

Introducing Boss Sauce

Integrated Marketing Campaign

Campaign Goals & Objectives

- Generate interest in MHI Global’s solutions for first-line leaders
- Position MHI Global as a cutting-edge thought leader in the area of first-line leadership
- Generate at least 2,000 downloads or inquiries around our solutions; 50 qualified leads

Target Audience:

- Companies with 5,000-10,000 employees – prospects and customers
- Industries: Manufacturing, Finance, Healthcare, Professional Services
- Roles: HR Departments, Learning & Development, Organization Effectiveness
- Titles: Chief Learning Officer, Global VP/SVP/Director of HR, L&D, Org Effectiveness, etc.

Key Messages:

- What does effective leadership look like?
- We call the answer “Boss Sauce”.
- Global research points to 14 “ingredients” that drive productivity.

Campaign Budget:

\$150,000

Activation

Promotion Channels & Assets

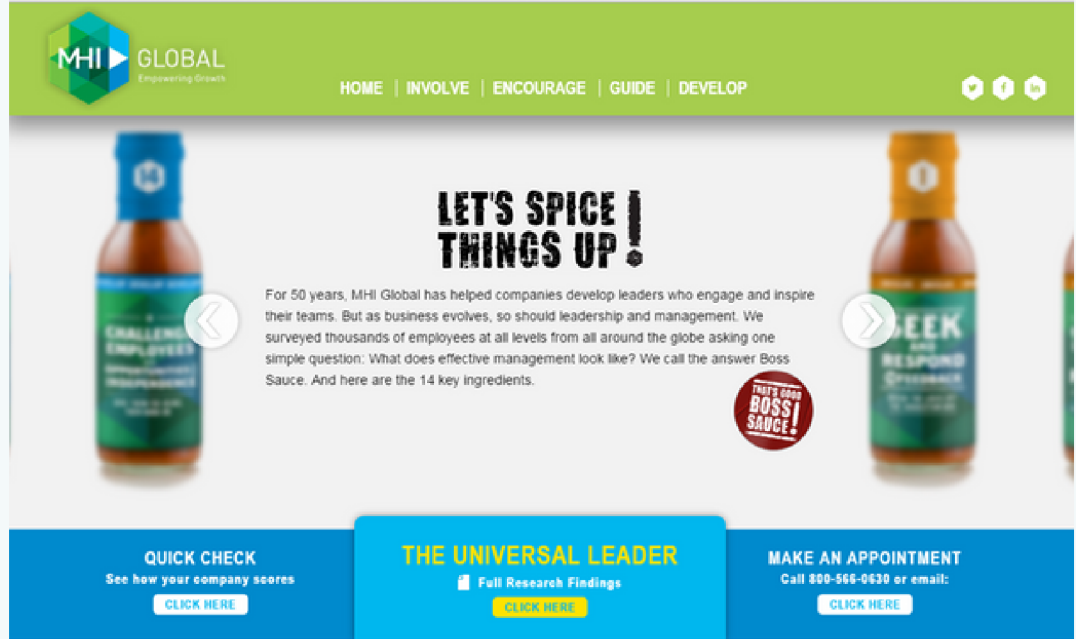
- Email
- Direct Mail
- Social Media
- PPC/Paid Media
- Webinars
- Events
- Blog Posts
- Press Release
- Sales Tools

Sales Tools & Templates

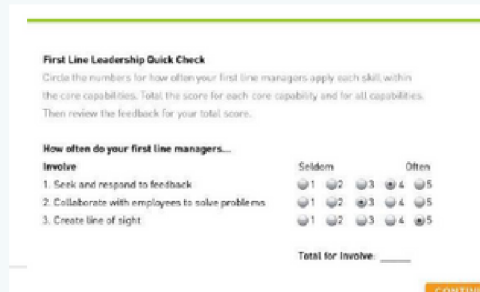
- Sales Info Sheet/Positioning Guide
- Slides/Decks
- SFDC Email Templates
- Sales Scripts for SDR

Primary Assets

MICROSITE

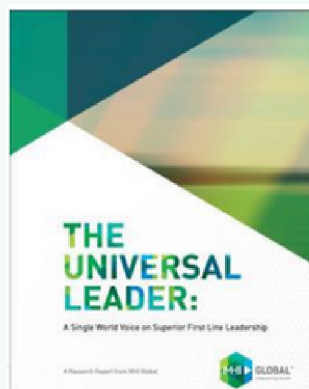


INTERACTIVE QUICK CHECK



Allows contacts to rate how often their first line managers apply each of the 14 skills

RESEARCH REPORT



Research Report – high value asset.

INFOGRAPHIC



The wheel represents 14 skills that make up effective first line leadership– as indicated in our study.

Results

Qualitative Sales Feedback

“Wanted to share how great the Leadership Boss Sauce campaign worked in a trade show environment. We had some terrific conversation about the 14 Key Ingredients!”
–MHIG salesperson

Quantitative Results

2,863 inquiries, (cost per \$49.43)
55 qualified leads
3 new opportunities –
Largest opportunity with Staples to train 2800 employees