

Televerde Multimedia™ – Multi-Touch Customer Acquisition

High-impact integrated marketing solutions for generating new customers and market insight.™



1-888-925-7526 | televerde.com



Televerde Multimedia™ creates high-impact prospect engagement solutions using specialty marketing approaches that are easily integrated with your dialog-based marketing programs.

Key Business Benefits

- Seamless integration with dialog-based marketing campaigns or available as stand-alone solutions
- Leveraged understanding of brand, value proposition and target markets
- Consistent marketing communications and branding
- Streamlined use of outsourced marketing vendors
- Easier coordination of multiple marketing solutions
- Trusted partner with marketing core competencies
- High-impact touch points that optimize responses
- Improvements in ROI measurability

Available Services

- Web Films and Broadcast Services
- NetSpots™ and iVitations
- Email Blast Services and Analytics
- Direct and Dimensional Mail
- Campaign Splash Pages, Event Registration Sites, Partner Portals
- Promotional Incentives
- Direct Mail Postcards and Online Mailing Galleries
- Collateral Design and Printing

Standard Features

- Access to market insight, business intelligence and high-quality StreetSmart™ data
- Target market outreach approach and campaign strategy design
- Assurances for delivery of targeted quantity and quality of leads and other results
- Routing of sales leads and other results to appropriate marketing and sales executives
- Management, enhancement and integration of data
- Use of proven methodologies and core competencies
- Market Contact Center staff training on brand, target markets and product value proposition
- Secure, accurate and online project progress, performance and statistical reporting
- Dedicated Project Manager and support team
- Ongoing project reviews, modification, enhancement and quality assurance assessment
- Easy integration with other Televerde solutions

Enhanced Opportunities

- Lead generation, nurturing and tracking with sales support (sales optimization)
- Prospect profiling
- Data cleansing, enhancement and management
- Custom market research
- Rapid campaign execution
- Custom reporting

TELEVERDE SOLUTIONS SUITE

Lead Call™

New Sales Opportunity Generation

Sales Optimization Suite™

Opportunity Management System

Televents™

Marketing Event Recruitment

Prospect ID™

Target Market & Buyer Profiles

Telepointments™

Target Contact Sales Appointments

Right Records™

Data Cleansing, Enhancement & Management

Lead Responder™

Inquiry Management

Market Says...™

Custom Market Research

Perceptions Plus™

Customer Satisfaction & Loyalty Research

Televerde Multimedia™

Multi-Touch Customer Acquisition

Web Solutions™

Online Landing Pages

"We used Televerde to help us generate attendees for a product launch tour. We set aggressive goals for attendance and our numbers were 40% higher than expected thanks in a large part to the dedicated efforts of Televerde. They are very responsive and the management team was always on top of any issues that arose."

– Senior Marketing Manager

