



Electrolux + Hanley Wood: The Strategy for an Accountable Business Partnership

restating what we heard

- need for efficiency: execute marketing/sales lead programs effectively
- strategically apply marketing efforts when trying to procure new leads
- looking for an extension of your small sales team

demand generation: drive efficiencies, sales lift, and ROI

lane edwards

director of program execution & analytics

5 years with Hanley Wood

15 months with the AMPLIFY team

works to provide integrated solutions to companies like Electrolux

program manager on many programs that included demand generation



80,000 leads

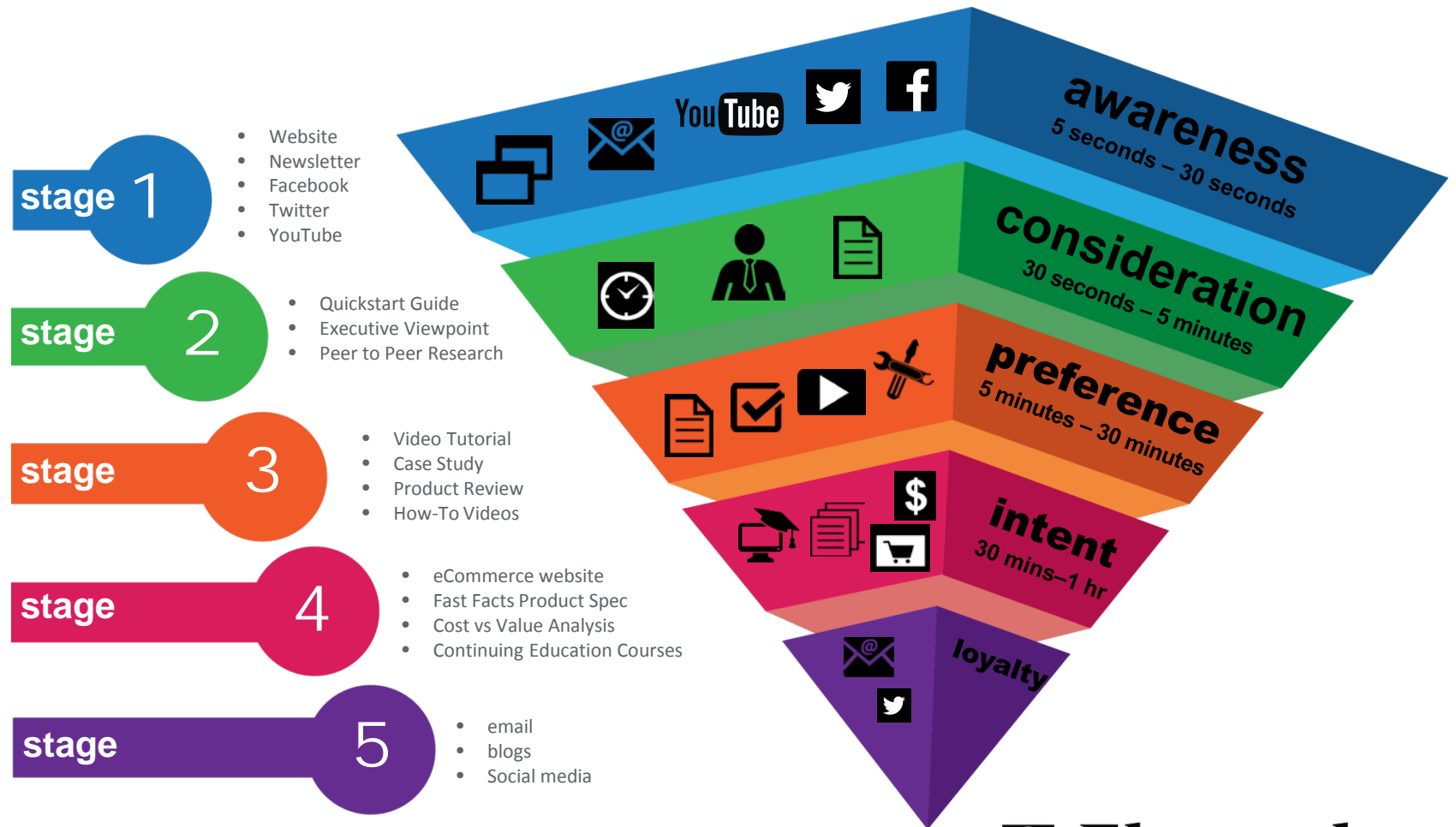


FACT:

your customers don't want to speak to you until they are

75% of the way through the buying process

buyers journey of purchase process & time engagement



what is demand gen?

it's a process (meaning it's not *that* simple)

why it matters

- sets your sales team up to have more productive conversations
- gets the **right** content at the **right** time with the **right** messaging to the **right** audience

how it works

1 Client and HW Representative



DEFINE highest desired leads

2 Client and HW Representative

3 HW Demand Gen Team

4

5

6

IDENTIFY and **ASSESS** assets to use in campaign

DETERMINE audience

PROMOTE gated assets to target audience through custom email channels

PROPSECT fills out registration form and downloads asset

FILTER business card information
DELIVER leads



Remodeled Leads™ : lead nurturing services

4 touches which may include emails and/or tele-nurturing



Align your content to gain valuable insight into your prospective customers and transform them into higher quality leads

case study



Profitably Incorporate Lighting into Your Projects

"Easy Plug" for decks, stairs, and landscape in half the time

LED "Easy Plug" System

i-lighting's LED "Easy Plug" systems simply plug together without the need for cutting, crimping, stripping wire, or wire nutting. You get everything to do the job in half the time of traditional systems, allowing you to profitably incorporate stair, post, landscape, and masonry lighting into your projects.

