

**theFRENZYgroup**



**Start a Frenzy.**

**“ The Frenzy Campaign  
was easy to execute  
and the quality of  
leads has been more  
than we could have  
expected. ”**

**John Kairis, Marketing Manager at AutoPower**

# Why **FRENZY** campaigns work

Direct marketing works.

Telemarketing works.

Email works.

Webinars work.

But nothing works like a Frenzy Campaign. It's the most complete end-to-end lead generation process available, and it's designed specifically for selling business-to-business. With a Frenzy Campaign, you've got the combined power of:

- > Focused telemarketing and teleprospecting
- > HTML, MPEG or Flash-enabled email
- > Multiple direct mail and dimensional prospecting approach
- > Webinar demos
- > Complete Web-based lead tracking, delivery and maintenance

The end result? Your best prospects KNOW about your company. They've been called, mailed, emailed and called again. They've seen your webinar demo and they might even have a dimensional mailer from you.

Your message is in their hands and on their minds.

If they're a fit for you, they'll be ready to talk to your sales staff.

We'll even deliver hot leads directly to your sales force through a password-protected Web site.

Frenzy Campaigns have generated qualified leads that have turned to sales at rates that many of our clients have never seen before. We are actually providing ROI on marketing dollars with campaigns we can implement in a few short weeks.

So take a few moments to learn more about how a Frenzy Campaign can help you make the switch from *marketing* to *selling*.

# the **FRENZY** campaign



## 1. DEFINE A STRATEGY

We start the process by asking the right questions. We'll learn about you, your product, your competition and your prospects. Then we'll look at the campaign budget and build the best strategy for getting you leads.



## 2. GENERATE A LIST

We'll do the research and pull from the best sources to build your database.



## 3. MAIL DIRECTLY

We create direct marketing materials that quickly demonstrate your product offering.



## 4. CALL THEM

We call and qualify the contacts on the list to determine interest, preferences and next steps to make sure we are finding truly qualified sales leads. We separate the qualified immediate leads from the long-term potential leads and discard the tire kickers. We'll seek input from your sales organization to keep the campaign focused.



## 5. HTML EMAIL

We don't spam! When we telemarket, we ask for permission to email materials. This gives us a great interactive point of contact for further lead development.



## 6. DIMENSIONAL MAILER TO HOT LEADS

Short of an actual sales call, dimensional mailers are the ultimate prospect contact device. We generally reserve dimensional mailers for our hottest prospects.



### **7. REMINDER CALL/EMAIL**

Contact is made again, either via email or telephone. We keep up the momentum with more personal contact. At any time, leads that are ready to meet with your sales staff are forwarded on for immediate contact.



### **8. LIVE WEBINAR**

Webinars can be an excellent and cost-effective process for live product demos and discussion. Your prospects see your solution firsthand without the cost associated with a traditional sales call. One recent webinar turned over 10% of the attendees into buyers.



### **9. DIMENSIONAL INCENTIVE**

We've created dozens of attention grabbing dimensional mailers. A dimensional mailer can be reserved for your best leads or as an incentive to attend a webinar. And yes, we actually mailed a real electric guitar.



### **10. CLOSE THE LEADS WITH FRENZYWATCH**

Our exclusive Frenzy-Watch technology will deliver leads immediately to your sales organization. Our proprietary extranet will notify the appropriate sales reps when a lead is generated in their territory and will provide them with a means to view, print and download those leads.



### **11. LEAD NURTURING**

How do you turn cool leads into hot leads? By keeping up the lines of communication. We have programs to nurture leads over any length of time. When they are ready to buy, we'll let you know.



### **12. MEASURE, EVALUATE, ROLL OUT**

With ROI proven and your sales goals in hand, we become the facility for you to generate a continuous stream of qualified leads.

