

Sneeringer Associates

"We BRING You Business, While You RUN Your Business"



Specializing in Social Media and Viral Marketing

"Let's Make Your Local Business
The Talk Of The Town"

With My

Viral Marketing System

Get Hundreds Of New Customers Every Month
Current Customers Visit More Often
Lower Your Current Marketing Costs

Viral Marketing System

My Viral Marketing System will create a **real asset** for your business. It will help you to attract new customers, as well as entice your existing customers to spend money with you, more frequently.

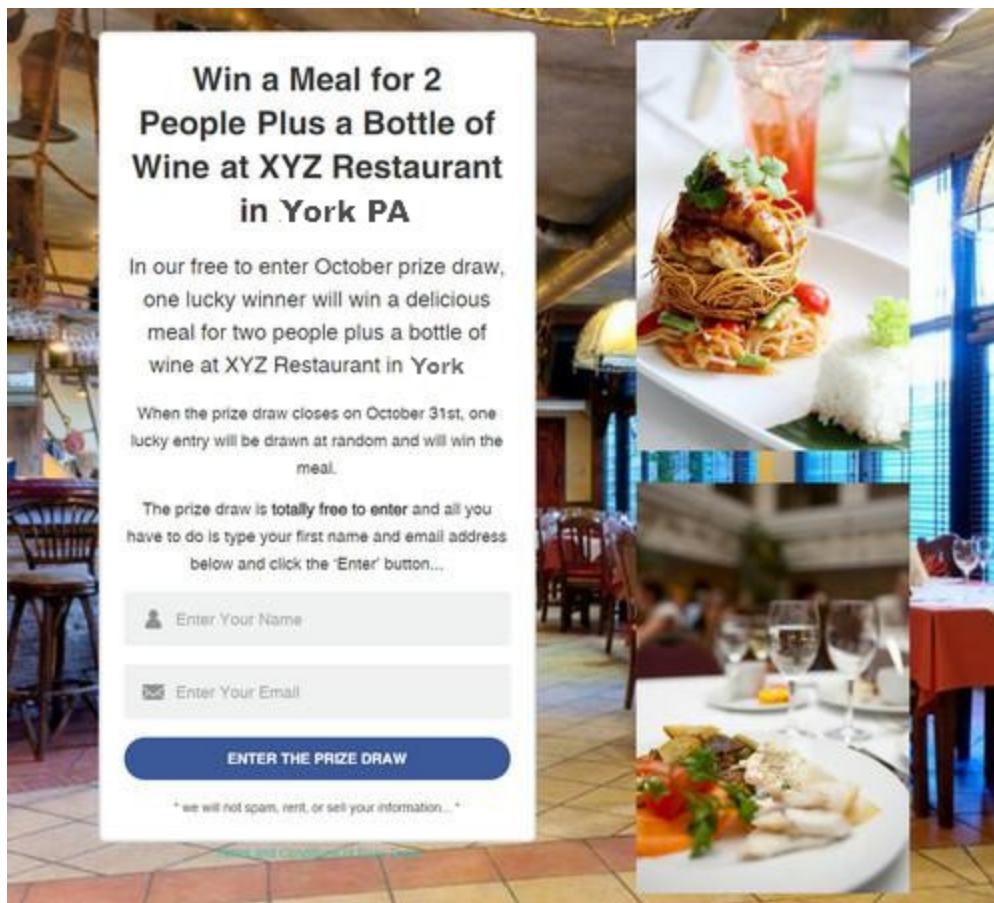
The three components that are essential for the system to work are an email list, my Viral Prize Draw Software to exponentially build that list big and fast, and a Text Messaging Platform to keep customers coming back more often.

Keep in mind, an email list can only make a notable sales impact if there are lots of people on it, people who are highly targeted prospects for your business. And that is exactly what my software will help us do, **quickly** build a large email list of customers *and potential customers*.

Here's how it works...

