

## Q4 Installed Base Direct Marketing Campaign Brief

<b>Last Revised:</b>	September 22, 2008
<b>Requestor:</b>	Martin Williams
<b>Department:</b>	Marketing
<b>Project name:</b>	Q4 Installed Base Direct Marketing Campaign - Up sell
<b>Due date:</b>	Q4 2008
<b>Background:</b>	<p>Nightingale Software has a large opportunity to up sell its current installed base of customers new modules (Diagnosis and Treatment)</p> <p>There are currently 300 customers (need to determine number of contact.)</p>
<b>Program Description:</b>	<p>Targeted email campaign aimed at Nightingale installed base to promote new modules (Diagnose and Treatment)</p> <p>Program Components will include:</p> <ul style="list-style-type: none"> <li>▪ Initial email with offer</li> <li>▪ Inside sales outbound calls to follow-up with respondents</li> <li>▪ Email #2 to those who did not respond to initial email</li> <li>▪ Weekly Report back and process integration of leads</li> </ul>
<b>Program objective:</b>	<ol style="list-style-type: none"> <li>1. Up sell current Nightingale customers to Diagnose and Treatment modules</li> <li>2. Increase awareness of Nightingale solutions within the installed base</li> </ol>
<b>Target audience:</b>	The primary business decision makers in current customers CEO, COO, CFO, Director and Managers of IT
<b>Main Message:</b>	<ol style="list-style-type: none"> <li>1. Get more functionality out of your patient management application with Nightingales Diagnose and Treatment modules.</li> <li>2. Diagnose and Treatment increase patient satisfaction by</li> </ol>