

YEM - YOUR SUPPLIERS

Your Enquiry Manager

“CONNECTING PEOPLE”

Suppliers, partners, business associates ... call them
what you will, they are the heart of the YEM
marketing strategy

They are the reason YEM is free for you

And they may make you money

Your YEM enquiry page has a referral panel for promoting allied businesses



Enquire here to check our availability
and [instantly download information](#) on our Weddings, Portraits & Suppliers

Your Contact Details

First Name *

Last Name *

Email Address *

Phone Number *

Your Fiancée's Name

Your Event Details

Event Type

Proposed Date

Enter your event location here or...

select from our list below

Hillstone St Lucia
Stamford Plaza

How did you hear about us?

Comment

Would you also like to receive information about?

- Designer Gowns - White Lily Couture
- Event Planners - Essential Experiences
- Hair & Make-up - Girl Friday's Makeover Lounge
- Honeymoons & Travel - Escape Travel
- Videographer - Net Productions

We love working with these suppliers!
By having our recommended supplier's boxes ticked
you will be sending them your details to receive
information on their special offers

Submit Enquiry

Powered by www.yourenquirymanager.com.au

Portraits & Suppliers

Would you also like to receive information about?

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- Hair & Make-up - Girl Friday's Makeover Lounge
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'Supplier Buttons' list the business type and business name of suppliers.

The page also typically carries a message of recommendation.

Sharing enquiries is one of the most effective marketing tools in the industry - it generates genuine appropriate leads

Your *suppliers* will value your endorsement and your referrals and will show you even greater support in return

Your *enquirers* will value your supplier suggestions because they want your opinion about who is good and who is reliable. Some enquirers are not even sure what types of businesses to look for. Your list will help them.

Your referrals will increase your chance of working with these professionals that you like and respect. Your events will run more smoothly because you work together regularly.

You will enjoy your work more

You are probably referring these suppliers anyway

FEES FOR SUPPLIER BUTTONS

- A supplier button costs the supplier money in 2 ways
- They pay to *advertise* their business name to all your enquirers
- And they also pay a small fee every time their button is ticked and they receive a *direct enquiry* with the enquirer's contact details and a request for information



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Your Contact Details

First Name *

Jane

Last Name *

Black

Email Address *

jane.black@hotmail.com

Phone Number *

1234567890

Your Fiancée's Name

David

Your Event Details

Event Type

Wedding

Proposed Date

Saturday 13 Apr 2013

Enter your event location here or...

select from our list below

Custom House
Hillstone St Lucia
Stamford Plaza

How did you hear about us?

Referral from a Friend

Comment

can I get some information about your packages

Would you also like to receive information about?

- Designer Gowns - [White Lily Couture](#)
- Event Planners - [Essential Experiences](#)
- Hair & Make-up - [Girl Friday's Makeover Lounge](#)
- Honeymoons & Travel - [Escape Travel](#)
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- These suppliers pay an annual fee to YEM to advertise their business name on your enquiry page (\$99 - \$299)



- Special Slideshow
- Pricing and Packages
- Custom House

Custom House Saturday, 13 April 2013

Jane, I would be so delighted to say we were your photographer.

Choosing the right photographer for you, will make such a difference to the excitement of your day and we hope that after visiting our studio you will have found that photographer in us.

I have temporarily reserved that date for you until we have had time to chat over the next few days. I am in appointments most days but will try to call in between them to personally talk to you about your day and what you have in mind.

We really do love what we do and you will see why our candid, casual style of wedding photography and our personal approach to capturing weddings has made us so popular.

The link buttons on the right are to some imagery and pricing, although we can create a special package and coverage to suit whatever you have in mind.

Thank you again, Jane, for your email and I do look forward to meeting with you personally when you visit our studio, be sure to call Melissa to book in a time for us to meet, while we still have your date reserved.

Regards
Chris Hall
Master Photographer
FMPA FBIPP FRPS FSWPP AAIPP APM AHPA LWIPM ANZIPP

Your Contact Detail:

First Name *
Jane

Last Name *
Black

Email Address *
jane.black@hotmail.com

Phone Number *
1234567890

Your Fiancée's Name
David

- like to receive on about?
- Lily Couture
- Essential Experiences
- Friday's Makeover Lounge
- Escape Travel
- Productions

Chris Hall Photography
we are now located at our NEW super studio, 41 Park Road, Milton
07 3367 2188
www.chrisshallphotography.com.au
info@chrisshallphotography.com.au

With these suppliers! Tick the supplier's boxes ticked in your details to receive their special offers

[enquiry](#)

We recommend these suppliers:

- White Lily Couture
- Essential Experiences
- Girl Friday's Makeover Lounge
- Escape Travel
- Net Productions

- These suppliers pay an annual fee to YEM to advertise their business name on your enquiry page (\$99 - \$399)
- And to have their web link forwarded to each enquirer on the Instant response

- The advertising fee is set by YEM and paid to YEM annually
- The fee reflects the amount of web traffic on your site ... the lower your number of enquiries, the lower the annual fee
- And also reflects the type of business buying the button ... a make up artist does not generate the same \$ return from your leads as perhaps a local reception venue might, and this is reflected in the fee

IF THE ENQUIRER
TICKS A BUTTON
FOR INFORMATION
THAT
SUPPLIER
PAYS YOU
\$ FEE PER TICK

Portraits & Suppliers

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*Your enquiries are a valuable resource. Why not make money
from them?*

*The fee per enquiry
is set by you and
paid to you*

*At a fee of \$1 per tick
this enquiry generated
\$3
for the host business*

Portraits & Suppliers

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all administration and payments handled by YEM

REVENUE TO YOU

- Revenue to you, starting at \$1 per enquiry per supplier, adds up quickly
- If you list a make up artist, stationer, florist, video, DJ and cars
- And on average, each time you receive an enquiry, 4 of the 6 buttons are ticked by the enquirer
- And if you only receive 5 enquiries per week
- You will make \$1,040 per year from your free YEM page!
- $\$1 \times 4 \text{ referrals} \times 5 \text{ enquiries} \times 52 \text{ weeks a year} = \1040

YOUR SUPPLIERS GET “A FREE TRIAL”

- Suppliers may not understand how good this form of marketing is, so we like to let them try before they buy!
- YEM will invite the suppliers for you and explain to them how purchasing a supplier button works
- We load them onto your site for a one month free trial to see how this marketing works for their business
- At the end of the month, if it has been good for them, they can buy the button for a year and start paying you

WHAT IF NOBODY WANTS TO PAY FOR A BUTTON ON MY SITE?

- This has never happened
- The buttons are very cost effective advertising targeted at a genuine market
- The click fees are minimal
- If your first choice doesn't want your button, there will always be other suppliers you can try
- Businesses thrive on networking and it is worth taking the time to build a strong network

WHAT DO I DO NOW?

- Choose the supplier categories for your page
- Nominate the individual supplier for each category
- Decide how much you will charge them per enquiry
- YEM does the rest.
- These suppliers are your colleagues so you may like to talk to them about the YEM lead sharing concept - but you do not have to
- YEM will explain and invite the suppliers for you - you don't have to sell anything. YEM will load the suppliers for a free trial and then contact them to see how they liked it

Y E M

Your Enquiry Manager

WORKING FOR YOU

WORKING FOR YOUR SUPPLIERS

