

Movie Popcorn campaign - How you'll get your leads

Movie Popcorn campaign - How you'll get your leads

1. **Direct mail piece drops Feb 28-Mar 5.**

VLG is sending out around 250 pieces per day (less automotive prospects). Mailers to all 700 confectionary and snacks + cosmetics prospects will go out by Monday, March 5. Automotive prospects (350) are being held back until further notice.



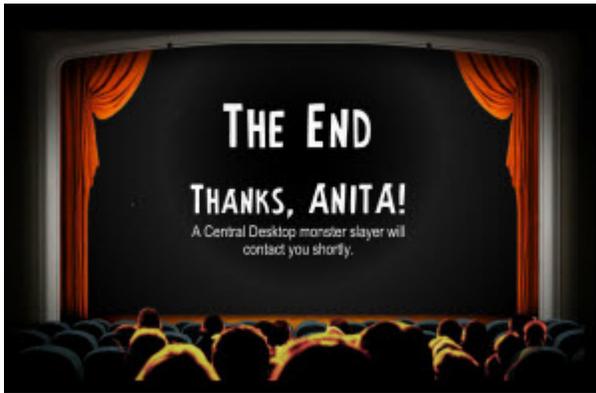
2. **Interested prospects visit the Terror of Error microsite using a personalized URL with their first and last names: <http://www.popcornwillfly.com/AnitaTaylor>**



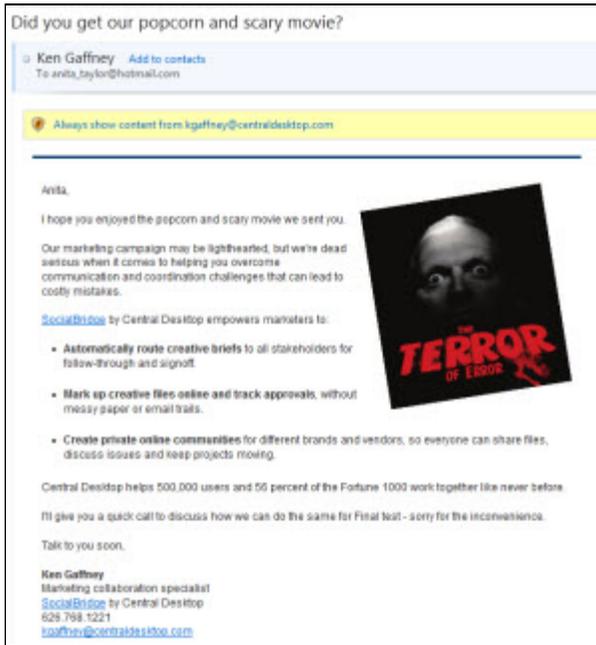
3. **Warm leads = contacts who watch the video & click through at least until we talk about SocialBridge (Page 2):**



4. **Hot leads = contacts who submit the form and land on (Page 4):**



5. **Hot Leads email alert goes to Sales Ops & Marketing about 10 minutes after prospect fills out form.**
Quene, Scott, Anita and Linda receive email notifications about 10 minutes after a Hot Lead fills out a form. FYI only - no action is required on anyone's part.
6. **Follow-up email goes out to both warm and hot prospects about 30-60 minutes after they sign up.**
Leads automatically push to CD's Pardot marketing-automation system about 10 minutes after prospects visit the microsite. Pardot sends an email that appears to come from you; it takes anywhere from a few minutes to an hour after the lead comes in.



7. **You will receive an email notification from Pardot about 30-90 minutes after the lead comes in.** The subject line is *Pardot Automation: Notify: VLG Brands - Terror of Error - Movie Popcorn - name@email.com*. Click the "View prospect in CRM" link to open up the contact in Sugar.

