

Bedford University Demo Site Integrated Direct Marketing Salesperson Talk Track

- 1) Before going through this script and demonstration with your prospect, you should read and understand the **Bedford University Case Study** that is posted.
- 2) Print out a copy and give it to your prospect before your scheduled demo meeting. It will help you both better understand the demo scenario, so that you can more effectively walk them through the features of integrated direct marketing that are inherent to the demo site.
- 3) The scripted words below that are in italics are suggested verbiage for you to use. Once you get comfortable with giving these demonstrations, you will find your own words to tell the story.

To get started go to www.BedfordEDU.com and select School of Business from the menu on the left.

SALESPERSON: As you know from reading the case study, we approached Bedford University with an integrated direct marketing solution as a means to help them reach their enrollment goals. The program involved three different marketing tactics: two direct mail postcards and outdoor advertising. We recommended that their direct mail include a personalized URL so that they can learn more about their audience through an online questioning module, as well as to better track responses to the mailing. Let's take a look at the first personalized postcard.

From the School of Business landing page, click on the image of the sample personalized URL postcard.

SALESPERSON: To get the marketing campaign started, we helped Bedford purchase a URL name (EDCBedford.com) for their campaign and then created a personalized URL address for everyone on their mailing list.

Click on the Personal URL for Brian at the bottom of the card.

SALESPERSON: When each prospect goes to their personal web page, they will see this welcome screen page and be asked to enter the password on their postcard.

Enter the password Y84787 and click submit.

SALESPERSON: Now the prospect is asked to take an online survey from which the university will be able to gauge the level of interest the prospect has in the MBA program. You'll see that once they enter the requested information, and click submit, they will receive a thank you message.

No need to answer any questions, just go to bottom and click submit.

SALESPERSON: Now let's take a look at the generic URL postcard. You'll remember from the case study that the university used this URL on their list of alumni. They also printed this URL on extra copies of the postcard so they could extend the life of this integrated direct marketing program through one-off requests for information.

From the School of Business landing page, click on the image of the Generic URL postcard. Then click on the campaign URL (www.EDCBedfordEDU.com)

SALESPERSON: *You can see towards the bottom left on this welcome page, that the university was offering a 20% discount to alumni.*

Click on [click here to continue](#).

SALESPERSON: *We helped the university come up with these questions by helping them identify key characteristics of the MBA program that they wanted the prospect to learn about on this screen. Helping customers understand their goals and objectives is key to creating surveys. Surveys are a great way to gather information about your audience. Data collected from integrated marketing campaigns can help you make better decisions in your future marketing efforts, help you minimize waste and speed up a sales process.*

Enter YOUR name and e-mail address, so you will receive the response e-mail automatically generated through this program, so you can show your prospect. Then click Submit.

SALESPERSON: *You can now see that an immediate, personalized thank you was generated. In addition, prospects will get an e-mail in their inbox.*

SALESPERSON: *Now let's take a look at the third type of marketing media the university used, outdoor advertising with a generic URL. They selected bus transit shelters for advertising with an easy to remember web address. With traditional outdoor advertising, companies have not been able to track the effectiveness of this type of ad spend. Now, with integrated direct marketing and the use of campaign URLs, companies are able to determine if sales are generated from outdoor advertising.*

From the School of Business landing page, click on the image of the bus shelter sign. Then click on the website shown on the bottom of the sign.

SALESPERSON: *Real-time reporting and analysis are the greatest features of an integrated direct marketing program. You'll know exactly who responded to your campaign, when and what they said through your surveys.*

From the Bedford University home page, select Reports on the top left and then select Campaign Statistics from the Marketing Reports section. Make sure that Open Campaigns is checked off in the circle and then select Bedford MBA from the drop down menu and click Submit.

SALESPERSON: *As you can see this report is an overview of how people answered the questions on the survey and gives you a total number of respondents.*