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eRaffle.com is shattering traditional, expensive and often ineffective advertising models with a dynamic and exciting alternative for consumer and business owners

eRaffle.com is a new marketing concept that defies traditional marketing and advertising methods. With the use of the raffle, businesses gain effective exposure by raffling products and services to consumers who want to win.

/24-7PressRelease/ - PANAMA CITY, PANAMA, June 10, 2008 - Business owners know one very important fact - the cost of gaining a new customer is expensive. It is expensive to advertise in newspapers, on the radio, television, with coupons, direct mail or promotions. And there is a cost to keeping new customers as well. As markets change and as competition mounts, businesses need to preserve operations while growing for the future.

If you could market your product or service in an exciting and dynamic atmosphere and do it at a fraction of conventional advertising, would you have the vision to take advantage of this opportunity? Consider promoting your company on eRaffle.com - marketing will never be the same!

eRaffle.com is a dynamic concept that allows you to acquire customers with less cost and in less time by creating eRaffle campaigns. Businesses may eRaffle products or services for free or with paid eRaffles to raise funds for charity. These eRaffles are marketed to an established eRaffle membership - a marketplace that wants to win your products and services.

The eRaffle.com marketing model solves the problem of not being able to measure the effectiveness of conventional advertising and marketing efforts. Instead of hoping for a 1% response on direct mail ads, radio spots or TV commercials, with eRaffle.com, you know how many customers are reading about your business. This is powerful and measurable advertising.

As a result of the marketing model used on eRaffle.com, every eRaffle member who receives a ticket will be reading your company name at least twice, once when they get a ticket and again when they find out if they won or lost. How is that for branding and creating an impression?

eRaffle.com harnesses the power of the internet, allowing you to target your products or services to niche customers or geographical venues, whether locally, nationally or internationally.

It's easy. eRaffle members can search for free or paid eRaffles on eRaffle.com. And since everyone likes to win, eRaffle.com is the ideal venue to offer your products or services. You see, not everyone is able to be the highest bidder at auctions. On eRaffle.com, the playing field is level and anyone may win. This means that business owners "win" increased exposure.

eRaffle.com is a marketing and advertising platform for business and charities as well as a fundraising platform for charities.