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Press Release

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New website sales incentives tool provides Internet Marketing CPR

(DAYTONA BEACH, FL): ETTSI Incentive Premiums, a leading provider of Travel Certificates, Sales Incentives, and Employee Rewards, today announced the launch of their new website sales incentive tool – **Internet Marketing CPR**.

It couldn't be more obvious that traditional marketing budgets have been shrinking across all industries for quite some time. All you have to do is pick up a popular magazine or the Sunday paper to see the size pales in comparison to a few years ago. However, the one area of marketing that hasn't suffered is Internet Marketing. Today's companies are investing heavily in SEO, SEM and CPC programs to target potential customers at the exact time that they are searching for their products and services. A quick look at the continued growth of companies like Google® shows participation in these programs is still trending upward understandably because this focused approach works so well.

Unfortunately, even successful Internet Marketing campaigns almost always fall short of the intended goal. Internet Marketing may get a customer to your web site but what is motivating them to click that all important "Buy Now" button? SEO? SEM? CPC? No way. Your customer - that you have worked so hard for - just flat lined! This is reason that ETTSI developed its latest sales incentive program – **Internet Marketing CPR**.

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In the brick and mortar world, sales incentives used to close sales such as ETTSI's travel and merchandise certificates are usually handed out by a salesperson at the point of sale. On the internet, that's not possible, at least not until now. ETTSI has developed a tool or "widget" that can be placed on any web site response page that allows a visitor to click on and received a certificate number for a sales incentive program that has been pre-selected by the web site owner. The widget contains a link to the sales incentive web site so the visitor can obtain more specific information about the program and redeem their award.

Frank Bertalli, President and CEO of ETTSI, explains the benefit, "Our initial testing of the program showed greater than 300% increase in response but that was on a web site that was doing fairly well to begin with. I predict that the results would be off the chart in a scenario where there was little or no response before."

Universally, CPR stands for a lifesaving technique. While some may consider the **Internet Marketing CPR** widget a lifesaver when it comes to shoring up the ROI of their Internet Marketing campaigns, in this case CPR stands for **Cost Per Response**. Since this widget will work with any incentive program ETTSI offers, the cost per response can range from less than a dollar per click to several hundred dollars depending on the incentive budget of the website owner for the purchase or a particular response they want the web site visitor to complete.

The **Internet Marketing CPR** program works exactly like a cost per click program where you preload the widget account with a certain dollar value and then the widget will continue to distribute certificate numbers until the balance is exhausted. Web site owners can set up an automatic replenishment of the account when the balance drops below a preset amount to keep the widget functioning indefinitely. To protect the website owner against abuse, the

widget records the IP address of the website where the widget was clicked and the IP address of the visitor that clicked it. As part of the **Internet Marketing CPR** program, ETTSI provides the technical support and code necessary to place the widget on the web site as well as website marketing support and graphics for all their sales incentives programs.

For more detailed information about the **Internet Marketing CPR** program please contact Robert Palmiter at 866-284-4897. For information about ETTSI's broad range of incentive premiums products, you may visit <http://ettsi.com> or contact Frank Bertalli at PR@ettsi.com or call 1-866-224-9650.

About ETTSI

ETTSI is registered in the states of Florida, California and Nevada as a Seller of Travel. FL#ST22752, CA#ST2065118-40, NV#2006-0132, offering a full service travel agency as well as many travel and cruise packages in the form of travel certificates. For more than 22 years ETTSI has lead the sales incentives industry with unique programs and products always striving to meet the needs and exceed the expectations of the sales organizations they serve. Through the sale of their certificates, ETTSI provides travel accommodations to 1000's of travelers each year garnering them preferred pricing and preferences with airlines, motels, and many other travel related services. Please visit www.ETTSI.com for more information about the company and its products and services.

Summary:

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