

Ready-to-Run, Lead Generation Marketing Campaigns for SAP Cloud Platform

What is a Fast Start Campaign?

What is a Fast Start Campaign?

Why are we Offering
Fast Start Campaigns?

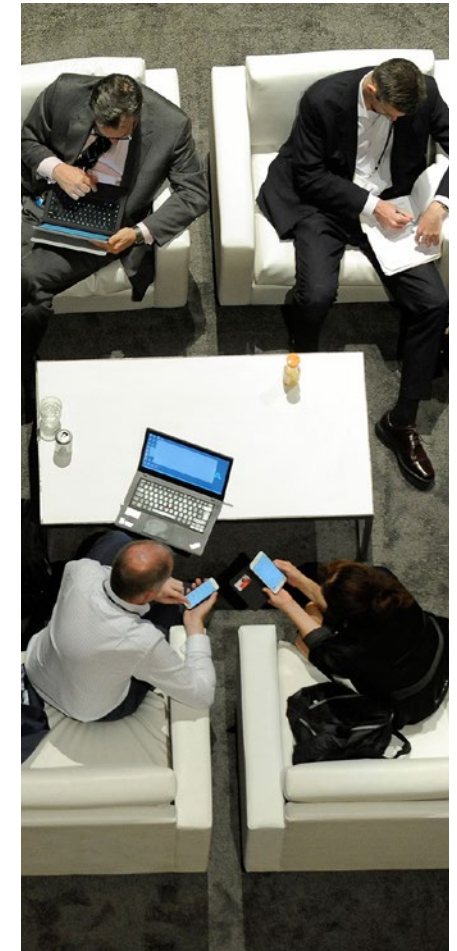
What Solutions do They
Cover?

Fast Start Campaigns for SAP partners have been introduced to jointly accelerate SAP solution sales. The packages are designed for fast execution and fast follow up of registrations and leads.

Fast Start Campaign 3

Promote your services and solutions with a complete Demand Generation package available from the MSB CC.
See [Fast Start Campaign 3](#).

For more details on all three options detailed above please use the navigation bar at the top of the page.



Why are we Offering Fast Start Campaigns?

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Why are we Offering Fast Start Campaigns?

What Solutions do They Cover?

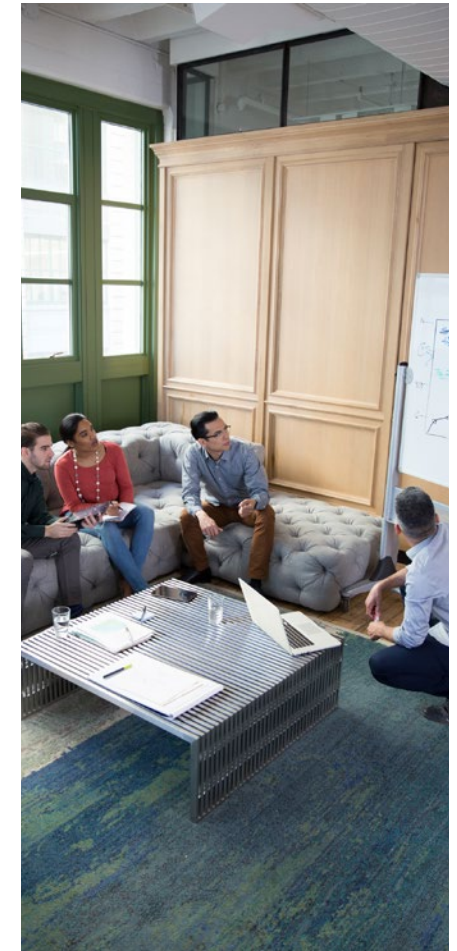
SAP has made a big strategic investment in the General Business (GB) market. To strengthen SAP's visibility in the GB space, multiple GTM, Social, Digital, and Demand Generation programs have been rolled out to drive and increase business reach in these market segments. Multiple teams will be rolling out these programs in the GB space, and significant efforts will be made to increase SAP presence and role in the General Business market promoting on-premise and Cloud solutions.

The GB growth plan is also dedicated to partners and will encourage partners to step into joint programs. SAP brings a highly professional Demand Generation program to the table and with this program is offering a 100% MDF refund possibility, consolidated execution, fast track lead funnel, and a range of highly innovative lead generating marketing tactics, such as digital and social campaigns, virtual reality demos, video stories and precise market data modeling.

Below is a paid traffic example to SME SAP SuccessFactors campaign landing pages in MENA only (reporting date 21/11/2016–31/12/2016):

- **Around 4,9 Mio impressions**
- **64,681 clicks from Paid (Google, eMedia, GDN)**
- **36,602 Page visits**
- **60 Forms**

We expect a huge increase in search engine optimization (SEO), Social and Paid in the next few years – so a large increase of digital leads (and investment).



What Solutions do They Cover?

What is a Fast Start
Campaign?

Why are we Offering
Fast Start Campaigns?

**What Solutions do They
Cover?**

Fast Start Campaigns cover key SAP solutions.
Currently, this includes:

- SAP S/4HANA®
- **SAP Cloud Platform**
- SAP® SuccessFactors®
- SAP® Business ByDesign®
- SAP Business One®
- SAP® Business All-in-One



Fast Start Campaign

Fast Start Campaign

Promote your services and solutions with a complete Demand Generation package available from the MSB CC.

Lead Funnel

This Fast Start Campaign includes, as a minimum:

- **An initial campaign consultation with a SAP Marketing Service Bureau (MSB) expert**
- **Promotional e-mail**
- **E-mail signature**
- **Social media**
- **A partner landing page set up with three offers from you**
- **Thank you page and e-mail**
- **Notification e-mail**
- **Campaign reporting with real-time access**

How Much do the
Campaigns Cost?

MSB CC Fast Start
Campaign

What do we Need From
You?

You can choose from any of our standard Fast Start Campaign packages which run for 3, 6, 9, and 12 months. See [How Much Do the Campaigns Cost?](#)

At the beginning of each period after the initial 3 months, and if required, included in the package price is updating of the landing page offers, e-mail, social media, and e-mail signature.

In addition, to support your Demand Generation activities, you can add other packages from the MSB Competence Center www.msbcompetencecenter.com or take time to view some of our recommended specials. See [Fast Start Specials](#).