[WATCH NOW!](#)

LED "Easy Plug" Stair Lighting Kits

LED "Easy Plug" stair light kits come with everything you need including LED "Easy Plug" wiring, an LED fixture designed at a 22° angle to illuminate stairs, color matched stainless steel screws and staples to tie up wires, and a detailed manual that shows you how you can meet code and provide a safe environment.

[WATCH NOW!](#)

LED "Easy Plug" Landscape & Masonry Lighting

i-lighting's LED "Easy Plug" landscape and masonry lighting is reasonably priced and installs in half the time of traditional systems. The entire installation consists of three steps: order fixtures with "Y" connectors, "Easy Plug" extension cables, and the DC power supply.

[WATCH NOW!](#)



- **Program Goal: 180**
- **Leads Delivered: 211**
- **% Goal Achieved: 117%**
- **Single Audience**
- **Assets used: 3**
- **Utilized a combination of promo including:**
 - Email
 - Newsletters
 - Site Promo

I-Lighting

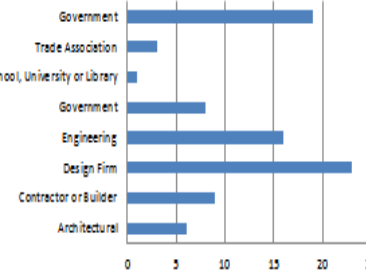
Lead Delivery Report - 3/1/2012

Program Goal: 188 Leads

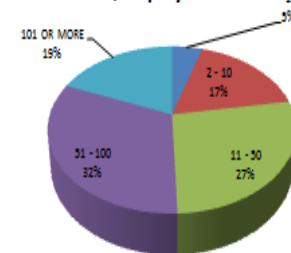
Delivered to Date: 145 Leads

% Program Completed: 77%

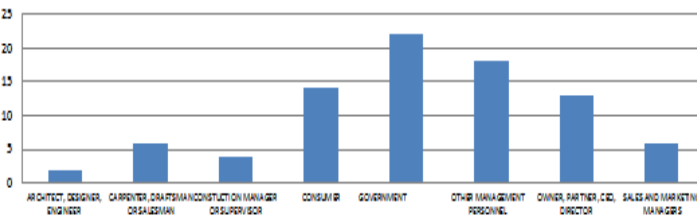
Registrants by Business Type



Registrants by Company Size/Employee Count



Registrants by Job Title



case study

- Program Goal: 200
- Leads Delivered: 213
- % Goal Achieved: +6.5%
- Two Audiences
- 18% re-engagement of 1 asset
- 1% download of 2nd asset

Dupont - Architect Profiles	
Program Goal	100
Leads Delivered	
% Goal Achieved to Date	
Leads Remaining	
Nurtured Response	
Qualified Uniques by Job Title	
Job Title	
Architect, Designer, Engineer	
Carpenter, Draftsman, or Salesman	
Other	
Other Management	
Owner, Partner	

Dupont - Builder Profiles	
Program Goal	100
Profiles Delivered	101
% Goal Achieved to Date	101%
Nurtured Leads	100
Nurtured Response	9
Nurtured Reponse %	9%

Nurtured Profile
Asset Path: DuPont™ Tyvek® Fluid Applied, Weather Barrier System >> Vapor Permeable Or Impermeable Building Envelope Materials, Does It Matter?
Typical Demographic Profile: Architects at firms with 2-10 employees



Tyvek.

Codes are changing. Are you ready?

Cracking the Code: How to get building durable, energy efficient walls down to a science.

The energy efficiency improvement in building and energy codes is changing construction. We're here to help you we're using our building science service that not only help you continue to build high-quality

hanleywood



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LEARN MORE

Qualified	% of total
12	12%
3	3%
10	10%
3	3%
5	5%
5	5%
59	58%
4	4%
ed	% of total
19	19%
54	53%
17	17%
4	4%
3	3%
3	3%
1	1%

Qualified Uniques by Business	
Business Type	
Architect	51
Commercial Developer/Building Owner	101
Engineer	500
	250
	1
	2%

notes:

average programs runs 90 days

average CPL is \$50 (generally one audience)

nurturing CPL is additional \$12+

speed of your sale cycle is important

cost of your product is important

content is key

thanks.

now, how do
we get started?