

# 360° Sales Outreach Platform for Your Valued Target Audience

Priority Elements for Marketing &  
VIP Messaging with Sales Engagement



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## Multi-touch Messaging Platforms Built for Sales Teams

We're proud to recognize **\$50+ million** in client campaigns delivered, serving both our client and agency partners' vital objectives.

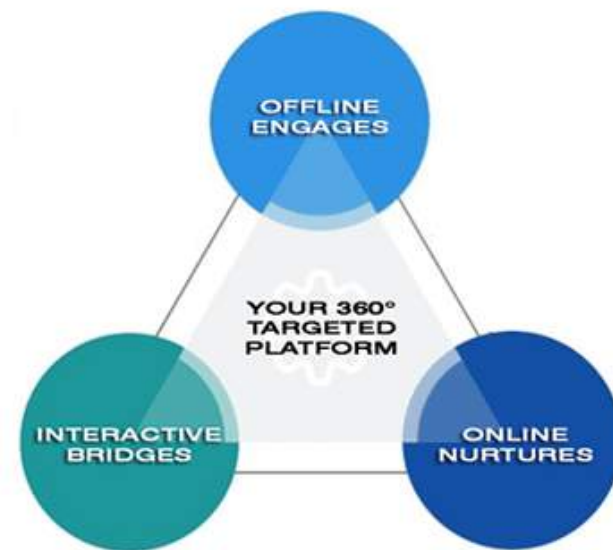
**"It's our Trojan Horse sales asset. These platforms drive interest that nurtures our most vital private wealth and commercial relationships."** – CMO, Banking/Financial

MAGAZINE COVER WRAP PLATFORMS • DATABASE DEVELOPMENT  
360° ONLINE ENGAGEMENT • VIRTUAL & HYBRID SALES EVENTS  
EMAIL & SOCIAL • LINKEDIN CAMPAIGNS • CRM PLATFORMS



# 3-Pronged Touch Points Bolster 360° Experience

## Amplify Impact with Our OFFLINE+ONLINE Touch Point System



**“The brands that create a valued emotional connection with their customers today are the ones who cut through the clutter to engage valued interactions with valued targets.”**

**John Livesay – Author, TedX Keynote Speaker & Sales Storyteller Strategist**



# Three Steps for Target Impact

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**BUILD YOUR DATABASE  
for Precision Targeting**



**IMPLEMENT MESSAGING  
via Cover Wrap Campaign**



**USE LINKEDIN:CONNECT  
for Valued Conversations**

# IT ALL STARTS WITH DATABASE

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## Your Database Development Steps

- **1 – How many active contacts in your current CRM or database?**
  - You want to look at current customers, prospects & influencers.
- **2 – Do you have email & mailing addresses for those you want?**
  - We will then augment or fulfill to 1,200 targets minimum to start, for a simplified and even-spaced targeting averaging 100 relationships per month.
- **3 – We build and/or augment your total audience database file.**
  - We design and build precise database targets for multiple categories.
  - We organize and prioritize so your sales system so it's simple and focused.

# Want 6500% Better Response?

In Side-by-Side Test, Our Client Delivered 65X vs. Online Targeting

## FedEx ENTERPRISE CAMPAIGN

1<sup>st</sup> Enterprise-targeted Cover Wrap in a Series of 16 Touch Points Spanning Year-long Campaign



**MAGAZINE:** Forbes

**START:** C-Suite

**DURATION:** 12 Months

**DATABASE:** We developed a database for FedEx enterprise customer targets based on their current known database filters. Total yielded 1,800+ executive recipients for their prospecting campaign and also, *coordinated with their enterprise sales force.*

**TOUCH POINTS:** • FedEx Announcement Letter to Each Recipient • Full-Year Forbes Magazine to Each Recipient • Six 6-Page Cover Wraps • Recipient Response Survey



### CALL-TO-ACTION RESULT IS IMPRESSIVE

Example results from a real B2B Enterprise client in the technology business sector.

Target results vary. Ask us for best practices to maximize your results.

In a split test conducted by our client, these are the results they achieved after 6 months in market. There were no other variations to either group.



