



**LOVE** that **DEAL**.ca

**Spend Less...Do More!**

## **LOVE** that **DEAL** for Businesses

Group buying websites such as Love That Deal, are currently one of the fastest growing forms of advertising. Love That Deal gives local businesses the opportunity to market to a vast audience of people who are looking for great things to do in their area. Love That Deal uses collective buying power and social media to attract lots of new business in a short period of time. Love That Deal features daily offers for the best things to do, see, eat and buy in your area.

### **Benefits of using LOVE that DEAL for Daily Deals**

- Love That Deal is **RISK FREE** and there are no upfront or marketing costs.
- **IMMEDIATE RESULTS** - Customers are guaranteed the first day after the promotion.
- Your business will experience a **RECORD BREAKING** steady stream of customers.
- Our email will be sent to thousands of **NEW POTENTIAL CUSTOMERS**.
- **HIGHLY MEASURABLE METRICS** that you see in real time as they happen.
- **INCREDIBLE BUSINESS EXPOSURE** means many new customers virtually overnight.
- **CASH FLOW BOOST** - You are paid for all vouchers purchased up front.
- Viral advertising that will get into the hands of thousands of new potential customers.
- You will receive a cheque within 30 days of running your promotion for all purchases.
- Highly desirable customer demographic - these customers will really help your business.
- You will spend less on advertising and acquire more customers than traditional advertising.
- Minimal time commitment - We do all the work for you to get your ad setup.
- In a random survey, 9 out of 10 businesses notice many customers becoming regulars.
- Industry experience shows that 97% of businesses ask to be featured again on the website.

**You have nothing to lose and everything to gain, so give us a call today to discuss how we can help your business grow to the next level.**

**Call Lou at (604) 868-6656 or email us at [lou@lovethatdeal.ca](mailto:lou@lovethatdeal.ca)**

## **There are two options for advertising on our website.**

- (1) Daily Deals & Second Chance Deals
- (2) Ongoing Deals

### **Daily Deals and Second Chance Deals**

Businesses that feature their daily deals on Love That Deal get access to our entire email subscriber base and their large local social networks. There is no upfront cost to advertise a daily deal on our website. Love That Deal is the complete performance based promotion system for your business to recruit new customers and keep them coming back. Here is how it works....

- (1) Talk with our expert team who will help you tailor a deal that would best suit your business.
- (2) Our editorial team works on your daily deal by putting together one of our signature write-ups so your advertisement pops off the screen. We will design offers to drive tons of customers to your business.
- (3) On the day of the promotion watch the number of deals sold in real time.

We will network your deal to all our customers as well as promoting it via Facebook and Twitter in order to gain maximum exposure. Our customers will begin to promote your daily deal to their friends and family in order to gain enough sales so everyone realizes the savings. It's like having an entire team of salespeople at your service, as everyone loves sharing a great deal!

The second chance deal will give the customer an opportunity to purchase some of the popular featured promotions a short time after they first ran. The second chance promotion will be offered at a lower discount than the original offer, which gives the customer a second chance to get a great deal from that particular business in case they missed it the first time. This will also give some customers an additional opportunity to revisit a business and obtain another great deal, bringing them back through the door of your business. The business will get a higher percentage of the revenue on the second chance as the deal will not be as discounted as it was the first time around. The second chance deal will be based on popularity and the number of people wanting the deal to be brought back again to the site. We will do our best to accommodate as many businesses as possible with this feature.

## Ongoing Deals

The ongoing deals are a more traditional marketing approach. The ongoing deal section gives you the opportunity to purchase a banner ad on our website, where thousands of daily visitors will be exposed to your advertisement. When a customer clicks on the banner they will be taken to a page where only your business is being promoted. This page will include: your company name, address, details of your business, a picture relating to your business, a map of where you are located, and a discount offer to help drive customers in the door and get them talking about your business.

The ongoing deal marketing approach is a successful tool in the Love That Deal marketing system because human tendency is to return to what is known and comfortable. The more times a person engages in an activity, the better the chance that it becomes a habit. The concept behind the ongoing deal is that it will inspire new customers to try doing business with you over a longer period of time, creating a loyal clientele. Psychology teaches us that if we perform an activity enough times we will begin doing it automatically. Your morning coffee is a good example of this. Many people grab a coffee first thing in the morning not because they are necessarily thirsty for coffee, but because their mind is trained on performing that activity at that time. The same can be said about this type of marketing. When a business advertises an offer for a few months and a customer takes advantage of that offer, over time they begin to regularly go to that place of business. Then even though the discount offer is no longer available, the customer will continue to be a loyal client.

We would love the opportunity to sit down with you and discuss how we can help your business grow. We have the knowledge and ability to help take your business to the next level. So give Lou a call today to setup a consultation at (604) 868-6656 and let us help your business grow!

## Market Demographics

The Love That Deal customer is primarily young, single and they enjoy spending their disposable income on trying new things. This social, loyal and educated market will bring you more business through word of mouth and return business. Here are the statistics of our customers.

