



RAINMAKER PARTNERS®



e-Mail Marketing, List Append & eCOA Services

B2B Customer Acquisition and Relationship Management

RAINMAKER *e*Reach SOLUTIONS

***e*SEGMENT**

TARGET YOUR KEY DECISION MAKERS WITHIN YOUR TARGET MARKETS

***e*DESIGN**

CREATIVE AND COPY DEVELOPMENT OF E-MAIL, FAXES, NEWSLETTERS AND WEBSITES

***e*MAIL**

TURNKEY E-MAIL AND FAX PROGRAM DEVELOPMENT AND EXECUTION COMPLETE WITH 360° ANALYTICS

***e*FOLLOW**

TELEMARKETING DATABASE FOLLOW-UP

***e*OPT**

OPT-IN/OPT-OUT DATABASE MANAGEMENT SERVICES

***e*NRICH**

LIST APPEND, ECOA AND DATABASE ENRICHMENT OF YOUR EXISTING CUSTOMER AND PROSPECT DATABASES

INTERACTIVE B2B DATABASE MARKETING FOR CUSTOMER ACQUISITION AND RETENTION

RAINMAKER **eREACH** SOLUTIONS

TARGETED INTERACTIVE SALES AND MARKETING TOOLS FOR BUSINESS TO BUSINESS PROFESSIONALS

Rainmaker Partners' eReach is the only solution for B2B sales and marketing organizations who wish to use the power of the internet to proactively target and communicate with prospects and customers within their niche markets.

WHY B2B COMPANIES ARE TURNING TO INTERACTIVE MARKETING TO GENERATE LEADS, FILL PIPELINES AND DRIVE REVENUES

Facing the challenge of accelerating or even maintaining revenue growth in today's uncertain market can be a daunting challenge. Increasingly companies are asking their marketing departments to focus on pipeline development, lead generation and revenues vs. branding and public relations

Simultaneously, marketing departments are being asked to work with fewer resources both in terms of financial and human capital. These organizations are challenged to find the fastest and most cost effective means to deliver their message to their targeted prospects and customers to deliver leads and revenues in the short term. If you belong to such an organization, you probably are experiencing a number of challenges. For example;

- Can you target and profile your prospects and customers to deliver a highly targeted promotions and content?
- Do you find it hard to generate enough qualified leads through your marketing programs?
- Do you find it difficult to drive new leads through the pipeline to closure?
- Does it take weeks or months to execute a marketing campaign?
- Is it impossible to measure the impressions a campaign makes or the revenue it generates?

To cost effectively jump start lead generation, pipeline development and revenue creation companies are turning to Rainmaker Partners for their unique interactive database marketing capabilities.

RAINMAKER PARTNERS IS THE LEADING PROVIDER OF B2B DATABASE AND INTERACTIVE MARKETING PRODUCTS AND SERVICES.

Looking for cost effective ways to drive leads, build pipelines and close new business to business (B2B) sales?

Rainmaker Partners, specialists in Interactive Marketing for B2B technology companies, can help you use the internet to pro-actively market your company's products and services to a surgically precise target market of qualified buyers.

Through the power of **eSegment** we can help you target the right decision makers within your target market, utilizing **eFollow** for telemarketing and qualifying leads thus driving pipeline development.

Our **eDesign** services can develop targeted creatives and content for your web-site, e-mail and fax campaigns, newsletters and announcements.

Our **eMail** Campaigns are less expensive than direct mail or mass media with many times the readership rate and all of the interaction and follow up capabilities that direct mail cannot provide.

Rainmaker's **eOpt** solution allows you to outsource the sometimes daunting challenge of opt-in/opt-out database management.

eNrich provides you with solutions to enrich your customer and prospect databases with new contacts and fields to further enhance your ability to penetrate, cross sell and up sell within new and existing accounts.

Rainmaker **eReach** solution set empowers you to drive pipeline development and immediate revenue growth.

[Inquire about Rainmaker's eReach Solutions today!](#)

WHAT IF YOU COULD LAUNCH CAMPAIGNS AT YOUR TARGET MARKET DECISION MAKERS AND FILL YOUR PIPELINE FOR LESS THAN THE COST OF POSTAGE?