# the FRENZYwatch

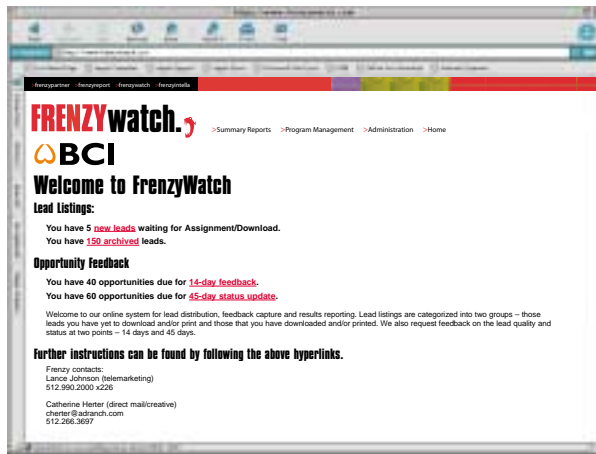
## Your Frenzy Campaign is easy to track with FrenzyWatch.

FrenzyWatch can be the difference between an ad campaign and a true lead generation process. Our unique technology is powerful yet very easy to use. With a few minutes training, your sales staff will be able to access all the lead intelligence we gather—as it happens.

## You decide the difference between a hot lead and a cool lead.

When we start your campaign, we'll work with you to determine what constitutes the three levels of lead qualification. What's the ideal company? What's the ideal implementation timeframe? What other criteria are important?

We call them A, B and C leads.



*Your personalized FrenzyWatch page is password protected. You decide who gets the leads.*

Generally, an A lead is ready to talk. They have been researching a solution and know they need to spend some money. By bringing your company to their attention at this critical time, you can move quickly to prepare your best close.

The B and C leads can be deceiving.

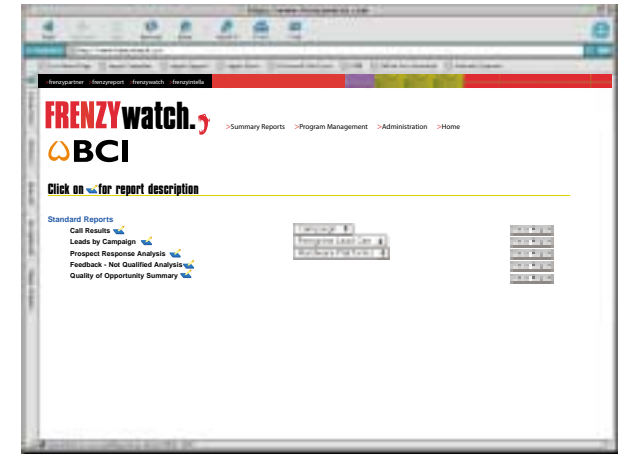
Even though they say they may be six months to a year away from needing a solution, you would be surprised how many of these leads can translate into sales. At The Frenzy Group, we take these leads very seriously. We have found that the longer lead time means you have time to build a relationship BEFORE they research your competition, and before your competition ever sees them on their radar.

We have developed specific programs to address long-term lead nurturing. We'd be happy to show you how well this type of approach works.

## Leads delivered, fresh and hot.

Want your hottest leads delivered as soon as they happen?

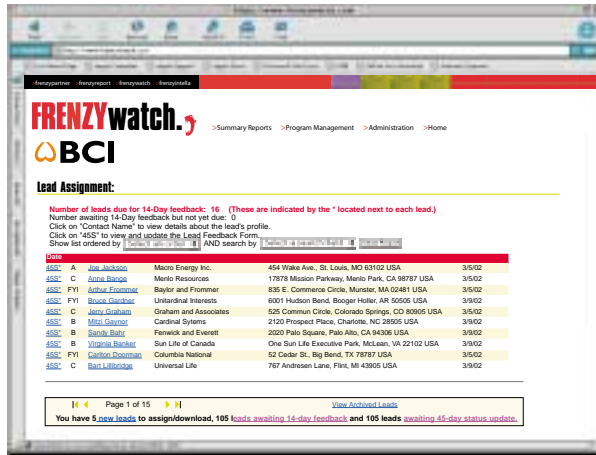
It's easy with FrenzyWatch. We can automatically email the lead data every time a hot lead comes through. And because we have already set up an incoming 800 number and Web catcher page for you, hot leads can be tracked no matter how they come in. You can react within hours to make sure the lead doesn't slip away.



