

# Win FREE Digital Marketing!!

The goal of this initiative is to create interest and educate potential clients on the power and benefits of digital advertising. This will be done through needs analysis meetings and free marketing campaigns to our winners. We will strive to show success to the clients who do win, in order to attain renewals and revenue after their trial period.

- 1) Sales representatives will gather 100 e-mail addresses each of potential digital tactics clients to be compiled into an e-mail database. E-mail address information will be input into a Google Spreadsheet, available on the Drive, by each rep. Due by January 31, 2020.
- 2) Record-Eagle will launch an e-mail campaign (2 days/week) and a house advertising campaign on February 3rd to promote the digital marketing contest. Promotion campaign will end on February 21st. Promotion will state:
  - Grand Prize Winners: 3 winners will each receive \$3,000 in FREE custom digital marketing, run by our experts.
  - Entry Prize: Every contest participant will receive a free 30-minute consultation with one of our digital marketing experts. Once they've completed the CNA we will enter their name into the contest.
  - Let us help you bring in 2020 with FREE digital marketing!
  - Email [mfuller@record-eagle.com](mailto:mfuller@record-eagle.com) to schedule your consultation.
- 3) CNA's must be completed by Friday, April 17<sup>th</sup> to qualify for contest.
- 4) Record-Eagle will draw the Grand Prize Winners on Friday, April 17<sup>th</sup>.
- 5) *If the client is interested in purchasing their proposed digital tactics before contest end, they can buy and we will add on 3 months to the end of their campaign for free.*

*\*Terms & Conditions for Official Rules\**