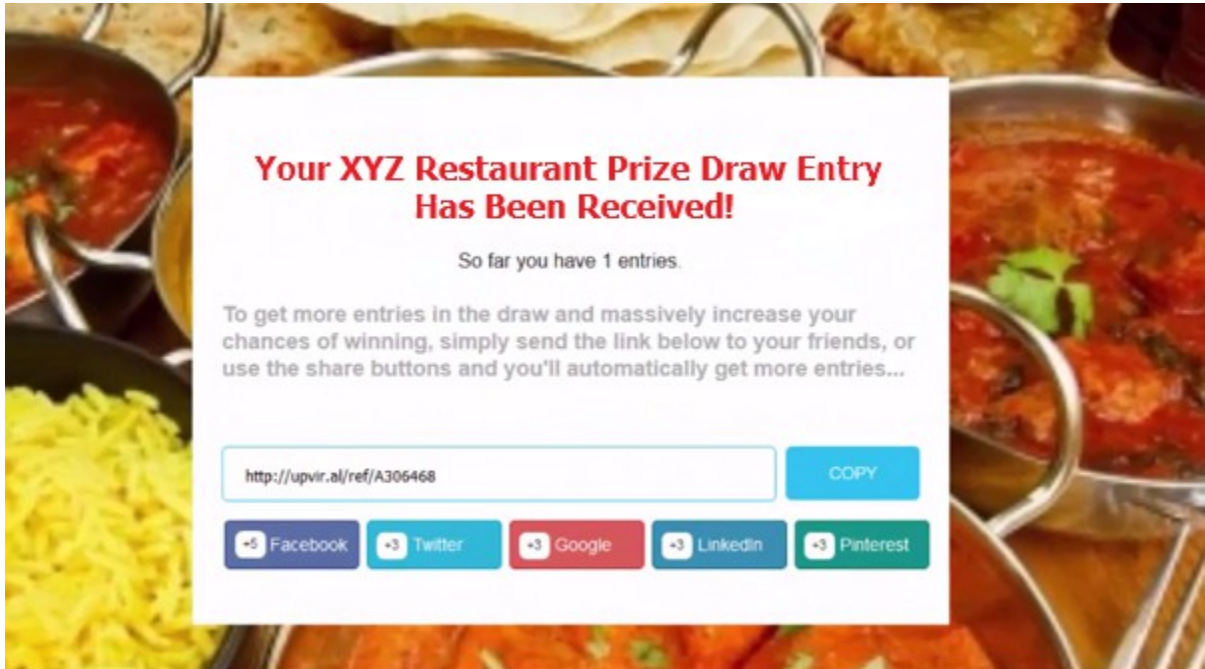
First, we'll promote a prize through my Viral prize Draw Software. You will choose the prize we offer, but it has to be something impacting so that people will get excited about it enough to want to tell all their social media friends.

Then, I'll create an attractive looking entry page for the draw. The image below is an example of a draw for a restaurant in York, PA...



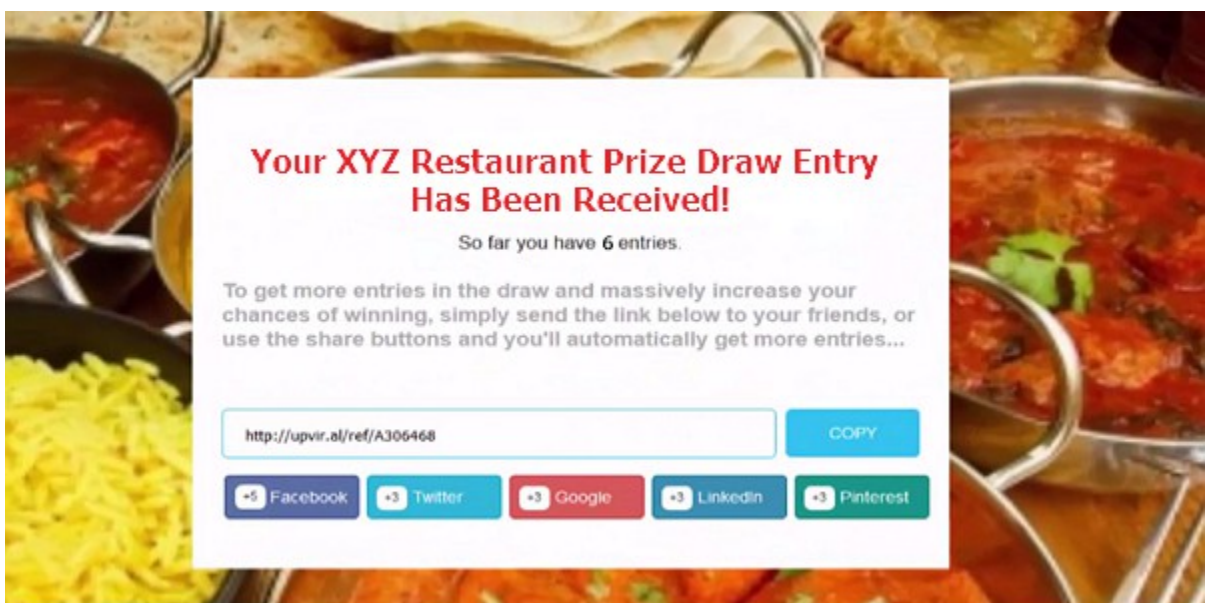
After they click the enter button, it **automatically adds them to your email list.**

From there, it takes them to a page where the magic of the software starts to happen! The image below is an example of a page they are sent to...