*Every detail of your Frenzy Campaign is at your fingertips in an easy-to-access format.*

## Feedback keeps the campaign targeted.

Within the FrenzyWatch framework, we've built in feedback loops to fine-tune your program as it progresses. We have two feedback mechanisms built into the process. The first happens at 14 days. We ask your sales staff to review the leads they've responded to, making sure the criteria is correct. If we need to make any changes to



All incoming leads are qualified as A,B,C, or FYI. You can pick which leads should get response first.

management notification on lead download and feedback. If the sales force isn't taking full advantage of the new leads, you'll know about it first.

**“ We felt that the calls yielded an unusually high rate of qualified responses. ”**

**Ed Nichols, President of Allegro Software**

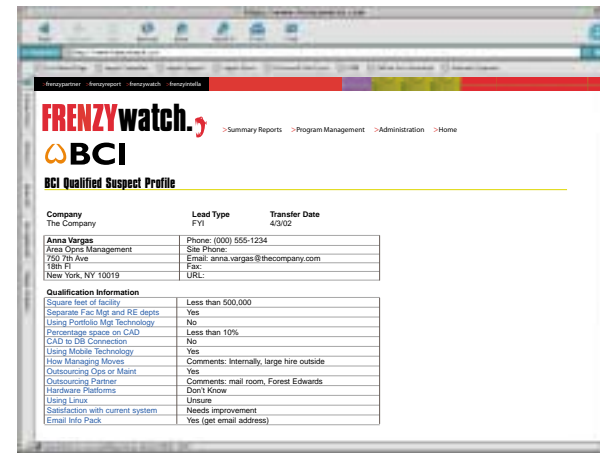
the list or call script, we are able to do so quickly.

We also ask for a 90-day feedback on the leads. We want to know which leads have moved up a notch or turned into sales. Feedback is easy to implement — it's all online. We've even put in place a system of

## What we've learned with FrenzyWatch.

By doing such a meticulous job of tracking each campaign, we've learned a few things:

- > Multiple company contacts can improve your meeting results.
- > Response improves with each contact. The more you ask for the sale, the more likely they are to agree to a meeting.
- > Lead classification can be deceiving. Hot leads can be excellent, but lower classifications with longer lead times can produce results if the account is handled correctly.
- > Make it easy to respond. We've learned a lot in twenty years of direct marketing. Give customers the most convenient options for responding, and they will.
- > More information means more sales. The intelligence we gather through a Frenzy Campaign can provide an excellent “foot in the door” for your sales staff.
- > The right offer can help. Don't depend strictly on your exciting technology. Develop an offer that interests your prospective clients.

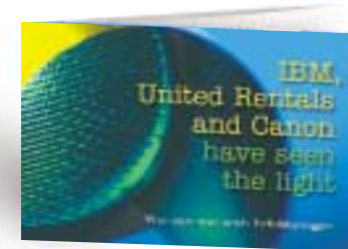


Your lead sheets can contain all the information you need, down to any detail.

# directMAIL

We know direct mail.

We have over 10 million pieces under our collective belts, as well as dozens of high-impact dimensional campaigns. At a fraction of the cost of a sales call, we can put your message on your prospects' desks.



# dimensionalMAILERS

Hey, it talks! For AGEA's dimensional mailer, we added a light-sensitive sound chip. Upon opening the box, the recipient heard the message loud and clear.



Ventix's dimensional mailer emphasized the importance of the product by using miniature safes to send its message. Each featured a personalized Web address which contained the combination to the safe.



This three-part Covasoft mailer refused to be ignored. We used a "wish list" of 200 companies to launch our first message.

How do you stand apart from the other companies pitching a piece of business? The Lead Dogs used a huge, spiked leather dog collar. After meeting with a prospect, they sent out this dimensional.



