



# TRIGGER MARKETING

## What is Trigger Marketing?

After a distributor shows interest in ESP® in your products and services (viewing a Product Detail Page, Supplier Store, etc.), they are sent a predetermined email with a special or other incentive within an hour.

## Why Is It Beneficial?

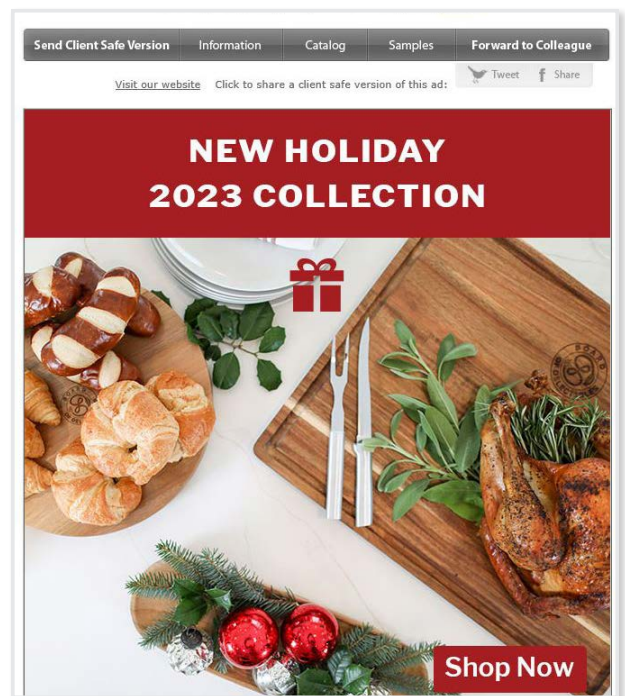
Trigger marketing is a second chance to convert clicks into sales. It reminds searching distributors of products that they were browsing and builds brand recall.

## Features Included

- ▶ **Targets already interested distributors**
- ▶ **Email that includes a special or other enticing offer**
- ▶ **Email to include link to bring them back into ESP to complete the sale**

## Rate

QUR



We are in the beginning stages of rolling out a new platform to a select number of distributor members, ESP+. This innovative new search platform has an updated look and feel and as a result some advertising opportunities may display differently to this select group of users.

▶ **Visit [espasiadvertising.com](https://espasiadvertising.com) or contact your account representative for more information.**