



MybSmartCoupons.com

Why should your business be part of the *MybSmartCoupons.com Directory*?

An Electronic Coupon Directory gives the consumer unrestricted access to a businesses coupons. In addition to providing all of the benefits normally associated with a printed coupon **MybSmartCoupons.com** will make your coupons available to anyone who has access to the web. This opens up a world of possibilities.

Electronic Coupons can easily be shared with friends, family & co-workers... and they can then share them with all of their friends by Email, FACEBOOK or any other form of Social Media...this creates an opportunity for a coupon to go viral. Viral means the news about your coupons will spread on it's own - word of mouth, the internet and other unsolicited means.

Traditional Paper Coupons will always have a lower rate-of-return due to the fact that most consumers cannot keep track of hundreds of coupons and often forget their coupons at home. MybSmartCoupons.com is a cutting-edge mobile website that will give consumers immediate access to coupons while away from home... on their iPhone, Android, PDA or tablet. Consumers no longer need to remember to take their coupons with them. Now they can simply bring up the coupon on their phone and show it their waitress or cashier. A bar code can easily be added to any coupon in order to track a particular promotion.

Consumers now have easy access to all of their coupons while at home, at work or on vacation. If they are driving in their car and want or need something they can easily search the site for current deals. Coupons can quickly be brought up on their Smart Phone or printed from any computer. Consumers can even save money while shopping on a lunch break. They simply search by the name of the business, by category or by merchants who have recently added a NEW coupon. You no longer need to worry that your coupon will get placed on the last page of the coupon book or the local newspaper. Electronic coupons make it possible for the consumer to find your coupon quickly and easily.

Electronic Coupon Marketing will soon be the norm. Take advantage of this powerful marketing tool to stay ahead of the competition.

Add and Edit Coupons yourself. If you wish you can have your own personal Login and add, change and delete your coupons real-time. It is easy as 1-2-3! Just fill out a simple form form and click submit. You can view your coupon immediately and change it if you wish.

Email Consumers. If you combine the **MybSmartCoupons.com** program with the *bSmart Rewards Loyalty program* you can eMail your customers and consumers each new coupon you post. Telling them of the great discounts they can enjoy at your business.

Texting Consumers. If you combine the **MybSmartCoupons.com** program with the *bSmart Rewards Loyalty program* and you choose the option you can send Text Messages to your customers and consumers each new coupon you post. Telling them real-time of the great discounts they can enjoy at your business.



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The Power of Coupon Marketing

Coupons have proven themselves to be highly effective sales tools for every conceivable size and type of business. This is because coupons "pull in the business" they have gained remarkable acceptance and popularity among astute marketing managers. A simple explanation for their acceptance by advertisers is their overwhelming acceptance and use by the consuming public. In fact, *Advertising Age* (the Bible of the advertising industry) reports that 87% of all shoppers use coupons.

Another independent marketing research firm, the A.C. Nielson Co., reveals that 95% of all shoppers like coupons. And 60% actively look for coupons.

A recent article in the Wall Street Journal entitled, "In a Pinch, Snip.", states that coupon use rises, as the economy in any given area slides. 54% of shoppers surveyed said they had already stepped up use of coupons, and even more are expected to do so.

It's very easy to see why coupon advertising is sweeping the country. Regular use of good couponing strategy will provide a steady stream of new customers and high quality sales leads.

The Advantages of Coupon Marketing

- Coupons have the effect of expanding or increasing your market area. We know that consumers will travel far to redeem a valuable coupon.
- Coupons will entice new customers that have been shopping at your competitor. It's a proven fact that consumers will break routine shopping patterns to take advantage of a good coupon offer.
- Coupons attract new residents when they are actively in the market for products and services.
- Coupons will re-activate old customers. Those customers that have been lured away by your competitor will start buying from you again when you give them a good reason to do so.
- Coupon advertising provides the opportunity for additional profits through sale of related items. (Business owners often forget this.) When you offer a special "deal" on a coupon to invite a customer to do business with you, you have to remember that this same customer will probably end up buying additional items that carry a full profit margin.
- In addition, you also are being given the opportunity to "sell-up" to a more profitable product or service. You would not have had this opportunity had it not been for the coupon getting the customer through the door in the first place.
- Coupons build store traffic which results in additional impulse purchases.
- Coupons are measurable and accountable. Don't overlook that couponing is the most measurable and accountable form of promotion. It's simply a matter of counting the number of coupons redeemed to judge the effectiveness of the offer. Wise use of this consumer feedback will guide you in creating future offers that improve your results.
- It's up to you to determine what offer produces the best response from your audience. You do this through methodically testing various offers. Savvy use of this "coupon testing" technique will give you the specific knowledge you require to greatly improve all of your advertising response, your sales, and your profits.