# businessDESIGN

Our philosophy on logos is simple. The concept has to be there before the design can go very far. We consider the audience, the product and the client, then we work like lunatics to build the right image. The logo is just the first part of your brand. Start out right—build a good brand and stick to it.



# businessCOLLATERAL

Print collateral serves two purposes: to build your long-term brand and to sell your products. We create collateral that tells your story in a clear, convincing way, without losing sight of the fact that the only reason we all do this is to sell something.

We've built a whole room full of brochures, flyers, pocket folders and the like. Here are just a few:



BusinessThreads created a spiral-bound book to illustrate a very complex concept.



@hand used this spiral-bound book very successfully at a trade show. Prospects stood in the aisle reading.

The 360.01 Summit was a great challenge. We developed everything from the theme and logo to all printed materials and environmental graphics. In all, over 20 pieces were created for the conference, including this custom 3-ring binder.



Sachem turned a simple brochure into a learning experience for an audience hungry for new knowledge.



Infracore used digital press to move their message with high impact at a low quantity.

# guerrillaMARKETING



We bought billboards along the route from the airport to downtown.

Vignette Village, Vignette's annual users conference, gave partner **Covasoft** a unique opportunity to introduce themselves to over 1000 Vignette users, all in one place at one time.

So how do you get known quickly?

You create the ultimate Guerrilla Marketing Campaign.

We subtly blended Covasoft's tagline—"Know it all. Now."—with Vignette's logo splat, and the game was afoot.

**1. CovaShuttle:** We arranged for a decorated limo bus and driver to be at the airport when attendees arrived. The same bus was their shuttle around town. We even signed people up for hotel pickups all week.

**2. CovaBoards:** We bought billboards along the route to the downtown hotels.

**3. CovaPass:** Each attendee got a goody bag with Covasoft VIP pass, a map of downtown and free drink tickets.

**4. CovaClubs:** We arranged with downtown restaurants and nightclubs to hang our banners and posters, and accept Covasoft drink tickets.

**5. CovaPlaster:** We put chalk art on all the walkways leading to the Convention Center, as well as dozens of posters and banners all over town.

**6. CovaButtons:** We even went as far as to hand out glowing CovaButtons at the final party. They were such a hit that other sponsors begged us to stop.

Covasoft, for half the price of being a major sponsor, ended up OWNING the conference. They dominated conversation and the press with the campaign and created a year's worth of buzz within their potential marketplace.



We arranged for posters to be hung all over town.



Our custom maps showed the way—and showed our wares.



Covasoft VIP passes were redeemed for free drinks around town and on the luxury limo bus.



The remote control blimp cruised above the show floor.



The CovaBus was a fully-stocked luxury limo bus that carried attendees throughout the conference.

# the **FRENZY** programs

## Frenzy UpGrade Campaign

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- > Telemarketing to each license holder
- > Laser-personalized mail piece with order/response mechanism
- > Follow-up postcard
- > Managed incoming 800 number and Web response order abilities
- > Order notification to fulfillment center

## Frenzy500 Campaign

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- > Prospect company research
- > Telemarketing into each organization
- > List development of decision makers within each department

## Flying Fish Campaign

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- > Tri-fold mailer concept and design (includes postage/printing)
- > 3 postcards, mailed at 2-week intervals (includes postage/printing)
- > Registration/catcher page
- ✓ 2–3 week setup
- ✓ 8-week campaign

## Piranha Campaign

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- > Managed 800 number and Web response for incoming leads as well as database management
- > 2 call attempts per record
- > Tri-fold mailer (includes postage/printing)
- > Registration/catcher page
- > FrenzyWatch.com
- ✓ 2–3 week setup
- ✓ 8-week campaign

## Mako Campaign

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- > Managed 800 number and Web response for incoming leads as well as database management
- > 3 call attempts per record
- > Tri-fold mailer (includes postage/printing)
- > Registration/catcher page
- > FrenzyWatch.com
- \* Postcard
- \* HTML email blast (permission-based)
- ✓ 2–3 week setup
- ✓ 6-week campaign

