

August 9, 2016

Lead Generation Campaign: MicroHAWK® 30-Day Trial Offer

Hello everyone,

This week Microscan Marketing kicks off a **MicroHAWK® 30-Day Trial** campaign to generate MicroHAWK sales leads. This lead generation campaign is meant to connect you with new business opportunities for the MicroHAWK ID product line, and enable you penetrate accounts and form relationships that will allow you to win opportunities. **This offer will be supported by Microscan Sales and our Partner Channel using the current Microscan Partner Alliance [30-Day Product Trial](#) program.**



How the campaign works:

Leads are invited to request a free 30-day trial of a MicroHAWK ID Barcode Reader using the new landing page and form at:

<http://info.microscan.com/microhawk30>

This landing page link will be included in:

- Banner on website
- Cards that will be handed out at tradeshow and events
- Emails sent by Partners or RSMs
- Marketing email distributions
- Requests via the [MicroHAWK ID Barcode Readers](#) product web page
- Other future MicroHAWK campaigns

Leads who submit the 30-Day trial request form:

1. Receive a Thank You email.
2. Are added to a Microscan's database for follow-up, nurture, and tracking.
3. Are automatically assigned to Microscan Regional Sales Managers to be triaged.
4. Are sent by email to Sales and Partners with the below tag:
 - a. Lead Source:
"MicroHAWK ID 30-Day Free Trial Form Submit from Microscan.com"

RSMs or Partners should follow up by:

1. Using the standard [30-Day Product Trial program](#).
2. Reaching out immediately to determine the appropriate MicroHAWK ID unit to provide for the trial period.
3. Placing an order through the standard [30-Day Product Trial program](#) process.
 - **Suggested Part Numbers:**
 - 7411-1000-1005 ID-40, WVGA, SD, AF, Red, HS, X-Mode
 - 7412-2000-1005 ID-40, SXGA, HD, AF, Red, HS, X-Mode
 - 7311-2000-1005 ID-30, WVGA, HD, AF, Red, HS, X-Mode
 - 7312-2000-1005 ID-30, SXGA, HD, AF, Red, HS, X-Mode
 - Orders will have a standard lead time of **3-5 days**

Campaign FAQ:

1. The campaign only applies to [MicroHAWK ID Barcode Reader](#) products only.
2. Accessories **must** be ordered with the product.
3. Per the [30-Day Product Trial program](#), the 30-day trial period begins at the date of shipment.
4. **Products and accessories not returned to Microscan after the 30-day trial period will require payment as due per the invoice issued to the Partner.**
5. At the Partner's discretion, the Partner may pass along the invoiced cost to the end customer by notifying end customers that they will be required to pay the cost of any parts not returned after 30 days.
6. If a unit is damaged beyond repair, the customer is liable for purchasing the damaged unit.

If you have any questions regarding this campaign, please feel free to contact me.

Sincerely,

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