Your MSB expert can also help you design a package which can meet your exact requirements. See [How Do I Get Started?](#)

Lead Funnel

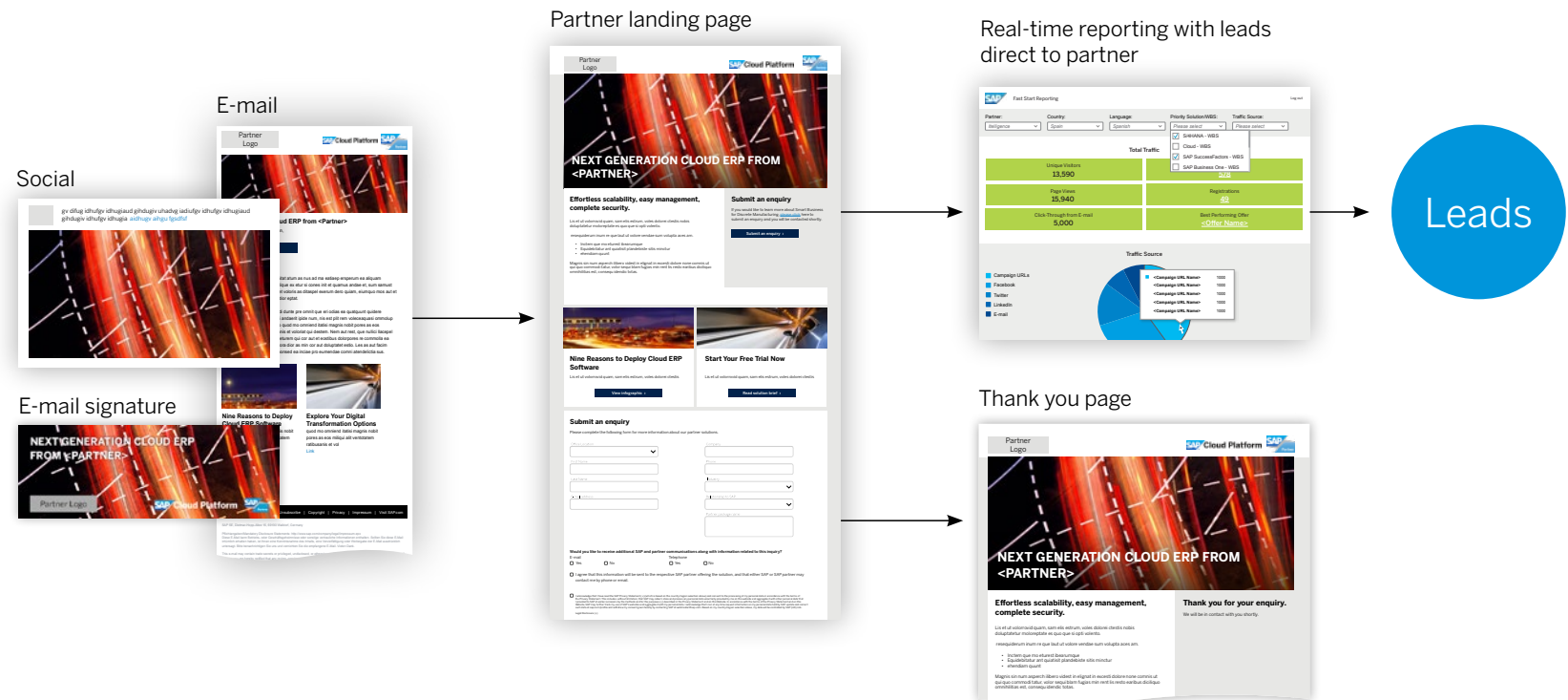
Fast Start Campaign

Lead Funnel

How Much do the
Campaigns Cost?

MSB CC Fast Start
Campaign

What do we Need From
You?



How Much do the Campaigns Cost?

Fast Start Campaign

Lead Funnel

How Much do the
Campaigns Cost?

MSB CC Fast Start
Campaign

What do we Need From
You?

The price of the standard packages is fixed depending on the length of time you choose to run the campaign for.

IMPORTANT

Final costs to be provided upon final project scope and requirements from SAP/partner.

Content	3 Months €7,000	6 Months €9,000	9 Months €11,000	12 Months €12,500	Specials
Initial consultation with MSB CC	✓	✓	✓	✓	There are various other packages that can support your campaign which are accessible via the MSB CC. Below are ideas to support the ongoing activity surrounding the Fast Start Campaigns. All of the services itemised are available upon request, and can only be costed once a full scope is known.
Promotional e-mail	✓	✓	✓	✓	
E-mail signature	✓	✓	✓	✓	
Social Media (Includes: 1 x blog, 6 x picture tweets, 1 x LinkedIn post and Facebook post)	✓	✓	✓	✓	
Landing page	✓	✓	✓	✓	
Thank you page and e-mail	✓	✓	✓	✓	
Notification e-mail	✓	✓	✓	✓	
Campaign reporting	✓	✓	✓	✓	
Infographic		✓	✓	✓	
E-book			✓	✓	
MDF refund 100%	✓	✓	✓	✓	Data Profiling and Telemarketing Starting from €5,000.00
Plus Recommended Packages					The E-book and E-book Publisher Combo Starting from €10,759.00
Database and telemarketing. Starting price: €5,000.00	+	+	+	+	Virtual Reality Starting from €7,119.00
Telemarketing for nurturing (€POA)	+	+	+	+	Virtual Reality Goggles (€POA)
Free offers applicable only to the six months + campaigns FREE 1 x set of three online banners worth €500		✓	✓	✓	Visit the MSB CC to find out more https://msbcompetencecenter.com/



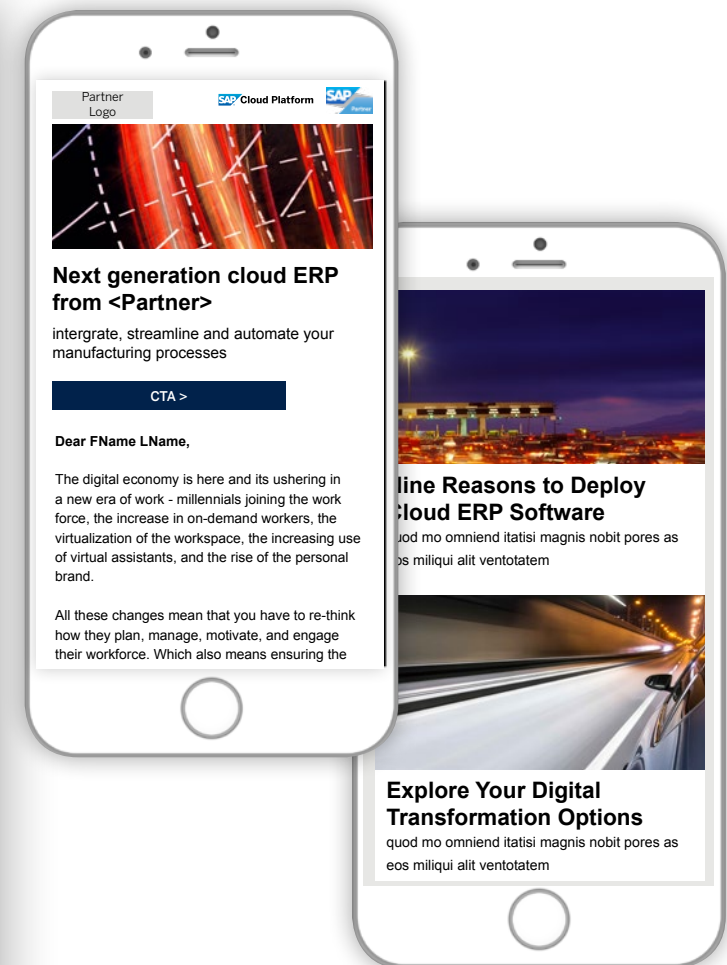
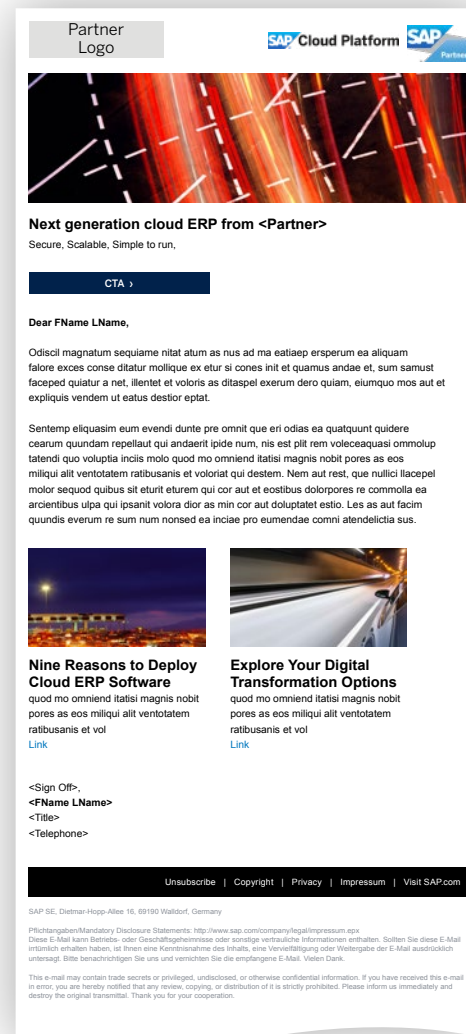
Promotional E-mail

