



Introducing the "Home for the Holidays" Digital Marketing Promotion



What is the Home for the Holidays Promotion?

"Home" for the Holidays" is a digital marketing promotional campaign that will award a grand prize winner, mortgage payments or rent for an entire year. (Up to \$15,000)



Fans will be driven to participate by being a part of a demographically precise, comprehensive, digital advertising campaign comprised of deeply targeted Facebook and Instagram advertising.

Email marketing to those who have opted in is also a major part of the overall campaign.



Why Should This Matter To Me?



Do You Need **Highly Relevant** Leads For Your Business?

"Home" for the Holidays" will generate as many as **10,000** or more entries with full contact information. The entrants are giving **SPECIFIC** permission to be marketed to as a condition of entry.

Could you use 10,000 or so new, warm leads who are in your target demographic audience?

All though this promotion is designed to be national in scope, we can tailor leads geographically. Obviously the lead volume would be less if geographically restricted.

However, demographically, the leads will still be highly targeted and relevant.

It's All About The Target Audience!



Anybody can "market" to a very broad and highly irrelevant audience on the digital networks. But then you end up with a large amount of useless leads. In my opinion, that's a huge waste of money, resources and manpower.



Instead, we use the proven proprietary methods of demographic targeting that generate those leads which are relevant to **YOUR** business.

These are the same methods that helped us to receive a Facebook Partner Agency designation.



The Details Of The Target Audience!

21,000,000+

homeowners and upwardly mobile renters

25-54

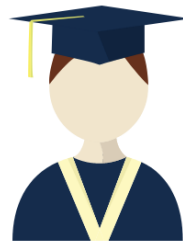
primary age group we will be targeting (but we can custom the age grouping to your objectives)

57%



surprisingly, this target demo skews Female

68%



are college graduates



Home FOR
THE Holidays



“Your big opportunity may be right where you are now.”
- Napoleon Hill

This promotion is more engaging than a television commercial, more penetrating than an ad in a local newspaper. And most importantly, you will be able to market to the participants on an ongoing basis. The opportunity here survives the expiration of a traditional advertising campaign.

The Opportunity We're Offering To You

The following aspects of the promotion are included in your participation opportunity.



You will receive the full contact information as provided by each participant entry. The first name, last name, email address, and phone number are **required** for each entry.

10,000+

we expect to receive in excess of 10,000 entries that will be provided to you

in addition you will receive the following:

As you read through some of these additional benefits, you will clearly see the difference between our promotions versus traditional advertising.

If you need an explanation as to how to deploy and implement the items shown on the next page AND how to utilize the data obtained from the promotion, we can help.



Coupon Redirect: Immediately upon entering to win, a redirect coupon can be shown to EVERY entry. This provides for our clients to make an offer while the participant is still in the promotional funnel.



Welcome Email: The software that we utilize to run the promotion sends out an email to confirm the participant's entry. As a client, we can include an offer to be embedded.



Bonus Entry Integration: The software that we utilize to run the promotion allows each entrant to "earn" bonus entries that increases their chances of winning. Below are all of the ways that a registrant can increase their chances for winning which adds potential virality to the entire campaign.



Liking your Facebook page



Follow you on Twitter



Follow you on Instagram



Subscribe to your YouTube Channel



Direct to a lead gen survey



Drive traffic to your website



I'd welcome the opportunity to speak with you directly regarding your participation in this promotion.

Please feel free to give me a call at 954-804-9630 or you can [click here](#) to send me an email.

- Barry Cunningham