

# KINGPIN

I N T E L L I G E N C E

*'SETTING NEW STANDARDS IN TECHNOLOGY MARKETING'*

## SALES PACKAGES FOR ISV's

Kingpin Intelligence introduces you to our taster summer campaigns aimed at improving your market intelligence and boosting your sales opportunities.

Whether you're looking to break into new regions or want to gain better insight into your existing market and customers, Kingpin Intelligence can provide you with dedicated sales and marketing personnel at competitive rates.

### PACKAGE 1

#### KNOW YOUR MARKET

GAIN INSIGHT INTO MARKET NEEDS AND PERCEPTIONS

### PACKAGE 2

#### HOLIDAY LEAD NURTURING

REFRESH OLD LEADS AND GRADE YOUR CUSTOMER DATA

### PACKAGE 3

#### DATABASE BUILD

BUILD SETS OF TARGETED DATA

## About us

Kingpin Intelligence is a full-service B2B marketing agency that focuses on the technology sector across Europe.

Our services give you in-depth customer insight and strong sales leads that offer visible return on ROI. We are experts in communicating with technology professionals and decision makers.

Our teams of business development executives are native speakers who are trained to represent your organisation.

## PACKAGE 1

### KNOW YOUR MARKET



Campaign designed to give an insight into market perceptions / need

#### Aim

- Programme used to find out what audience thinks of clients offerings, what the audience currently need or any general thoughts they have on specific topics

#### Methodology

- Recommend minimum 100 interviews per campaign
- Can be conducted to existing customers or non customers
- Can be conducted as Kingpin Intelligence or as the client

#### Benefits

- Good way to gain insight into a market for a low amount of money

### Pricing model



## PACKAGE 2

### HOLIDAY LEAD NURTURING



Follow up on existing internal data

#### Aim

- Refresh old leads
- Data analysis
- Follow up on previous marketing activities

#### Methodology

- We recommend minimum of three day campaign

#### Benefits

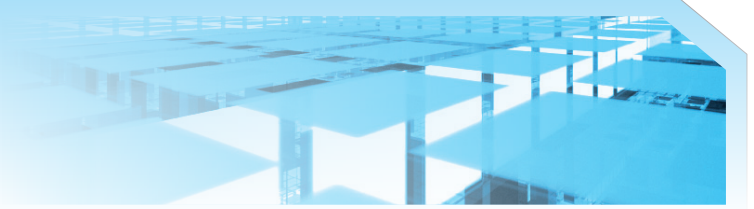
- Can be used to grade data, follow up, or clean databases
- Dedicated sales person trained on your product

### Pricing model



## PACKAGE 3

### DATABASE BUILD



## Bespoke database build

### Aim

- Production of a database for future sales and marketing activities

### Methodology

- Recommend minimum of 250 contacts per build

### Benefits

- Can be used to help build internal list
- Ability to focus on key verticals, job titles or company types Long term benefits for low costs

## Pricing model

