

# Say Yes Media

## Generate Sales From Those That Want To Buy

The advantage of strategic marketing is the use of what is referred to as inbound marketing. Just as sales is a process, so is inbound marketing.

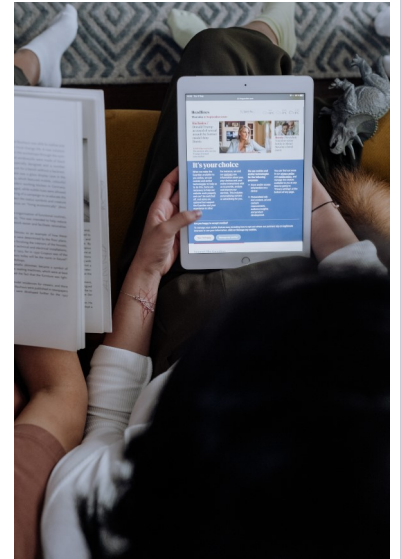
The marketing efforts are divided into two parts. Our part is to create an article of interest that discusses the type of product or service that you are selling. Your part is to sponsor the article which includes a landing page for potential buyers that drives one of two actions: either the visitor fills out a form for a newsletter or whitepaper, the other action is they click to buy.

As Say Yes markets the article, the number of readers increases. The expo-

sure draws in interested buyers to click one of your sponsored links which takes them to your landing page.

Think of a sales funnel. A similar principle applies where first you have interest. Then you have consideration. This step is important because you want to weed out those that do not have the need or means to complete the sale. The last step is the decision to buy.

Let's talk today about how we can partner to create new interest in your products and services.



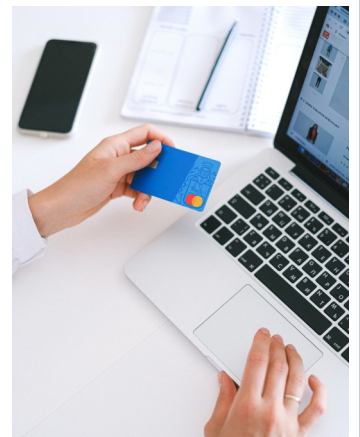
## Scrub your lists for gold

As your newsletter and whitepaper lists grow, remember to mark active buyers so you do not continue to market the same product they already purchased.

Active buyers should now be put into a new market-

ing category of add-on products and services. Do not let easy sales be forgotten. Market items like:

- Complimentary products and services
- Add-on products and services
- New items you sell



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