

REAL ESTATE PROMOTIONS

Situation – Real estate agents who want to prosper in today’s economic environment need to increase their market share and lead generation is the first step. Agents who are looking to developing cost-effective lead generation promotions, that stand out from the crowd are increasingly turning to digital promotions.

Promotion - Real estate agent’s have successfully used the music and audiobook download cards as a prospecting vehicle.

- Drive prospective customers to the agent’s web page.
- Capture contact information and preliminary lead qualification.
- Provide a high-value, low-cost gift.

How the Promotion Works

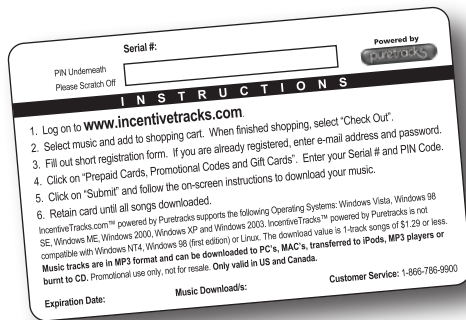
Step 1 – The Custom Card – Turn your business card into a music download or audiobook download card.

- Custom printed with a four-color process on a 30-mil plastic (same thickness as credit card). Guaranteed to make your business card stand out.
- The custom cards are light-weight making and compact to ensure they are available when you meet the right prospect.



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

- Agent’s web address is printed on the custom card’s back.
- Potential customers, link from the agent’s web page to the music or audiobook store to redeem their gift.
- Adding the link to the agent’s web page is simple, quick (less than 5 minutes), and free.



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

- Data collection is quick, easy to complete, and inexpensive to set up and administer. Simply provide the questions for the survey and we will handle the set up, data capture, and reporting.
- Data collection can be made optional or mandatory in order for the cardholder to download their free music or audiobook



Step 4 – The Reward – Potential customer (who have been rewarded with music) select from over 3.5 million songs to download to their iPod, MP3 Player, or Cell Phone. Customer’s who have been rewarded with audiobooks, select from over 60,000 top-selling book titles.