Fast Start Campaign

MSB CC Fast Start Campaign

- **Promotional E-mail**
- E-mail Signature
- Social Media
- Landing Page
- Thank You Page and E-mail
- Notification E-mail
- Infographic
- E-book
- Campaign Reporting

Using the promotional e-mail you can get your messages across to customers and prospects and drive them to your landing page.





E-mail Signature

Fast Start Campaign

MSB CC Fast Start Campaign

- Promotional E-mail
- **E-mail Signature**
- Social Media
- Landing Page
- Thank You Page and E-mail
- Notification E-mail
- Infographic
- E-book
- Campaign Reporting

With the inclusion of a signature every e-mail your company sends promotes your offers and encourages recipients to visit your landing page.





Social Media

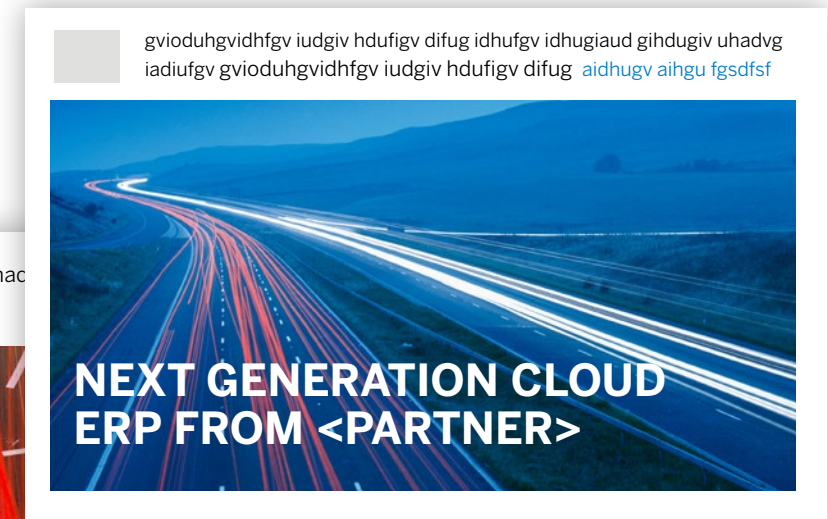
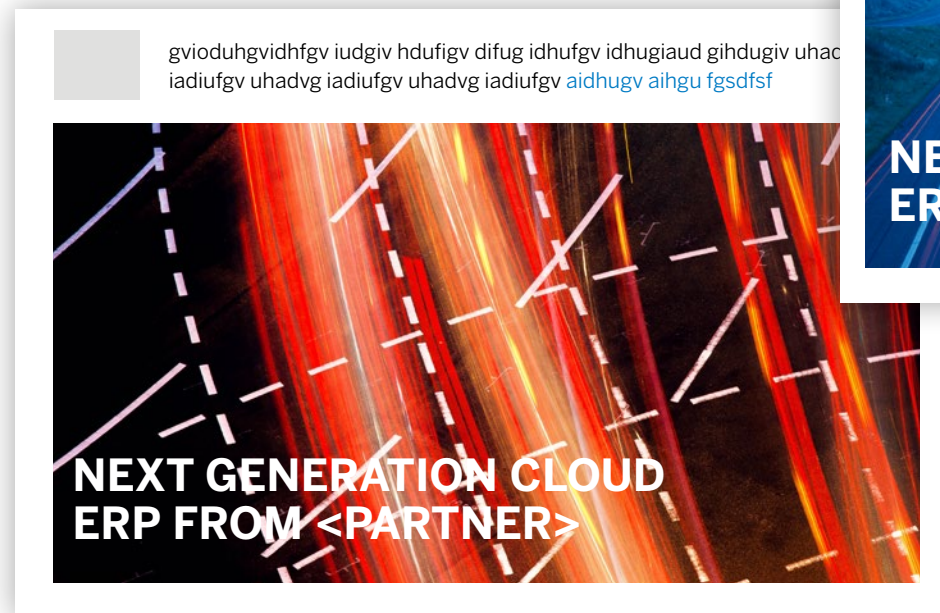
Fast Start Campaign

Drive potential customers to your landing page using our Social Media package.

MSB CC Fast Start Campaign

- Promotional E-mail
- E-mail Signature
- **Social Media**
- Landing Page
- Thank You Page and E-mail
- Notification E-mail
- Infographic
- E-book
- Campaign Reporting

Further Social Media packages are available from the [MSB Competence Center](#)





