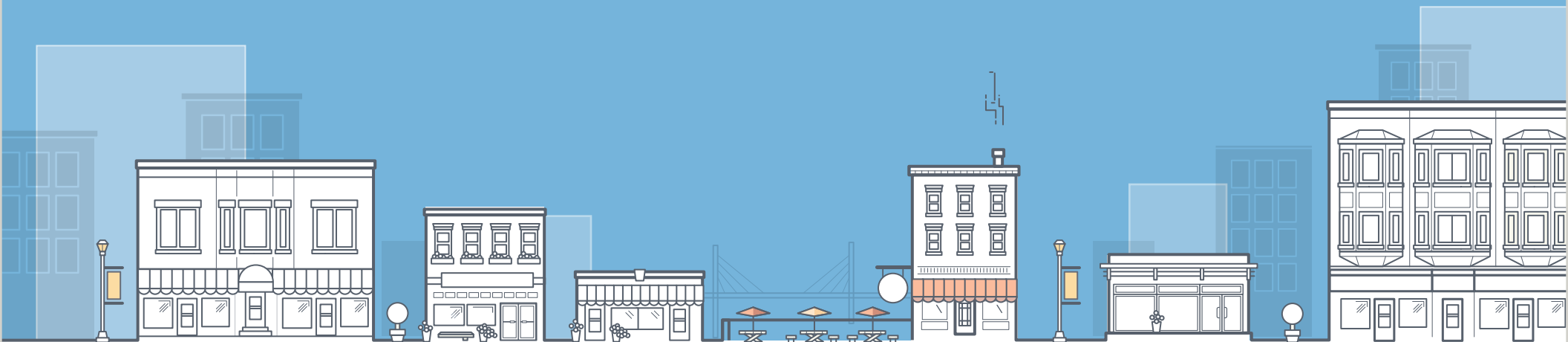




The Dirty Dozen:

Dos and Don'ts of Delivering a Local Deal





If you've been considering running a local deal, you're probably wondering what you should and shouldn't do when it comes to getting your deal out the door.

After all, you've probably heard some of the stories.

On one hand, there's the small business owner who manages to acquire a steady stream of new and repeat customers based on one deal.

And on the other hand, there are horror stories of small businesses having to shut down due to unanticipated customer demand and merchants being bound to unfair terms set by a deal provider.

Don't worry! This guide is here to help.



In just a few minutes you'll know how to create more profitable deals for your business. These deals can help you truly engage your existing customers, gain repeat business, and get new customers.

LET'S GET STARTED!

Do

6 Local Deal Dos

We've reviewed thousands of deals and received feedback from hundreds of merchants. We've also conducted our own research and we've come to understand a few best practices that have consistently proven to be highly effective when it comes to creating successful local deals.

1 **Do:** Focus on your existing customers to get new customers.

The majority of local deals are purchased by existing customers. That's why it's important to focus on your known audience first, as opposed to trying to reach masses of strangers. Plus, why not reward them for being loyal customers?

TIP: Promote your deal through all possible channels, including email, social media, and your one-on-one interactions. This way, there's a stronger likelihood they'll be aware of your deal. Be sure to make it easy for them to alert their network of family and friends to it as well.

2 **Do:** Make it worthwhile for customers to share.

When you create a deal that is "share-worthy," you're more likely to attract new customers that feel incredibly similar to your existing ones — because they share common interests, locations, or shopping habits.

You're also rewarding your existing customers for their loyalty and endorsement. Everybody wins.

TIP: Make your deal irresistibly shareable. This starts with making the deal itself great. Be sure to include a great incentive to encourage your customers to share it with their friends.

Do 6 Local Deal Dos

3 Do: Offer a quality deal.

Think carefully about the people you're trying to attract. If you're like most businesses, these people will be similar to the best customers or clients you have today. Think about the type of offer that has gotten your best customers to act in the past.

TIP: Remember that satisfied and engaged customers are far more profitable in terms of loyalty, sharing deals, and genuine word-of-mouth endorsements. Take great care of your existing customers and provide an awesome experience for new ones.

4 Do: Set a price that benefits customers and your business.

Only you know what your profitability margins are. So when you're calculating the true cost of a deal, consider what it's going to take to make it valuable to you and your customers.

TIP: Be sure to consider the fees you are required to pay your deal provider.