RAINMAKER eSEGMENT

Rainmaker aggregates data from comprehensive databases that track hundreds of thousands of companies in North America to develop your targeted e-mail, fax and tele-marketing lists.

Our consultants will work with you utilizing all of your available demographic data to define your market by Industry, SIC code, functional buyers such as CEO, VP of Sales, VP of Engineering, and CFO, geographies such as state, province or region. Upon completion we will draw upon our database sources and generate the appropriate segmented database complete with e-mail address, fax number, company address and contact information

Opt-In consumer databases are long on numbers and management requirements and short on focus and results. These lists cannot effectively target your markets forcing you to spend money marketing to the general public...rather than your targeted buyers. This approach to eMail marketing is akin to bonded direct mail houses. You must trust that the message went out to the market you desired and hope for results.

RAINMAKER CAN SEGMENT COMPANIES BASED UPON:

- ANNUAL REVENUES
- NUMBER OF EMPLOYEES
- INDUSTRY
- GEOGRAPHY
- OWNERSHIP

RAINMAKER CAN IDENTIFY "C" LEVEL EXECUTIVES AND VP'S IN THE FOLLOWING AREAS:

- CEO
- COO/PRESIDENT
- OPERATIONS
- FINANCE
- MANUFACTURING
- HUMAN RESOURCES
- MARKETING
- ENGINEERING
- SALES
- ADMINISTRATION
- R&D
- AND MANY MORE...

RAINMAKER PROVIDES CLIENTS WITH THE FOLLOWING INFORMATION FOR THEIR PARTICULAR DATABASE SEGMENT TELEMARKETING FOLLOW-UP:

- NAME
- TITLE
- EMAIL ADDRESS
- PHONE NUMBER
- FAX NUMBER
- ADDRESS 1
- ADDRESS 2
- CITY
- STATE
- ZIP
- URL/WEBSITE
- INDUSTRY
- SIC CODE*
- FISCAL YEAR END*
- PARENT (IF ANY)*
- ANNUAL REVENUES*
- # OF EMPLOYEES

RAINMAKER eFOLLOW

Rainmaker is unique in the B2B Interactive Marketing space. While there are very few firms that cater to interactive and e-mail marketing for B2B companies, no firm provides the detailed follow-up capabilities that Rainmaker provides.

Business to Business revenues and transactions are not created from advertising and promotion alone. E-Mail, Print Ads, Direct Mail and other forms of promotion simply will not sell your product without follow-up from your sales organization.

Well conceived, targeted and executed marketing campaigns are only the first step. With Rainmaker as your Marketing partner our senior level Business Development Representatives will provide your salespeople with qualified leads of motivated buyers.

Or if desired, we can provide real time appointment setting services for face to face or web based presentation all tied together and supported by industry leading Sales Force Automation and scheduling applications.



DO YOU WANT TO REACH YOUR CUSTOMERS AND PROSPECTS WITH HIGH QUALITY, BRANDED MARKETING CAMPAIGNS AND WEB PRESENCE?

RAINMAKER eDESIGN

Rainmaker **eDesign** services offers a complete range of collateral, e-mail, fax and web design and development, services to help our clients build and upgrade their interactive marketing capabilities and online presence:

- Strategy
- Creative Development
- Targeted Content Development
- Web Consulting, Design and Development
- Complete Interactive Marketing Outsourcing

Our designs and copy are crisp and professional, efficient and compelling. We utilize an extensive database of hundreds of thousands of high resolution photographs and the highest quality photo objects to convey the message you want to appeal to your target markets.

Rainmaker can engage on projects as large as complete web-site design or scoop-to-nuts turn key Interactive Marketing programs to discrete collateral or e-mail design projects.

Regardless of the scope, Rainmaker is committed to saving our clients time and money. We accomplish this by applying our Interactive Marketing experience and Web expertise and tailoring our proven processes — in practical ways — to meet each client's specific needs.