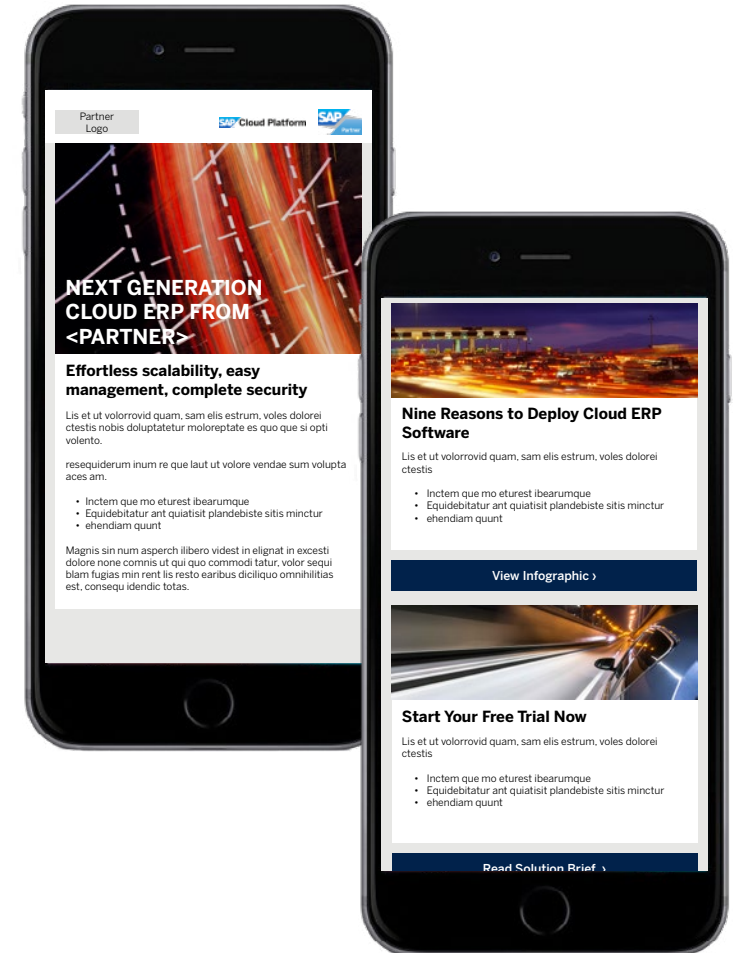
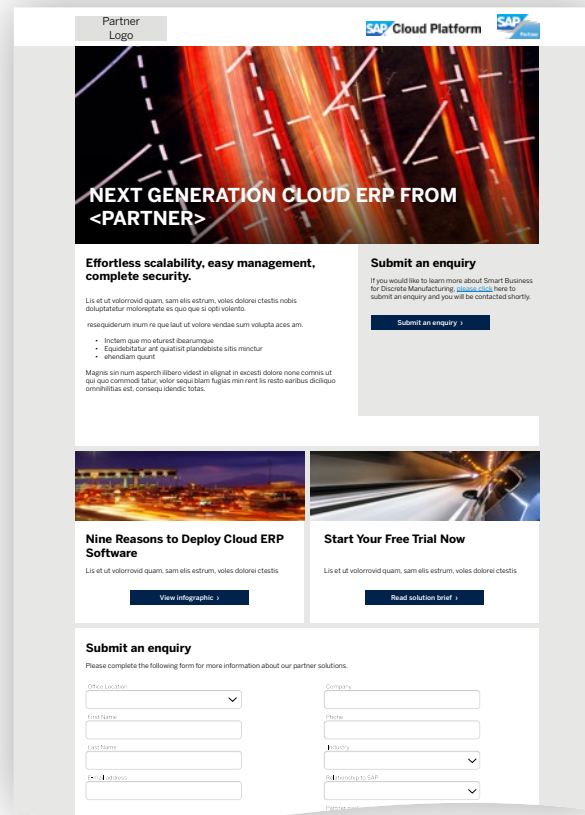
Landing Page

Fast Start Campaign

MSB CC Fast Start Campaign

- Promotional E-mail
- E-mail Signature
- Social Media
- **Landing Page**
- Thank You Page and E-mail
- Notification E-mail
- Infographic
- E-book
- Campaign Reporting

The standard landing page incorporates your logo and allows you to add three offers. There is also a section for the prospect to register to find out more about you. The landing page will also be made mobile ready, so prospects and customers can read and respond on-the-go.





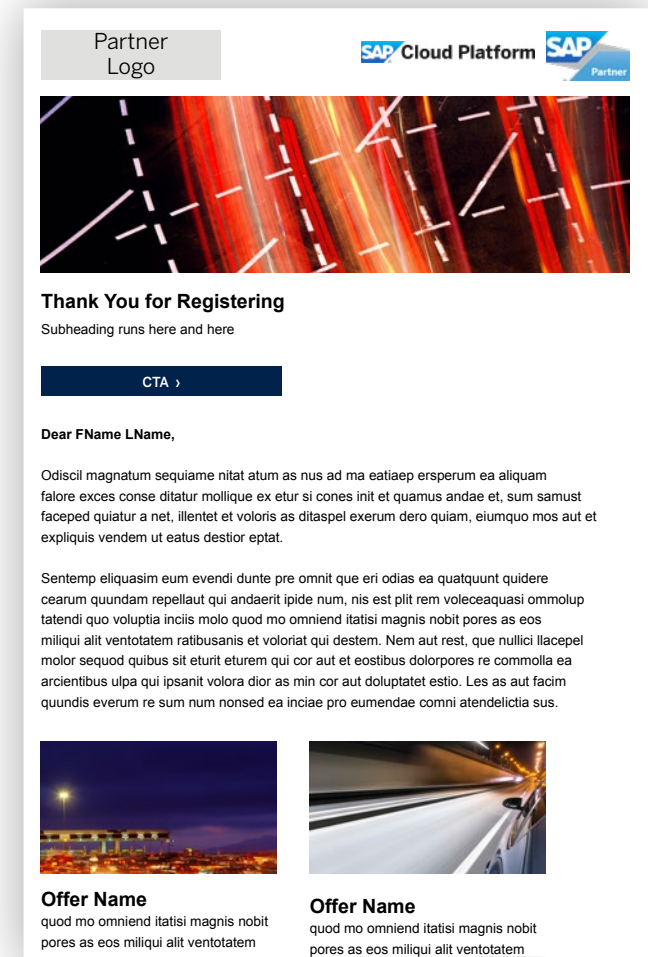
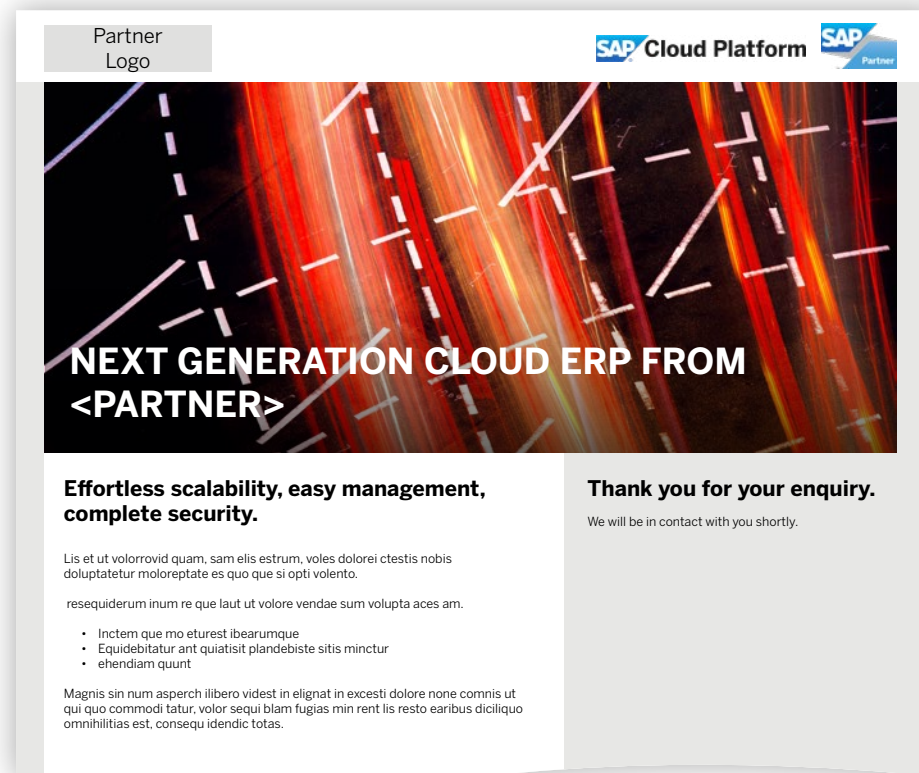
Thank You Page and E-mail

Fast Start Campaign

MSB CC Fast Start Campaign

- Promotional E-mail
- E-mail Signature
- Social Media
- Landing Page
- **Thank You Page and E-mail**
- Notification E-mail
- Infographic
- E-book
- Campaign Reporting

A thank you page and e-mail are delivered once visitors have registered, which provides you with the opportunity to engage further with them.





