

2012

EAST COBBER

INFORM • INSPIRE • INVOLVE

EAST COBBER E-DEALS

The screenshot shows the East Cobber E-Deals website interface. At the top, there's a navigation bar with links for Home, Products Page, Sign In, and Sign Up. Below that, there are links for Checkout, Transaction Results, and Your Account, along with a 'Get Deals By Email' button. The main content area features a deal for 'Faux Vendor' where you can buy a \$10 voucher for \$20, representing a 50% discount. The deal is currently active, with '0 purchased' vouchers and 'The deal is on!' status. A 'Buy' button is prominently displayed. To the right of the voucher details is a photo of a dish and a map of the location. Further right, there's a 'The Company' section with contact information and a 'Description' section explaining the deal.

EAST COBBER E-DEALS OFFERS ANOTHER WAY TO PROMOTE YOUR BUSINESS TO THE EXCLUSIVE EAST COBB COMMUNITY.

Now you must be asking what's the big deal about EAST COBBER E-Deal and how can you, as a small business owner, be part of this latest internet phenomenon? EAST COBBER E-Deal realizes the "Groupon" business idea of giving away a product/services at an irresistible offer to a group of people is simply too strong to ignore. RECESSION + HUGE OFFERS are the 2 core factors in attracting consumers and drive this business model in today's economy. With EAST COBBER E-DEAL, businesses can offer steeply discounted services or products to be showcased for EAST COBBER E-DEAL's vast following of 10,000 subscribers. A certain number of users must sign up in order for the offer to take effect, which spurs users to spread the word about your company.

REASONS WHY YOUR BUSINESS SHOULD USE EAST COBBER E-DEALS:

Enjoy Risk-Free Advertising

There are no up-front costs to running a deal. Plus, we send you a payment for your pre-paid customers within 10 days of your promotion, which means you'll have money in your pocket before customers even enter your doors.

Get Word-Of-Mouth Buzz

Our audience is growing by the day and extremely social on-line, which means thousands of readers sharing your promotion with thousands of friends.

Reach An Affluent Audience

On the day of your promotion, thousands of affluent East Cobb (the wealthiest community in all of Cobb County) residents will open their email to read about your offering—many of them buying on the spot.

Build A Loyal Clientèle

After the deal has run, dazzle your new customers with your top-notch products and services, and you'll have happy, repeat customers—who may never have found your business otherwise.

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FAQS

Who will be seeing my deal?

The deal you offer will be put in front of 10,000+ of subscribers in the East Cobb area. These subscribers then use social media like Facebook and Twitter to share your deal with others, enabling your offer to quickly spread via word of mouth.

How do I decide what kind of offer to run?

EAST COBBER E-DEALS offers deals that are a minimum of 50% off the current price for your service or item. Usually, the most successful deals are vouchers that can be redeemed for a given price at your business location, which enables subscribers to choose what they purchase.

When can customers first redeem their vouchers?

Customers can redeem their voucher after the deal closes, which is typically 24 hours after your promotion begins.

How much will it cost me?

Featuring your business with EAST COBBER E-DEALS costs you nothing. Think of it as FREE advertising. Even better? We give you a payment for the offers purchased on EAST COBBER E-DEALS minus a commission fee for use of our platform.

Does my business have to be located in East Cobb County for me to be featured on EAST COBBER E-DEALS ?

No, not at all. We encourage any business that wants to attract affluent East Cobb residents through their doors.

I am interested! How can I get started?

Please email us at edeals@eastcobber.com or call Lisa D'Arienzo at 678-983-0153. We'll be happy to answer any other questions you may have about EAST COBBER E-DEALS.