8. **In Sugar, the Customer Comments field tells you whether the lead is warm or hot & how much the prospect clicked around.**

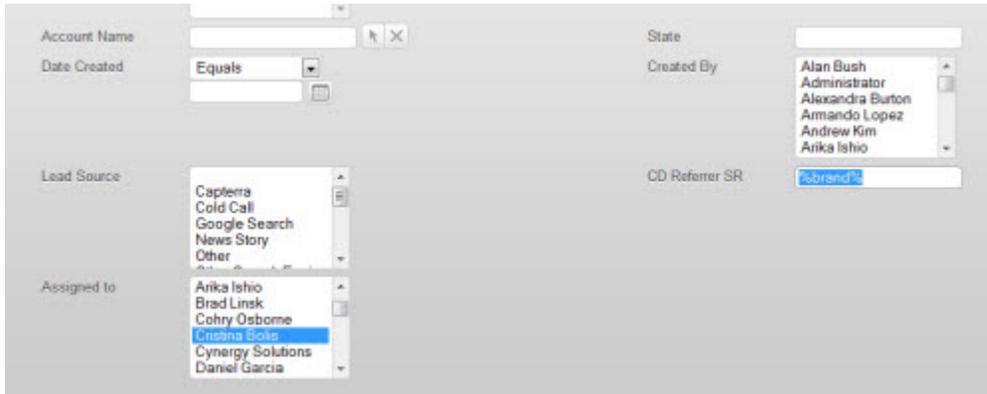
The time stamp is in Central Time, so subtract two hours. Splash Page is the opening page, Page 2 is when the sun comes out, Page 3 is the form, Page 4 is the end credits, SocialBridge Brochure means they clicked the brochure link, Get to know us means they clicked a link to www.socialbridgebrands.com, Opened after 5s means they were redirected to www.socialbridgebrands.com at the very end of the movie. If you see multiple Splash Page entries, it means they visited or refreshed the site multiple times.

| | |
|-------------------------------------|---|
| CD Customer Comments (by Customer): | Warm lead. VLG Movie Popcorn campaign (http://www.popcornwillfly.com/LindaSouza). On Mar 1 2012 1:54PM, prospect visited site but did not complete the form. Pages clicked: Splash Page;Page2;Page3 - Form;Page4 - Thank you;Opened after 5s: www.CentralDesktop.com/SocialBridSplashPage;Page2;Page3 - Form;Get to know us;I am not (clicked);Splash Page;SocialBridge Brochure;Splash Page;Page2;Page3 - Form;Splash Page; |
|-------------------------------------|---|

9. **Brand new prospects that are not already assigned to a particular rep will be assigned to Scott Tretsky.**

Scott & Quene will receive an email notification, assign the lead and notify the assigned rep. All of the contacts we are mailing to are already assigned to one of you five reps; but a new lead could be created if someone other than the person the mailer is addressed to visits the site and fills out the form.

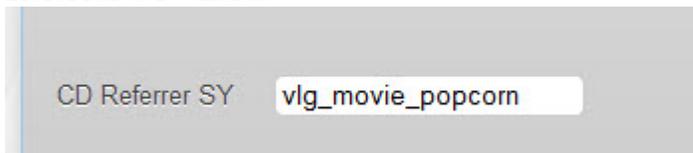
10. Your contacts are already assigned to you in Sugar and can be located anytime by going to the View Contacts screen, selecting your name in the "Assigned to" field and typing *%brand%* in the "CD Referrer SR" field.



The screenshot shows the search filters for the View Contacts screen. The filters are arranged in a grid:

- Account Name: [Text Input]
- Date Created: [Dropdown: Equals]
- Lead Source: [Dropdown: Capterra, Cold Call, Google Search, News Story, Other]
- Assigned to: [Dropdown: Arika Ishio, Brad Linsk, Cohry Osborne, Cristina Boks, Cynergy Solutions, Daniel Garcia]
- State: [Text Input]
- Created By: [Dropdown: Alan Bush, Administrator, Alexandra Burton, Armando Lopez, Andrew Kim, Arika Ishio]
- CD Referrer SR: [Text Input: %brand%]

11. You can quickly navigate to your "hot" and "warm" leads by going to the View Contacts screen, selecting your name in the "Assigned to" field and typing *vlg_movie_popcorn* in the "CD Referrer SY" field.



The screenshot shows a close-up of the CD Referrer SY filter field. The text *vlg_movie_popcorn* is entered into the input box.