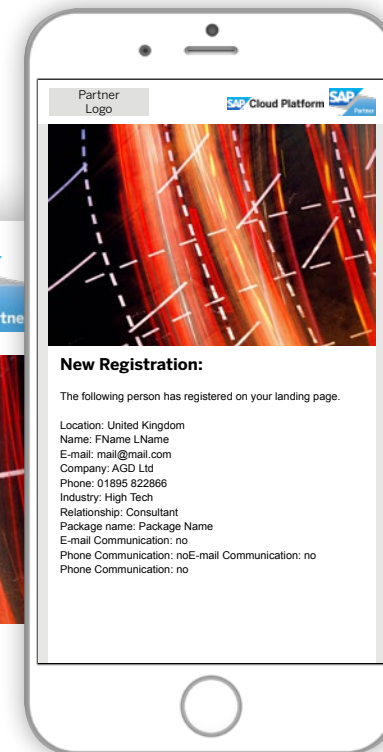
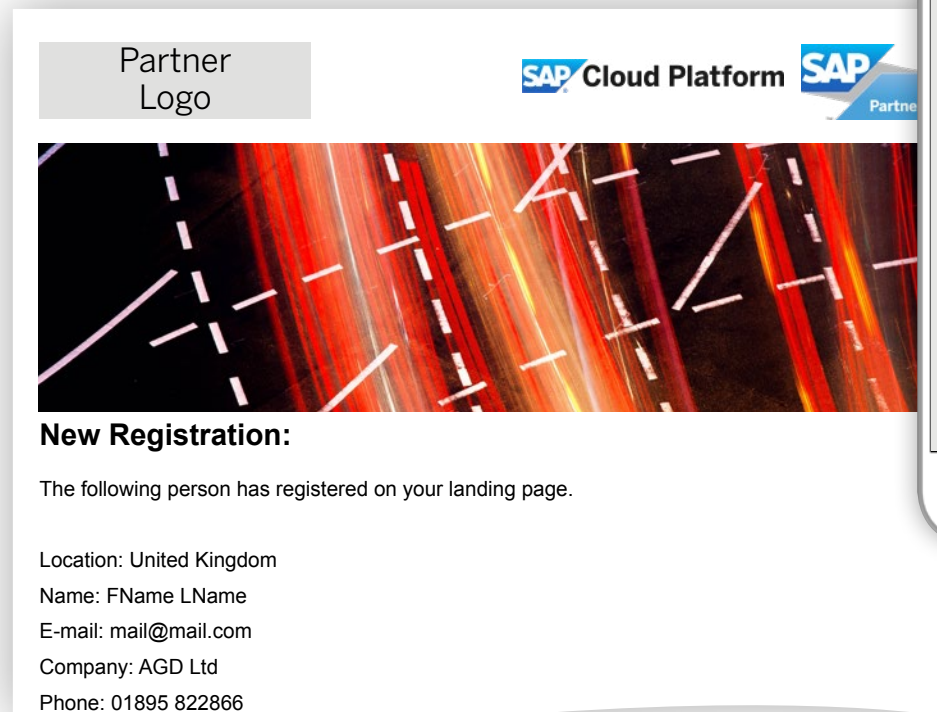
Notification E-mail

Fast Start Campaign

MSB CC Fast Start Campaign

- Promotional E-mail
- E-mail Signature
- Social Media
- Landing Page
- Thank You Page and E-mail
- **Notification E-mail**
- Infographic
- E-book
- Campaign Reporting

As soon as someone registers on your landing page you will be sent a notification e-mail so you can quickly follow up on the lead. This is an optional offer and needs to be determined using the requirements document. See [What do we Need From You.](#)





Infographic

Fast Start Campaign

MSB CC Fast Start Campaign

- Promotional E-mail
- E-mail Signature
- Social Media
- Landing Page
- Thank You Page and E-mail
- Notification E-mail
- **Infographic**
- E-book
- Campaign Reporting

Engage your customers with a professionally designed infographic. The package includes a one hour briefing call with subject matter experts, and the creation of an icon-based infographic based on your source material supplied.

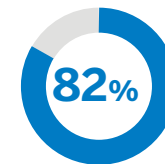
Visit the MSB CC to find out more
<https://msbcompetencecenter.com/products/infographic-a4products/infographic-a4>

Nine Reasons to Deploy Cloud ERP Software

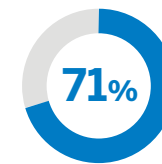
Increase efficiency and agility while driving innovation



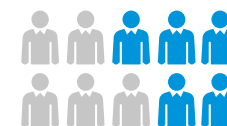
With live business you boost performance by managing every aspect of your business in the moment.



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"Data is what's
going to change
the world."

zdk vkzkhghugk kclzdfghz vkzjh k
vhkdjhg kjdhg czkdjhjg kg

E-book

Fast Start Campaign

MSB CC Fast Start Campaign

- Promotional E-mail
- E-mail Signature
- Social Media
- Landing Page
- Thank You Page and E-mail
- Notification E-mail
- Infographic
- **E-book**
- Campaign Reporting

Support your SAP solution lead generation activities with an interactive turning page E-book. Featuring your logo and profile, these flexible e-books provide an engaging medium for your Demand Generation activity. Suitable for use on PC, tablet, and mobile devices.





