

# Generate Leads

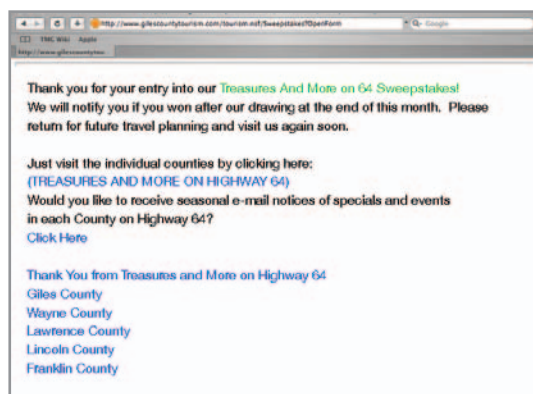
...and Build Mailing Lists for Future Sales Efforts

**STEP #1:** Your skyscraper draws your best prospects by its focused sweepstakes entry offer. Placed on targeted Market, State, or Index TRIPinfo.com pages, your respondent has pre-selected interest in your area.



**STEP #2:** Creating a specific page on your website details the value of your product, the Sweepstake's Prize. It includes your navigation links for further site exploration. To enter the sweepstakes, the prospect clicks thru to a form.

**STEP #3:** Sweepstakes entrants must complete a quick but thorough form. To submit their entry requires e-mail registration.



**STEP #4:** You notify one lucky winner of his/her good fortune. All other entrants receive your e-mail broadcast, thanking them for their entry, and inviting them to "still be a winner" by taking advantage of your special package offers.

A win/win Marketing Campaign...Why not start today?

TRIPinfo.com's high click-thru rate engages your best prospects when planning travel!