

Zebra Technologies Partner Program

Developing a Partner Trade-in Program

Challenge

To reach out to their existing partner install bases to inform them of current printers that are reaching end of life, Zebra Technologies decided to engage with eCoast to conduct outbound calls to identify interested prospects. This enabled their partners to have more time to follow up on the interested clients and quote business before the promotion ended on December 31, 2006.

Marketing Support

Zebra engaged eCoast to work with their VARS to design a campaign that:

- Informs prospects of the printers reaching EOL
- Generates urgency to participate in promotion
- Schedule a phone appointment for follow-up

eCoast Solution

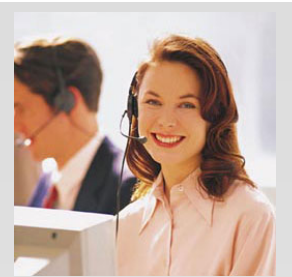
eCoast's strategic marketing team engaged with Zebra Technologies to develop a program that would generate urgency for customers to participate in the trade-in before December 31st. Zebra provided the necessary training and together, with eCoast, developed key messaging. Through the eCoast online lead portal, Partners were asked to provide updated sales statuses on each opportunity generated. This process enabled Zebra to accurately report back a program return on investment.

Program Details

- Date of program: 10/23-12/6
- Partners in program: 9
- Target market: Partner Install Base
- Outbound lead generation
- Appointment setting
- List to lead conversion rate: 9%

Results

- Number of opportunities: 406
- Number of phone appointments: 363
- Phone appointment rate: 90%
- Deals: 65



"I wanted to let you know what a **FANTASTIC job** you and your people are doing. The qualification of the customer has been tremendous generating very excellent leads. Without a question, this is the best program/telemarketing campaign that Miles as ever been involved with. eCoast and your agents are providing excellent information in the lead, which is allowing my sales people to quote on almost ever lead.

Thanks for a terrific campaign!"

Tom Beusch, Miles Technologies, President