Do 6 Local Deal Dos

5 **Do:** Let the deal be the first step to establishing lifetime customer relationships.

Don't let the experience end at the register. When you use the Constant Contact Toolkit, you'll automatically receive contact information for anyone who buys your deal. Be sure to include these people in your next communications.

TIP: Let your customers know the benefits of maintaining the relationship with you such as access to insider deals and useful information.

6 **Do:** Continually promote your deal.

Look for creative ways to get the word out. Remind your audience that your deal is available by posting again on Facebook or Twitter and include the deal in your next newsletter. A simple "Only 2 days left!" can be very effective.

TIP: Think about how you can reach a wider audience. Is there an existing business or person you can partner with?

Don't

6 Local Deal Don'ts

The best practices cited on the previous pages couldn't be developed without for some trial and error along the way.

Take heed of these 6 common deal "don'ts" to avoid any missteps along the way.

1 **Don't:** Assume you have to offer a deep discount.

Sure, deep discounts may work. But it's not always about price alone. There are other ways you can add value to your deal.

TIP: Focus on your best customers. What could you offer that would get them excited to take you up on your offer and share it with their friends? It all depends on YOUR audience. What do they value?

2 **Don't:** Assume getting a customer in once is enough to get them back.

Make sure the whole experience is positive for your new customer. If you're running your deal with Constant Contact, you'll already have their email address, but you can also invite them to follow you on Facebook, Twitter, or anywhere you have a social media presence. The more you can stay connected the easier it is to get repeat business.

TIP: Give them a great reason to come back to your business by offering a coupon promotion, another deal, or a special class or workshop just for those customers that bought your deal.

Don't

6 Local Deal Don'ts

3 **Don't:** Use deals as just a way to sell unwanted inventory.

You still want to offer a deal on things people want. But, there's no need for a restaurant to run a deal on its busiest days, for example.

Run a deal for slower days instead to get more customers to your restaurant.

TIP: Track the three most popular items and pair those popular items with newer or lesser-known products and create an offer around various combinations. This way, you can see if customers aren't interested in the newer items or they simply didn't know they existed.

4 **Don't:** Buy that local deals are the death knell for small businesses.

Local deals are a profitable and effective way to strengthen ties to existing customers while also growing your customer base through deal sharing. Problems arise when a deal only benefits the deal provider instead of equally considering the needs of the customer and the merchant.

TIP: Don't let a third party dictate the rules of engagement. Whether you're new to local deals or you've been running them for a while, don't hand over control of your business to a third party, even temporarily.

Don't

6 Local Deal Don'ts

5 **Don't:** Forget to redeem the coupons.

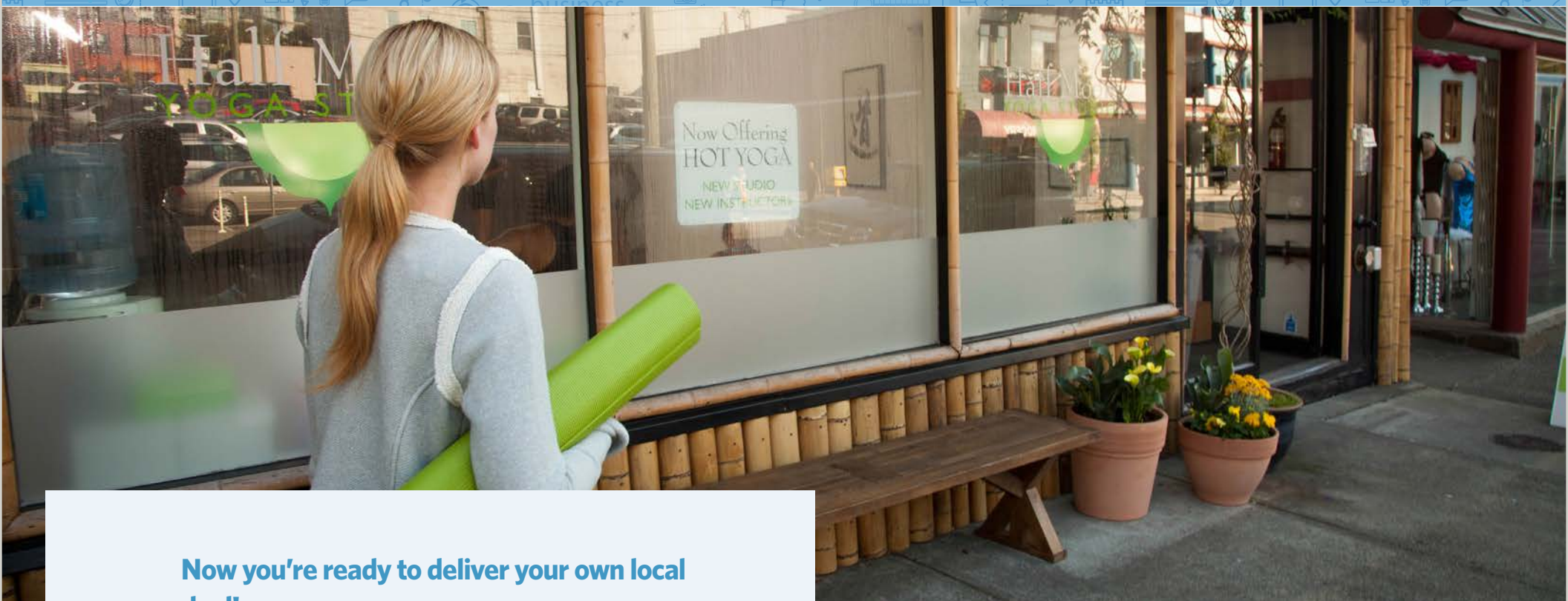
This way you'll know they've been used. It's easier for you to prevent errors and make sure coupons don't accidentally get used more than once.