This page gives them the opportunity to get more entries in the draw, and increase their own chances of winning the prize, by simply sharing the draw through email, or online through social media like Facebook, Twitter etc. *(Facebook gives them 5 more chances instead of 3 because we want them to be sure to share it on Facebook)*

Let's say they click the Facebook Button and share the Prize Draw to their hundreds of friends. After they do that, they see the same type of page, except they now have 6 total entries in the contest! (example image below)



Most people will want to increase their chances of winning and so they use the social buttons to share the draw.

This causes a viral effect because people share the draw, which means more people see, enter and share...and so on. It is not unusual for one Viral Prize Draw to build a list of 300, 500 or even 1000+ people. These are people who live in your area that will eventually do business with you!

It's important to remember...while all of this is going on, your business name is being spread across social media channels, and as a result, is front and center in peoples minds!

And this is just the beginning...

As I stated earlier, each person who enters is another person added to your email list, and it's what can be done with that list that is truly powerful and valuable!

An email list is like gold because you can use it to increase your revenue with the click of your mouse by sending out a newsletter to entice them to visit you *when your business is usually at its quietest times.*

But more importantly, we will use the Email List as a bridge to get them on your Text Message Marketing List.

Why Text Message Marketing?

Statistics below are big reasons why...

- The average mobile phone user checks his phone 150 times a day.
- Consumers read 95% of all text messages within 3 minutes of receiving them, which renders SMS marketing ideal for real time campaigns, i.e. when it is important to take action in a short frame of time. Flash sales, one time offers, contests have high response rates when executed using SMS.
- Unsubscribe rates are lower with SMS than with email.
- Redemption rates for offers distributed via SMS are 6-8 times higher than for offers distributed via other channels such as email or social media.

The first email they receive when they are added to your email list, the "Thank You Email", will include something to entice them to join your *Text Message List*, or as I like to refer to it as, "*The VIP Club*" because everyone likes to be referred to as a VIP.

This list is a very powerful tool for further increasing your revenue. Here are some examples...

Let's say you are a restaurant and it's Monday afternoon. Knowing that Monday through Wednesday are slow nights, you could send out a text and offer a discount if they come to dine those next three evenings.

Suppose you own a Hair Salon and when you review your appointment book for the day you see a lot of empty time slots. Send out a text with a "20% off coupon" that is good for that day only.

Maybe you own a retail store and there is a certain item you are overstocked on. Shoot out a text for a "Flash Sale" or "One Time Offer" on that item.

The ideas are endless for converting a Text Marketing List into instant revenue!

The best way to utilize the two lists are to use your email list for communication that is NOT time sensitive, and your text list for time sensitive communications.

What is Your Investment for the Viral Marketing System?

With my full done-for-you system, I not only set up your viral prize draws but also look after the monthly management of both your email and text lists, as well as the sending out of all of your messages and newsletters. This includes all of the following...

Initial Setup

- Set up of your email list system.
- Set up of your first prize draw with my Viral Prize Draw Software.
- Create Newsletter Template
- Create Graphics
- Set up your Text Platform, Including associated texting costs.

Fully Managed Monthly Newsletters

The system also includes the creating and sending of up to 4 emails/newsletters and 4 texts each month, in addition to the sending of the new prize draw announcement. Simply tell me what you want to include in the newsletters.

As an example, your monthly newsletter could include offers to attract customers at times when you're normally quietest, details of special events, new products or other news from your business. Anything that will keep **your** business in your customer's mind and tempt them to buy from you rather than one of your competitors.

So every month my Done-For-You Viral Marketing System includes...

- Create and implement one monthly Viral Prize Draw.
- Sending emails/newsletters to your list (up to 4 per month) in addition to the prize draw notification email. You simply send the wording and any images to me and I will format the newsletter and send it to your ever growing list (after you approve the proof copy of course).
- Ongoing management of your email list, including all monthly email software costs.
- All associated costs for the Viral Prize Draw Software
- All associated costs for the text platform, includes up to 4 texts per month.

Your total investment per month is just \$100. (At the outset it's **FREE** until 50 new people are added to your email list)

This low monthly cost covers a list of up to 500 people. When your list grows above that number, your monthly cost will increase by \$50 for every 500 people on your list.

So, ongoing costs for a list of 501 to 1000 people will be \$150, 1001 to 1500 will be \$200 etc.

(This incremental increase is due to the increase in email list software costs, and text platform costs as the list grows. Keep in mind, your costs only rise as your lists grow, which in turn causes your profits to also grow.)

No long term contract.

I'll be working hard to ensure that your lists are constantly profitable for you. But if you ever decide to cancel, just let me know, and the lists you have built will be yours to keep and use as you wish.

In most businesses, just a tiny 2% - 5% response from a list of 1000 people can greatly increase your monthly revenue! But we will constantly strive to raise that response rate.

I assure you, this will be the best marketing investment you'll ever make!

Please contact me if you have any questions or would like to discuss the possibility further.

I look forward to working with you and helping you grow your business!

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