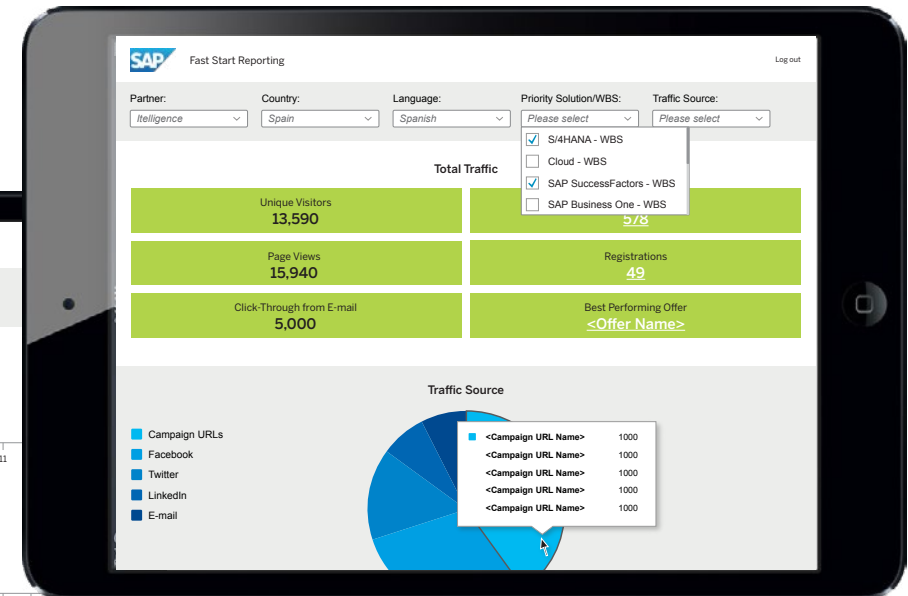
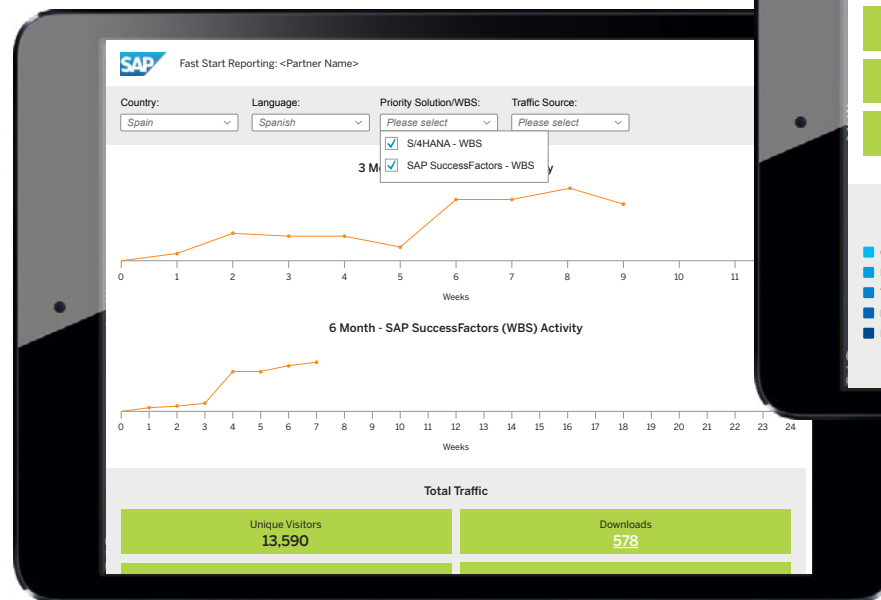
Campaign Reporting

Fast Start Campaign

MSB CC Fast Start Campaign

- Promotional E-mail
- E-mail Signature
- Social Media
- Landing Page
- Thank You Page and E-mail
- Notification E-mail
- Infographic
- E-book
- **Campaign Reporting**

With the reporting module you can access the performance of your campaign and drill down to see who has been visiting your site in real time.



What do we Need From You?

Fast Start Campaign

In order that we can build your MSB CC Fast Start Campaign, you are required to complete the requirements document in full.

Lead Funnel

How Much do the
Campaigns Cost?

Your [MSB CC Project Manager](#) is able to help you, if required, complete the document and guide you through what is needed.

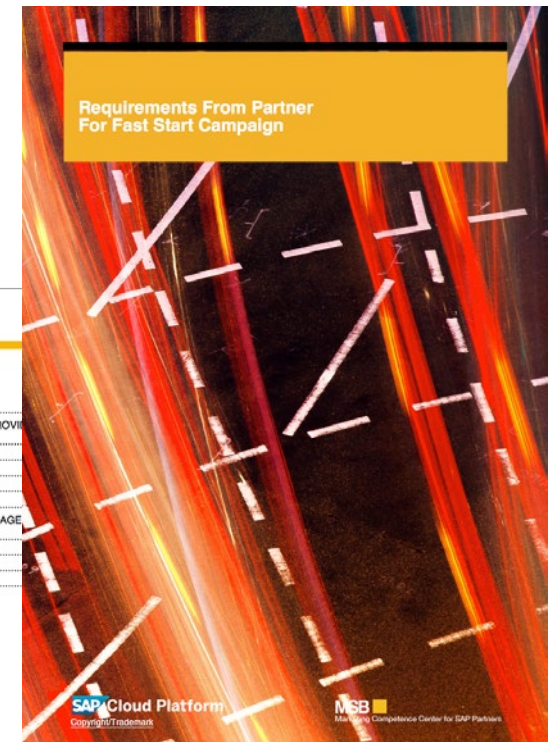
MSB CC Fast Start
Campaign

[Access requirements document.](#)

**What do we Need From
You?**

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Fast Start Specials

Fast Start Specials

Data Profiling and
Telemarketing

The E-book and E-book
Publisher Combo

Virtual Reality

Virtual Reality Goggles

To enhance your campaign, there are a range of special extras to drive traffic to your landing page. The following pages will provide greater insight into these recommended packages.

- Data Profiling and Telemarketing:
Starting from €5,000.00
<https://msbcompetencecenter.com/products/crm-cleaner-with-precision-profiling>
- The E-book and E-book Publisher Combo:
Starting from €10,759.00
<https://msbcompetencecenter.com/products/e-book-8-pages-e-book-publisher>
- Virtual Reality:
Starting from €7,119.00
<https://msbcompetencecenter.com/products/sap-co-branded-virtual-reality-program>
- Virtual Reality Goggles POA
<https://msbcompetencecenter.com/products/branded-smart-phone-vr-goggles-g01>

In addition, to support your Demand Generation activities, you can add other packages from the MSB Competence Center www.msbcompetencecenter.com

Your MSB expert can also help you design a package which can meet your exact requirements. See [How do I Get Started?](#)