TIP: Use the coupons to help you forecast demand. Track how many coupons or vouchers are still unused. Many consumers redeem coupons right before they expire. Redemption tools help you plan accordingly.

6 **Don't:** Forget to say thanks.

As a small business, relationships are one of your biggest advantages over some of your larger competitors. Whether you're saying "thanks" at your store when someone comes in to redeem an offer or sending a follow up email, thanking everyone who purchased your deal — it's important to start the relationship off on the right foot.

TIP: Always reward your customer for supporting your deal. This increases loyalty, boosts your brand, and inspires them to tell more people about your business.



Now you're ready to deliver your own local deal!

With the right strategy in place, local deals are a valuable and profitable tool to add to your marketing arsenal. Now that you know how to approach your local deal and what to avoid, there's nothing stopping you from using deals to more fully engage your customers today.

[Log in](#) to get started.

Not a Constant Contact customer?

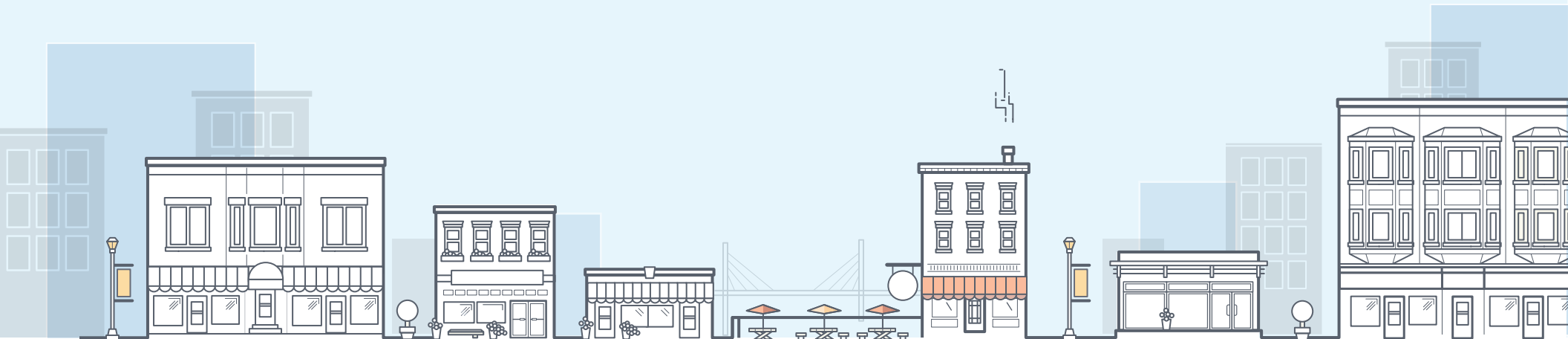
The Constant Contact Toolkit has everything you need to create a successful local deal.

Visit [ConstantContact.com](https://www.constantcontact.com) or call 1-866-289-2101 to start your free trial.

Helping small business do more business



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