**“It’s our sales brochure in their hand – they keep it, engage with it, and they take action.” – SVP, Sales**



#### **THE BASIC CAMPAIGN BENEFITS**

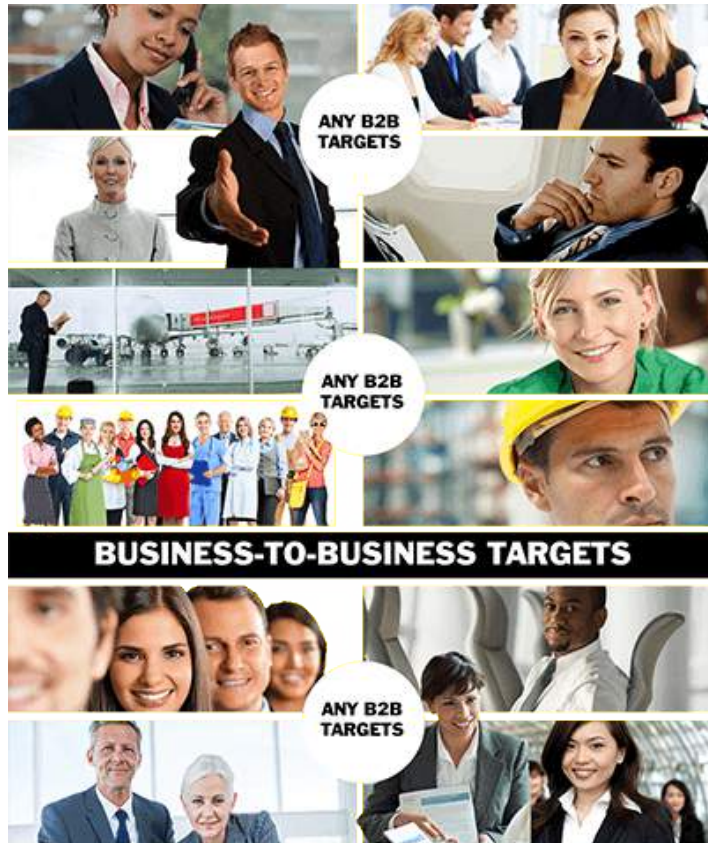
- **Cuts Through the Marketing Clutter**
- **Puts You Above Massive Online Noise**
- **Adds Credibility via Co-Branded Content**
- **Educates & Nurtures Your VIP Targets**
- **Reinforces Your Competitive Advantage**
- **Extends Your Messaging Longevity**
- **Engages Any Database Target of Value**



# The Ideal Database Targets



## B2B & C-SUITE



## AFFLUENT



## SMALL BUSINESS





# Simple Platform – 3 Components

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- Utilize **THREE COMPONENTS** to reach and engage valued targets
- FOCUS ONLY • Customers/Clients, Prospects & Vital Influencers
- **YOUR 360° COMPONENTS INCLUDE:**
  - 1 – **Database Development** and/or cleaning for precise data-filtered targets
  - 2 – **High-Impact Direct Marketing** with BRANDED Magazine Cover Wraps
  - 3 – **Linked:Connect Outreach**, your automated LinkedIn outreach plan
- Simple **quarterly plan** (billed monthly), puts your marketing and sales on **auto-pilot with 360° impact designed to impress & engage**

# 360° for Consistent Tangible Impact



## ANNOUNCEMENT LETTER



YOUR MESSAGE HERE  
with 4-PAGE WRAPS



- PRECISE VIP TARGETING
- HIGH-IMPACT MESSAGES
- SIMPLE CALL-TO-ACTION
- COMBINED with LINKEDIN
- VIP FOCUSED & EFFECTIVE
- BOLSTERS COMPANY IMAGE
- ENGAGES YOUR VIP TARGETS



YOUR MESSAGE HERE  
with 4-PAGE WRAPS



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“We’ve continued our marketing platform for several years. It works well as a productive outreach for our sales team.” – EVP, Sales



YOUR MESSAGE HERE  
with 4-PAGE WRAPS



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- SIMPLE CALL-TO-ACTION
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- Quarterly cover wraps with 4-page messaging
- REAL LEADERS focused on corporate conscious
- Editorial for local, regional, national or global
- Tangible impact with personalized leadership
- Advanced database starts with 1,200 targets
- Inside cover ‘leadership’ message with photo
- Call to action is often a branded QR to website



# Magazine Cover Wrap Marketing Foundation



## Tangible "Cover Wrap" Messaging Engages Your Exact Target Audience for High-Impact Visibility & Relationships

- Quarterly cover wraps with 4-page branding & messaging
- **REAL LEADERS** is focused on positive purpose & value driven
- Exceptional editorial for local, regional, national or global
- Tangible impact with personalized leadership messaging
- Inside cover 'leadership' message with photo & signature
- Call to action is often a branded QR code direct to website

**“It’s our **TROJAN HORSE** marketing asset.”**

Your messages get there, even when your sales team can’t get through the door.