Data Profiling and Telemarketing

Fast Start Specials

Data Profiling and Telemarketing

The E-book and E-book
Publisher Combo

Virtual Reality

Virtual Reality Goggles

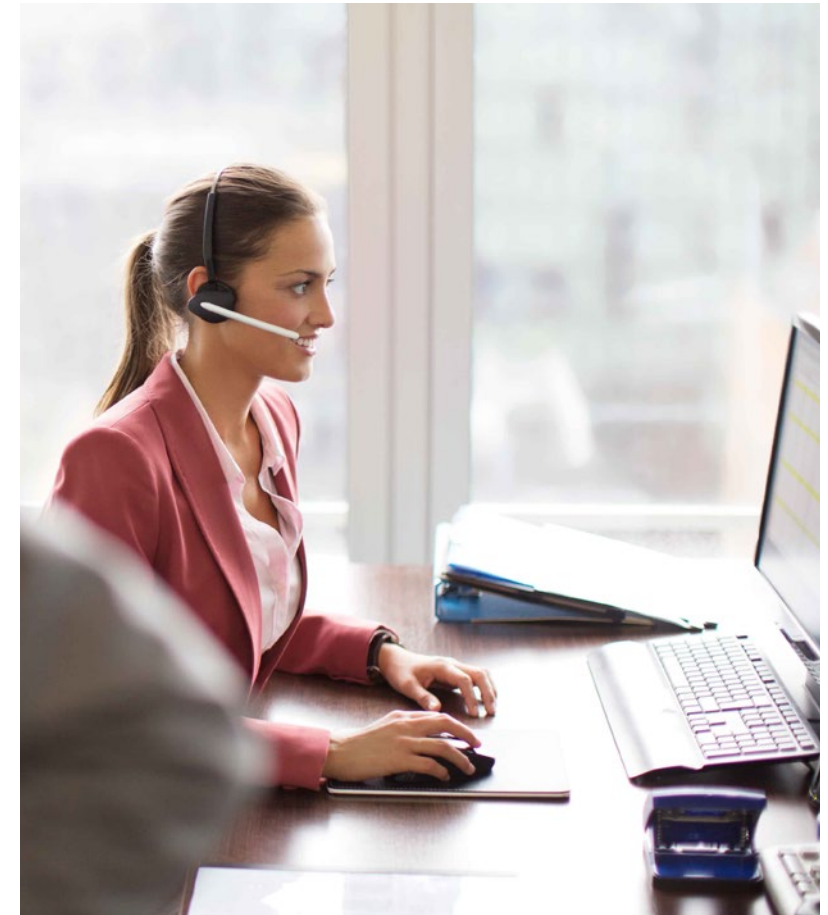
Data Profiling transforms your old CRM data to fresh new campaign data that is 90%+ accurate. Our team will clean, enhance, and add fresh new contact information to your CRM data, enabling you to provide new business sales teams with consistent, clean target data every month and reduce wasted sales time.

Lead generation or appointment setting packages help you to win new clients and reactivate passive clients. We cover cross selling and upselling, the development of existing clients, and gathering valuable information to enhance market knowledge.

Starting Price €5,000.00

Visit the MSB CC to find out more

<https://msbcompetencecenter.com/products/crm-cleaner-with-precision-profiling>



The E-book and E-book Publisher Combo

Fast Start Specials

Data Profiling and
Telemarketing

**The E-book and E-book
Publisher Combo**

Virtual Reality

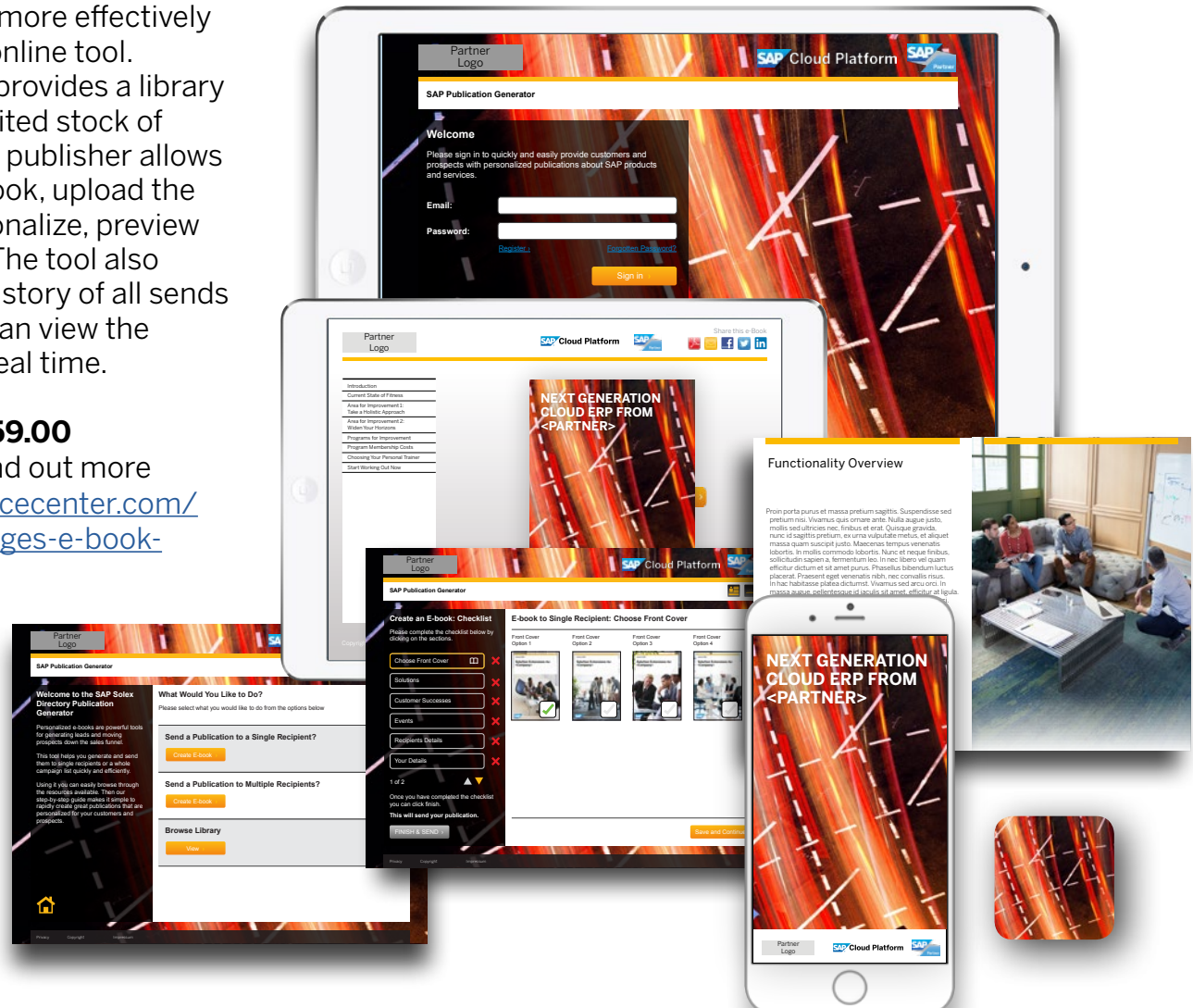
Virtual Reality Goggles

Manage your e-books more effectively with this easy-to-use online tool. The E-book Publisher provides a library that can hold an unlimited stock of e-books. The checklist publisher allows you to select your e-book, upload the recipient details, personalize, preview the e-book and send. The tool also provides an account history of all sends and reporting so you can view the recipient's actions in real time.