UTILIZE RAINMAKER eDESIGN SERVICES TO PRODUCE MARKETING MATERIALS SUCH AS:

- INTERACTIVE E-MAIL CAMPAIGNS
- WEB-SITES
- ECOMMERCE SITES
- FAX CAMPAIGNS
- PRODUCT ANNOUNCEMENTS
- PRESS RELEASES
- NEWSLETTERS
- PROMOTIONS
- WEBINARS
- INVITATIONS
- SERVICE RENEWALS
- SEMINAR AND MEETING ANNOUNCEMENTS
- USER GROUP NOTICES
- FLYERS
- REDEMPTION COUPONS



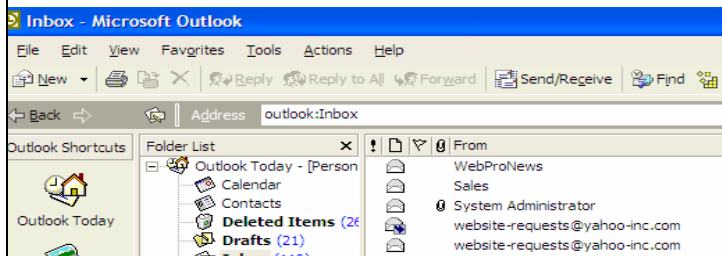
RAINMAKER PROVIDES CLIENTS WITH THE FOLLOWING ANALYTICS FOLLOWING EMAIL CAMPAIGNS

AGGREGATE TOTALS

- TOTAL RECIPIENTS
- TOTAL OPENED
- CLICKED THROUGH
- REPLIES
- UNSUBSCRIBES
- CLICK THROUGH BY URL/DAY

DISCRETE NAMES OF

- WHO OPENED
- UNSUBSCRIBES
- HARD BOUNCES
- SOFT BOUNCES
- WHO CLICKED THROUGH
- WHO REPLIED



RAINMAKER eMAIL

There are so many compelling reasons to use email as a marketing vehicle — time savings, cost savings and measurability, just to name a few.

Upon completion of the Rainmaker **eSegment** and **eDesign** phases, Rainmaker will launch customized and personalized e-mail(s) to the selected database segment(s), providing you with detailed analytics for your **eFollow** up.

Rainmaker launches e-mails in HTML format but also provided text based messages to recipients who cannot read HTML messages.

In addition, Rainmaker can integrate client supplied e-mail databases into its own segmentation. Rainmaker also provides fax distribution capabilities separate to or in conjunction with targeted interactive e-mail campaigns

HAS YOUR CUSTOMER AND PROSPECT DATABASE MANAGEMENT CHORES GOTTEN OUT OF HAND?

RAINMAKER eOPT

While the internet represents enormous potential for delivering marketing messages faster, less expensively and more flexibly than other mediums it also demands a great responsibility for acting conscientiously to preserve the privacy of your customers. A carefully worded and stringently executed permission program for delivering additional internal or external sales messages to your prospects and customers is a must...

Rainmaker Partners **eOpt** services can help you design, execute and manage an opt-in or opt-out program that meets or exceeds the evolving standards of web privacy initiatives. We are committed to supporting the continuing development of interactive commerce while encouraging voluntary compliance with privacy guidelines to maintain a free, open and minimally regulated environment for B2B Sales and Marketing professionals.

In addition, Rainmaker can synchronize your e-mail database with popular CRM systems such as Salesforce.com to make sure all users have current and timely information.



ENHANCE YOUR CUSTOMER AND PROSPECT DATABASES BY ADDING THE FOLLOWING:

- EMAIL ADDRESSES
- PHONE NUMBERS
- FAX NUMBERS
- ADDITIONAL CONTACTS
- SIC CODES AND MANY MORE

OUR CAN SPAM & PRIVACY POLICY

Rainmaker Partners in full compliance with the CAN SPAM Act of 2003 values a businessperson's right to ePrivacy and strongly supports the **DMA's** (Direct Marketing Association) guidelines for responsible marketing. We only provide our **eSegment** and **eMail** Product and Service offerings to prospects and clients who meet the following criteria:

- They are a business engaged primarily in selling to other businesses and they intend to market their products and services in a professional and personalized manner
- They have demonstrated to Rainmaker Partners the pertinent nature of their products and services to the database segment and functional contacts they wish to market to.
- They agree to not share any addresses or other contact information they may obtain with any other organization or affiliate for any reason

Once a recipient un-subscribes, the recipient will no longer receive any offers or communications from Rainmaker Partners.

