

PROMOTIONS FOR FINANCIAL PLANNERS / INSURANCE

Situation – Financial planners and insurance companies regularly conduct seminars to educate potential customers to their products and benefits. At the conclusion of seminar, attendees receive a branded thank you gift.

Promotion – Audiobook Download Cards deliver results.

- Drive prospective customers to the planner's website.
- Custom survey feature captures vital contact information and preliminary lead qualification.
- \$20 value, promotionally priced.



Audiobook Listeners are:

- College-educated – 88%
- Average income – \$50,000+
- Average age – 40+

An ideal target audience for planners!

\$20 Value, Promotionally Priced:

AUDIOBOOK DOWNLOAD CARD PRICING					
	500	1,000	2,500	5,000	10,000
I-Audiobook Download	\$4.99	\$4.79	\$4.49	\$4.29	\$3.99

Call for quote over 5,000. 5D

HOW THE PROMOTION WORKS

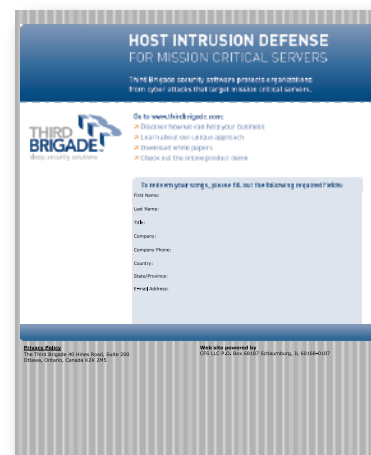
Step 1 – The Custom Card – Customize the front with your marketing message.

Step 2 – Drive Web Traffic – Potential customers start the redemption process by going to your web page.

- Your web address is printed on the custom card's back.
- Potential customers, link from your web page to the audiobook store to redeem their gift.
- Adding the link is simple, quick (under 5-minutes), and FREE.

Step 3 – Custom Survey (optional) – Collect contact and lead qualification information.

- Data collection is quick, easy to complete, and inexpensive (only \$400F). Simply provide the questions for the survey and we will handle the set up, data capture, and reporting.
- Completion of the survey can be made optional or mandatory for the card holder to download their free audiobook.



Step 4 – The Reward – Potential customers select from more than 65,000 top-selling book titles, including classic novels, mysteries, romance, business books ...