

Sue's Marketing Suggestion... 😊

Real Estate Agent & Gas Station Manager

PUMP IT UP... do you have a favorite local Gas Station?....why not have some pens made with your Logo and your Excalibur 1-800 # and code....keep it precise, maybe offer local buying/selling reports. Your local gas station manager should be pleased to give out free pens to there customers.

A Win for you - On the barrel of the pen is your Excalibur 1-800# and a code with your Unique Selling Proposition or a code from Excalibur's library of emotional response scripts. You are now in contact with a group of clients influenced by the Gas Station Manager.

A Win for your Gas Station Manager – When the station's customers sign the credit card receipt the attendant says "Oh please keep the pen". Explain how your 1-800 call capture works and how you can **track each call resulting from the pens that are handed out**. Show them a print out at the end of each month of how many leads you received from the gas station manager marketing campaign.

A clean cut deal to pump up your business and great PR for the gas station.

The message on the barrel of the pen may say

Logo	Current list of Hot Properties Call 1-800-xxx-xxxx enter code 207
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Logo	FREE Market Evaluation of your Home Call 1-800-xxx-xxxx enter code 410
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Logo	27 Tips on Selling your Home Fast Call 1-800-xxx-xxxx enter code 358
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Cost Example:

250 pens with your 1-800 and assigned code on the barrel, \$150.00 to \$200.00
Your other cost is the usage of the Excalibur system.

50 call example

Item	Cost	Number of calls	Costs per call	Total cost
250 Pens	\$200.00	50	\$4.00	\$200.00
Excalibur usage - average 2 minute per call	\$0.25	50	\$0.50	\$25.00
Cost per lead			\$4.50	\$225.00

100 call example

Item	Cost	Number of calls	Costs per call	Total cost
250 Pens	\$200.00	100	\$2.00	\$200.00
Excalibur usage - average 2 minute per call	\$0.25	100	\$0.50	\$50.00
Cost per lead			\$2.50	\$250.00

This will also work with Key Tags, Bags or Pen Lights

Good luck with this simple influence marketing campaign with your Gas Station.

Sue