## Great White Campaign

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- > HTML email blast (permission-based)
- > Managed 800 number and Web response for incoming leads as well as database management
- > 3 call attempts per record
- > Tri-fold mailer (includes postage/printing)
- > Registration/catcher page
- > FrenzyWatch.com
- \* Webinar (will handle registration and confirmations of potential attendees)
- \* Dimensional to A leads
- ✓ 2–3 week setup
- ✓ 8-week campaign

\* Items available at additional cost

## Frenzy Year Campaign

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- > 2,500–10,000 list per quarter
- > 4 postcards, each mailed quarterly (includes postage/printing)  
*Separate costs depending upon content change. You may want four separate postcards for additional cost or all quarterly postcards to be printed at once for optimal cost effectiveness.*
- > Dimensional
- > Webinar (optional)
- > HTML email blast (permission-based) quarterly
- > Managed 800 number and Web response for incoming leads as well as database management
- > 3 call attempts per record
- > 1st quarter tri-fold mailer (includes postage/printing)
- > Registration/catcher page
- > FrenzyWatch.com
- ✓ 12-month campaign

## Frenzy A La Carte

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- > E-Newsletter – up to 20,000 addresses
- > Webinar
- > Registration/catcher page
- > HTML email blast
- > Dimensional mailer
- > FrenzyPerks – monthly or quarterly delivery of promotional items per your lead list.
- > Tri-fold mailer
- > 6 x 9 postcard
- > #10 envelope package – letter, brochure and reply form



# theFAQs

## Q: Why a Frenzy Campaign?

A: A Frenzy Campaign a one-of-a-kind approach to building awareness, familiarity and confidence with your target market. It allows you to implement a full-scale marketing process that delivers qualified leads to your sales force. The start-up time is as little as two weeks and your investment in personnel and time is minimal.

## Q: What kinds of companies should use a Frenzy Campaign?

A: Frenzy Campaigns were developed to help companies find and nurture sales leads. If you're selling complex products to senior decision makers, a Frenzy Campaign can bring you the types and quantity of leads you'll need to grow your business and satisfy your board and your investors.

## Q: How does it work?

A: The process begins with a questionnaire and a phone call. We gather all the parties involved on a conference call (or meeting, if time and budget allows). In that first call, we go over the strategy questionnaire to determine our target audience as well as the main message.

From there, we begin the marketing creative. You'll work directly with a writer to begin the direct mail component. While that is taking shape, we research and gather the lead list, begin telemarketing script development and training,

and set up the incoming 800 number and Web catcher pages. We work with you to determine the best way to qualify and sort the leads, and show your sales force how to utilize the data we gather.

Once the campaign begins, you will be notified of qualified sales leads and kept up-to-date on call progress. Our proprietary FrenzyWatch technology is Web-based and allows you to view and download all the lead information as it is gathered. You'll see what the agents see and learn first-hand what they learn from the prospects. Your sales force will have all the data at their fingertips when they prepare to close.

## Q: How quickly can I start?

A: A basic Frenzy Campaign can start in as little as two weeks.

## Q: How do I divide the leads?

A: We work with you to determine what constitutes a qualified lead. We generally divide leads into A, B and C categories. Generally, A and B leads warrant near-term follow-up by your sales organization and are differentiated by timeframe to buy. C leads represent an opportunity with a key criterion (budget, timeframe, etc.) that keeps it from being a qualified lead. Surprisingly enough, we have found that many C leads, if nurtured correctly, can turn into sales. The window of time we have with them can work to your advantage while you develop a relationship and educate them about your product.

## Q: How are the leads managed and tracked?

A: The Frenzy Group leverages a proprietary database system developed in-house. This system is used to capture inquiries, queue outbound calls and track results. All activity (prospect discussions, qualifying responses, direct marketing, incoming 800 number and Web catcher page responses, etc.) are tracked in the database and made available to you.

