers and prospects by launching a webinar series. Webinars are widely recognized as a cost-effective way to nurture prospects, but many companies lack the experience necessary to execute an integrated webinar campaign. Bluebird Marketing can help you produce one webinar or launch an entire series.

Includes:

- (3) Dedicated Email blasts
- Landing Page & Confirmation Page
- Website Promotion
- Webinar Production and Recording
- Telemarketing Script
- Slide Development
- Speaker Briefing and Rehearsal
- Analytics

Cost: \$7,500 per webinar or launch a webinar series with our annual subscription program: 9 webinars for only \$49,000



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Email Campaign

We'll help you write, format, test and send a dedicated email campaign to reach out to your customers or prospects. Perfect for special offers and sales promotions, events, and announcements.

Cost: \$1,500



Whitepaper or Solutions Brief

Want to launch a lead generation campaign but don't have a valuable offer? A whitepaper or solutions brief is an excellent way to engage your prospects and establish your company as an industry leader.

Cost: Bluebird Marketing will develop a quote based on your requirements.



Salesforce.com Audit

With a salesforce.com audit, we'll help you get the most out of your CRM deployment and give you best practices, integration tips, and marketing guidelines to help streamline your marketing and sales operations.

Cost: \$5,500