## Executive & CEO Leadership is Frequent Messaging

CEO and/or LEADERSHIP MESSAGING



*This is a 4-page cover wrap example, showing four panels.*



FRONT COVER



INSIDE FRONT



BACK COVER



INSIDE BACK





“Every company looks smart attached to **REAL LEADERS**, as it’s non-controversial editorial with a focus on VIP leaders and the companies who build a better world.”



INSPIRING BETTER  
LEADERS FOR A  
BETTER WORLD

## Delivering Your Brand Message to a Global Audience of Influence

*Real Leaders* is the authoritative voice on sustainable business and leadership, featuring individuals, companies and brands that strive for a better world. *Real Leaders* is designed to reach and engage audiences that inspire a better future for their products and services.



“Real Leaders offer great reflection on big issues. I will share this to open our next board meeting.”

**Randall Zindler**  
Former CEO, Medair



“Thank you for all you’re doing to promote and encourage leadership.”

**Sheryl Sandberg**  
COO, Facebook



## Leadership Vision with Global Corporations & Community

- 45% Global Circulation
- 55% USA Circulation
- High Quality Quarterly
- Esteemed Corporations
- Articles of Community
- Social & Global Influence
- Valued Cause Marketing
- Subscribers Pay \$72/Year



# LinkedIn for Ongoing Outreach

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- We **design and activate your LinkedIn campaign** for you to follow-up with your inbound responses on a daily basis (every business day)
- We **guide and assist your messaging** and sequenced conversation to optimize your inbound leads and, you manage all direct responses
- Typically, clients **gaining 3-8 inbound new clients** monthly far exceeds most client's expectations and ROI needed to fulfill revenue goals
- Your **Campaign Activation Manager** will assist as needed to cultivate the most effective targeting potential, based on your business goals
- Campaign can be **staged up or down to speed or slow action** and, may be paused any time to catch up and/or for days off or vacations



# Let's Get Started ...

- Who is your target audience?
- How are they defined by filters?
- Do you own this database now?
- How do you reach them now?
- Do you want to amplify response?

We build platforms for both single and multi-touch engagement.

LET'S DISCUSS YOUR SMARTEST STRATEGY



*We'd love to share a few smart ideas for your VIP targets.*



# The C-Suite “Circle of Influence”



## CIRCLE-of-INFLUENCE

Usually 2-10+  
Targets/Company

**BROADER “INFLUENCER” MESSAGING**  
MANAGERS & DIRECTORS WHO REPORT TO CXO'S

**NARROWED FOCUS  
DECISION-MAKERS**  
VP's, SVP's & EVP's

**C-SUITE  
TARGETS**

**FOCUSED  
– THE VITAL CXO  
DECISION-MAKERS**

## RESULT EXAMPLE

To raise his company's corporate image, a CEO once targeted 25,000 of the nation's most respected C-Suite execs, the TOP FIVE executives at each of the nation's 5,000 largest companies.

This was so successful, they ran that campaign for 7 consecutive years.



**Just a few of many companies that love cover wraps;  
most choose to keep their campaigns very stealth.**





## Three Simple Steps to Learn More About Our 360° Targeting Options



*What are you waiting for? ...  
let's talk about your target today.*

1

### **STEP 1 • DATABASE**

What target audience is most important to your brand's growth today? Let's start there.

2

### **STEP 2 • START DATE**

When's the ideal start date? Most of our client's want to start asap. We'll give you options.

3

### **STEP 3 • MESSAGING**

We'll craft your multi-touch messaging strategy with BOTH offline and online touch points.

# Optional Add-On Activation Steps

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- **Facebook Campaigns** – We love Facebook for B2B targets too
- **Sales Funnels** – We build your sales funnel for you, script and all
- **VIP Landing Pages** – We build secondary landing pages for specific targets
- **Email Campaigns** – We deliver a series of emails for specific targets
- **LinkedIn Optimization** – We optimize your LinkedIn page for clarity
- **Facebook Business Pages** – We optimize your FB company page
- **Virtual & Hybrid Events** – We build virtual and hybrid company events for larger clients who want to impress far more than a Zoom meeting
- We **activate all campaigns** for our clients, keep pricing low for what's needed to build impressive sales results, and guide the entire process
- We also offer **full creative strategy and services** as needed, for all clients