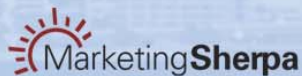# 24,000 Leads in 24 Days!

Niche Affiliate Partnership Marketing Tactics

Chip Cummings, CEO

Northwind Financial Corp.

Monday, February 25, 2008

Creating Successful Campaigns

➢ Key to success in email marketing:

Build a Relationship!

Creating Successful Campaigns

- ➢ Integrate online & offline strategies
- ➢ Use audio and video techniques
- ➢ Set up ***DEDICATED*** landing pages and sites
- ➢ Get specific "niche-affiliates" involved

Case Study #1

➢ Client:

- Coldwell Banker Real Estate

➢ Situation:

- New development – Golf Course

➢ Goal:

- 12 new sales in 21 days

Case Study #1

➢ Marketing Plan:

- Event campaign with nearby Country Club

➢ Niche Affiliates:

- Country Club
- Real Estate Agents
- Mortgage Lenders
- Golf Shops

Case Study #1

➢ Results:

1470 Leads in 8 Days!

Case Study #2

- ➤ Client:
  - ▪ Sprint Communications

- ➤ Situation:
  - ▪ International Auto Show

- ➤ Goal:
  - ▪ 4000 Leads During Show

Case Study #2

- ➤ Marketing Plan:
  - Event Campaign
  - NASCAR Party
  - Online/Offline Campaign

- ➤ Niche Affiliates:
  - Sprint Representatives
  - Automotive Companies
  - NASCAR Suppliers
  - Local Dealers

Case Study #2

Sprint

Sprint is proud to be a premier sponsor of the 2008 North American International Auto Show. We invite you to visit our display in the main concourse to see how Sprint can improve every aspect of your business process.

Some solutions that will be available for you to demo and discuss are:
- **Customizable Network Solutions** – Sprint can create a complete wireless solution for your workplace, ensuring signal coverage in every corner for your facilities. And with handsets that give you 4-in1 capabilities – cellular, walkie-talkie, text messaging and data, your workforce will be more productive than ever.
- **Mobility Solutions** that will allow you to extend your workplace from your office to remote facilities and on the road.
- **Nextel Direct Connect** – Advanced Direct Connect services that go beyond the basic push-to-talk functionality.
- **Test Drive** the best new handsets and data devices in the industry

With these solutions, Sprint enables your business to connect, collaborate and compete in today's ever changing environment. Sprint is the leader in business and we focus on core areas that help businesses take charge of their growth; improve employee productivity and customer service, thus improving their bottom lines. We help you stay ahead of the curve, stay connected and competitive.

Case Study #2

You're Invited!
to the
2008 Industry Preview
at the
North American International Auto Show

Just turn up your volume and listen to a musical invitation just for you.

Cruise on down to Cobo Center and you and a guest can take a Free Ride into this incredible event!

Tickets valid January 16th or 17th only

Enjoy your Free Ride

Compliments of **Sprint**

"Free Ride" written by Edgar Winter
Invite music performed by St. Heathen

Case Study #2

Case Study #2

➢ Results:

12,220 Leads in 13 Days!

Case Study #3

➢ Client:

- Large National Bank – Mortgage Division

➢ Situation:

- New Mortgage Leads – First-time Homebuyers

➢ Goal:

- 2000 Leads in 21 days

Case Study #3

➢ Marketing Plan:

  ▪ Target Rental Communities

  ▪ Use affiliate providers for access

  ▪ Combine offline/online promotion

Case Study #3

➤ Grocery Store Campaign:

➤ Niche Affiliates:

- Grocery Store
- Nearby Retail
- Newspaper
- Radio
- Rental Complex

Case Study #3

➢ Results:

46,680 Leads in 24 Days!

Affiliate Partner Strategies

➢ Use creative text/html email

➢ Dedicated landing pages

➢ Custom landing pages for affiliate partners

➢ Use audio and video

Affiliate Partner Strategies

➢ INTEGRATE campaign with:

- CD's and/or DVD's
- Targeted Direct Mail
- Conference Calls
- Webinars
- Specialized Events

Affiliate Partner Strategies

➢ Key to successful marketing campaigns:

Must Have a Comprehensive & Integrated Roll-out Plan!

Do You Stand Out From The Crowd?

Credits/Thank You

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