



Co-Branded Demand Generation Campaigns

POWERED BY TSRM GROUP



About TSRM Group

TSRM Group has extensive experience developing demand generation campaigns for IT solution and managed services providers throughout the U.S. (see representative samples below!) We look forward to working with you to create successful marketing initiatives to support your sales team and drive revenue growth.



Campaign Activities:

List Development	Curated list of 750 contacts based on ICP or other provided quantitative criteria using industry-leading research tools.	\$1,875
Email Campaign	Series of four text-only emails on a specific topic or solution. Deployed from Right! Systems marketing automation platform. Includes research and copywriting.	\$2,100
Telesales Support	Outbound calling focused on lead generation, qualification, and gathering contact or account intelligence. Block of 30 hours, approximately 600 calls	\$2,250
Content Creation: Blog	700-850 words on a topic of choice. Includes research, copywriting, and up to 3 rounds of edits. Posted on Right! Systems website and LinkedIn newsletter.	\$2,500
Content Creation: Infographic	Research, copywriting, and graphic design. Up to 3 rounds of edits.	\$3,250
Content Creation: Case Study / Success Story	Up to 3 Subject Matter Expert interviews, copywriting, and 1-page graphic design (may be a “front and back”)	\$3,250
Content Create: Solution Brief	Research, copywriting, graphic design. Up to 3 rounds of edits.	\$3,250
Content Creation: White Paper	Up to 3 Subject Matter Expert interviews, research, copywriting, and design layout for up to 5,000 words. Up to 3 rounds of edits.	\$6,500
Content Creation: Video	Record, edit, and produce up to a 2-minute video. Includes 1 approx. 30-second social cut.	\$3,250
LinkedIn Ad Campaign	Design a 5-ad campaign to be run over 30 days. Includes \$2,500 ad budget and post-campaign report.	\$7,500