



Dear [FIRSTNAME],

Don't let the Summer Slowdown dampen your success.

Your quota does not take a vacation. Many marketers and sellers let up during the summer - assuming customers aren't buying. But a slowdown in the summer months means you'll have to work harder (or smarter) to fill your pipeline for Q3 and year-end.

What if you could reach 10,000 prospects in the summer months, educate them on your solutions, outline their needs, qualify them for your products, and rank their value? You can with **Smart Leads™**, a comprehensive demand generation program from Harte-Hanks that delivers bottom-line results.

Smart Leads is a 7 step program:

- 1. 10,000 targeted contacts** – you select the targeting criteria from the Ci Technology Database (CiTDB).
- 2. Perpetual license to an Aberdeen Group white paper** report of your choosing (select from over 5000).
- 3. A webinar on the white paper topic delivered by an Aberdeen Group Analyst** - attendees to these events make exceptional leads.
- 4. Two e-mail campaigns** to the 10,000 contacts promoting the Webinar and soliciting white paper downloads.
- 5. Outbound telemarketing campaign** to 1,000 contacts to generate highly-qualified leads for your products and encourage Webinar attendance. We do the calling, you get the full list of 1000 targets with contact details.
- 6. Follow-up call** to Webinar attendees - converts more of them to leads.
- 7. Prioritized lead report**

One turn-key solution, one price, with one result – leads in your pipeline. No wonder it's called Smart Leads. For additional information call Harte-Hanks at 800-854-8409 x 7223 or [Click Here](#).

[AE]
[AEPHONE]
[\[AEEMAIL\]](#)

The Ci Technology Database is the nation's leading provider of technology business intelligence, allowing thousands of companies to pinpoint specific locations where technology opportunities exist and direct their campaigns to the right contact, at the right location with the purchasing power.



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Our aim is to provide you with relevant, high-value promotional offers that will help you to best grow your business. However, Harte-Hanks respects your time and privacy. [Click here](#) if you no longer wish to receive this type of email communication.

Questions? Comments? Our mailing address is:
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