Starting Price €10,759.00

Visit the MSB CC to find out more

<https://msbcompetencecenter.com/products/e-book-8-pages-e-book-publisher>



To find out more visit the
[MSB Competence Center](https://msbcompetencecenter.com)



Virtual Reality

Fast Start Specials

Data Profiling and
Telemarketing

The E-book and E-book
Publisher Combo

Virtual Reality

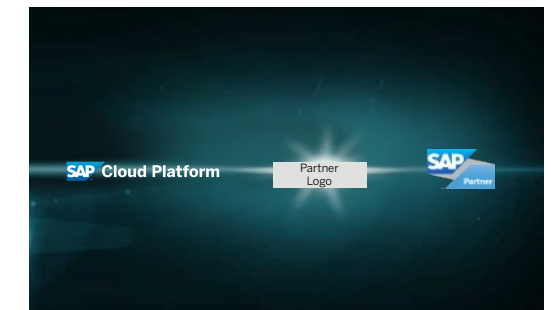
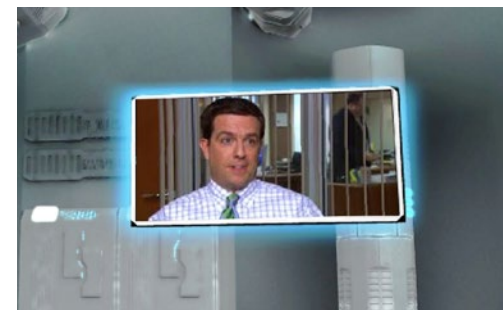
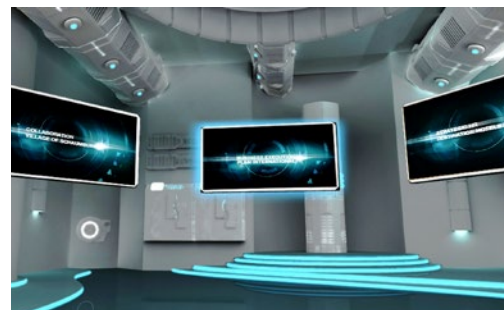
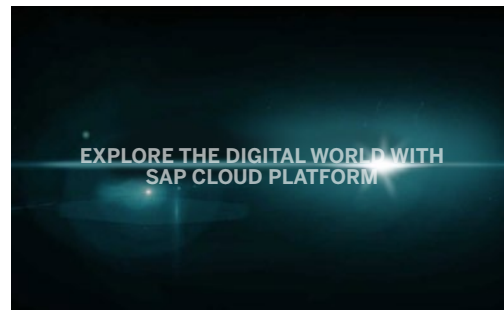
Virtual Reality Goggles

Amaze your customers with a Virtual Reality experience branded with your preferred name and logo. This is an existing SAP VR application that can be amended to include up to six of your customer reference or solution videos.

Starting Price €7,119.00

Visit the MSB CC to find out more

<https://msbcompetencecenter.com/products/sap-co-branded-virtual-reality-program>



Virtual Reality Goggles

Fast Start Specials

Data Profiling and
Telemarketing

The E-book and E-book
Publisher Combo

Virtual Reality

Virtual Reality Goggles

If you are interested in incorporating Virtual Reality into your business and have produced a 360-degree film, then our branded VR Goggles are the perfect promotional tool to boost your brand. Compatible with the majority of smartphones, our VR Goggles are perfect for events or marketing campaigns.

Starting Price €POA

Visit the MSB CC to find out more

[https://msbcompetencecenter.com/
products/branded-smart-phone-vr-
goggles-g01](https://msbcompetencecenter.com/products/branded-smart-phone-vr-goggles-g01)



Where do I Get the Campaigns From?

Where do I Get the Campaigns From?

How to Purchase With
Your Market Development
Funds (MDF)

Contact Us

Fast Start Campaigns are available from the [MSB Competence Center](https://www.msbcompetencecenter.com), where you will also find:

- Over 100 other marketing packages that are eligible for MDF funding
- Marketing packages sourced from international agencies with a proven track record

Using these packages you can augment the Fast Start Campaigns to create comprehensive marketing initiatives that cover all media channels.

Visit the MSB Competence Center now at www.msbcompetencecenter.com



How to Purchase With Your Market Development Funds

Where do I Get the
Campaigns From?

How to Purchase With Your Market Development Funds (MDF)

Contact Us

The **SAP Market Development Funds Program (MDF)** is a **pay-back model** whereby you get a percentage reimbursement after you've completed your activity and paid for the activity up front.

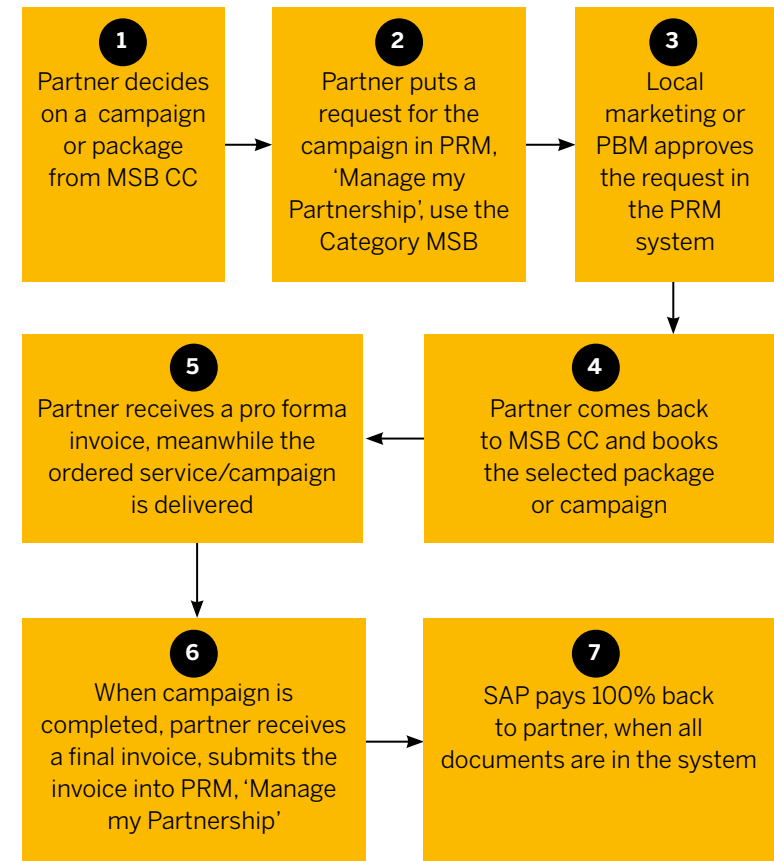
Step 1. To apply for your MDF refund for packages within the MSB Competence Center please ensure to first submit your 'MDF activity request for approval' via Manage my Partnership (MMP). (Here you will be able to view your MDF balance, request usage of funds, and get approval).

Ensure you get approval, where applicable, for the full cost i.e. inclusive of delivery. Delivery charges may be shown elsewhere on the [MSB Competence Center](#).

You may wish to discuss your planned activity directly with your local SAP Marketing contact beforehand.

Step 2. After the approval of your MDF activity request, **Order & Pay** for your selected package(s) within the **MSB Competence Center**. NB. There are two payment options available, PayPal and an 'offline payment' which is via an invoice.

Step 3. Submit the [MSB Competence Center](#) package invoice(s) to SAP for reimbursement.



* SAP will not reimburse any external supplier or vendor directly

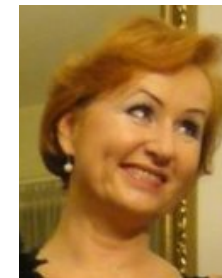
Contact Us

If you have questions, or need more information about the Fast Start Campaigns and their associate packages, please don't hesitate to get in touch, and we'll get right back to you.



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Visit the [MSB Competence Center](#) to find out more.



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National product specifications may vary.

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