RAINMAKER eNRICH

Have you built a sizeable database of customers and prospects over the years but lack important capabilities such as the ability to identify other decision makers within the account or have incomplete information that does not include e-mail addresses, etc?

Rainmaker's **eNrich List Append and eCOA** service can complete the missing links in your database for efficient and cost effective communications, customer acquisition and cross/up selling activities.

A Rainmaker Partners consultant can confidentially analyze your customer and prospect databases and put together a plan to cleanse and augment your databases to meet your individual needs.

eNrich provides you with solutions to enhance your customer and prospect databases with new contacts and fields to increase your ability to penetrate, cross sell and up sell within new and existing accounts.

RAINMAKER eREACH SOLUTIONS

TARGETED INTERACTIVE SALES AND MARKETING TOOLS FOR BUSINESS TO BUSINESS PROFESSIONALS

eReach provides B2B sales and marketing organizations with the **only** solution for low cost/high impact revenue generation, pipeline development and communication programs with prospects and customers within their niche markets.

Compare Rainmaker Partners to other conventional and on-line marketing firms:

Scope:	Rainmaker Partners	DoubleClick DartMAIL	247Mail	HarteHanks Market Intelligence	Hoover's Pro Plus	One Source	Naviant (Equifax)	Experian
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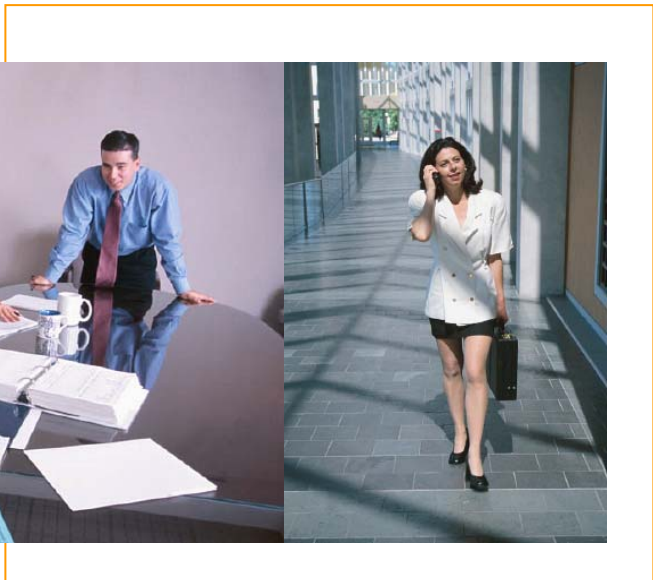
Maintains DB of 100's of 000's of Businesses	Yes	Yes	No	Yes	Yes	Yes	No	No
Tracks Physical Addresses?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Tracks e-mail addresses?	Yes	No	Yes	Yes	No	No	Yes *	Yes *
Target's Businesses not Consumers	Yes	Yes	No	Yes	Yes	Yes	No	No
Tracks "C" and VP Level Executives	Yes	Yes	No	Yes	Yes	Yes	No	No

Provides:

Turnkey E-mail Blasts	Yes	No	Yes	Yes	No	No	Yes *	Yes *
Turnkey creative and content design svcs?	Yes	No	No	No	No	No	Yes*	No
Click through aggregate statistics	Yes	No	Yes	No	No	No	Yes*	Yes
Discrete names of email opens	Yes	No	No	No	No	No	No	No
Discrete names of email click-thrus?	Yes	No	No	No	No	No	No	No
Provides Telemarketing and Appointment Setting Services	Yes	No	No	No	No	No	No	No

NOTES:

* CONSUMER ADRESSES ONLY



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