## Q: What about incoming response?

A: All incoming inquiries and responses are captured in the same manner as outbound calls. Your FrenzyWatch report will show you exactly how each response was generated.

## Q: How do my salespeople access the data?

A: As a Frenzy Group client, any designated member of your sales force will receive a user name and password which will allow 24-hour access to your personalized FrenzyWatch.com Web site. This real-time database is updated with incoming leads as they happen. In addition, sales management can track follow-up processes.

## Q: How long does a campaign last?

A: Frenzy Campaigns can last from six weeks to 12 months or longer, depending on budget and scope of work.

**Q: Will I save money with a longer campaign?**

A: The longer the campaign, the more efficiencies you'll see. Print costs go down, telemarketing costs are reduced and lead lists are better honed. We are able to leverage knowledge gained in telemarketing to continually improve the process, which increases your ROI.

**Q: Who manages everything?**

A: The Frenzy Group manages and tracks everything for you. All you need to do is follow up on the qualified leads.

**Q: What about extras?**

A: We can equip a Frenzy Campaign with any number of extras. You can add more direct mail components, dimensional mailers to qualified leads, webinar demos, increased telemarketing contact, collateral fulfillment and more.

**Q: What kind of response can I expect?**

A: A better question is what kind of response do you need to produce an acceptable and repeatable ROI. Our goal is to build a campaign that will balance your budget with your anticipated results. We can show typical cost-per-qualified-lead reports for your particular industry. We think you'll be impressed, especially when you compare these figures with traditional marketing techniques. For instance, you could spend upwards of \$50,000

on a trade show and gather no more than a dozen qualified leads. We've produced Frenzy Campaigns in the same range that created over 100 qualified leads.

**Q: Once I begin my Frenzy Campaign, can I make changes?**

A: Absolutely. The longer the campaign, the more room we have to adjust the process to maximize the campaign's potential. Marketing messages used in direct mail, email and telemarketing qualifying questions and call guides can all reflect intelligence gathered during the campaign.

**Q: Where does the contact/target list come from?**

A: The contact list can come from various sources—your own internal corporate list or a list generated by The Frenzy Group. We have direct access to databases that are updated quarterly to provide the freshest contacts possible. Depending on campaign timeline, we may elect to use these databases or to research rentable lists such as trade publications.

**Q: What's a Frenzy 500 Campaign?**

A: Occasionally, a client will want us to build a proprietary database for them. We begin by developing a list of companies that may be a good prospect for the client's technology—a wish list, if you will. We then call those companies to build an "org chart" of contacts throughout the

company and its affiliates and divisions. We gather the names without beginning the sales process. Once we've built the chart and know who is responsible for what, we start the marketing. In the end, you own a fully detailed database of your best prospects.

**Q: An "offer" is used as a call to action in the direct mail piece. What type of offer can I use?**

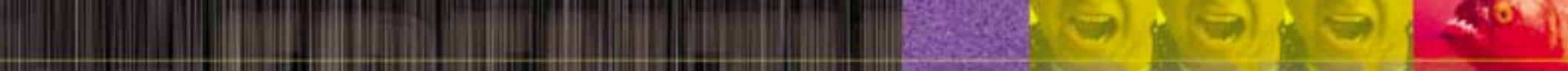
A: An offer can be one of many things: white paper, ROI calculator, 30-minute demonstration or a chance for a potential customer to win a Palm Pilot or laptop computer. In a typical Frenzy Campaign we advise using a white paper (or similar document) that corresponds to your company's technology, services or product.

**Q: What happens after the campaign is over? Is there follow-up by The Frenzy Group?**

A: There is excellent potential for follow-up. Once an initial campaign is finished, many clients see the results and wish to continue working and growing the database. We can develop follow-up processes to fit your budget and ROI.

**Q: How much does a Frenzy Campaign cost?**

A: Frenzy Campaigns range from \$25,000 to \$1,500,000.



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