

Effective Business Promotion



Hometown Freebies (<http://hometown-freebies.com>) is a locally focused website with a nation-wide vision to give small businesses the tools to promote themselves to the public for free or low cost.

This grassroots effort is a catalyst for giving and helping with community needs by connecting local families and individuals with local businesses, organizations, and charities. Hometown Freebies strives to make a positive impact on the health of small businesses, finances of families and individuals, as well as in helping fulfill needs within the church and local community.

“We have found your firm to offer exceptional exposure and response at a value that we feel to be unmatched. We have seen an immediate and continued response from our offers advertised with you. We find your product to be a proven necessity to continue to reach our demographic effectively.”

- Eric Martin, Owner

24 Italian Sideboard & Spirits, Roanoke, VA

Existing Promotion Venues

Marketing a business today is very different than ten or even five years ago. Traditional advertising (print, radio, TV, Yellow Pages) is being diluted, and even replaced by online promotion.

Online marketing captures the consumer at their “action” moment. In most cases, traditional forms of advertising cannot do this.

Not all online marketing produces an effective ROI. For example, Google and Facebook advertising may get a lot of traffic, but their “reality ratio” - getting customers through your door - is low, as will be your ROI.

One of the more effective online solutions today for getting customers to your business is by doing a *featured or daily deal*.

Daily deals are emailed to a large subscriber list of individuals looking for savings (especially in the current economy). Instead of paying \$100s and even \$1000s of dollars on traditional or online advertising with limited ROI effectiveness, you can offer the public a truly great deal that will draw them to your business for a fraction of the cost.

Groupon and other daily deal sites are popular and making a lot of money... *for themselves, at the business owners expense*, because on top of your 50-90% discounted deal, these daily deal sites keep up-to 55% of your remaining revenue. This can end up costing you \$100s or \$1000s of dollars!

See how Hometown Freebies is different...

The Hometown Freebies Difference

Compared with print and radio advertising, online promotion (as a daily deal to the public) is one of the most effective tools for customer attraction and retention. It's also a great way to say thanks to your public while cultivating brand recognition and appreciation.

Other daily deal sites do get small business owners a lot of traffic. But because these daily deal sites keep up to 55% of your consumers money the risk and expense is on you - the business owner! ***Too much response at only 20% of your original revenue could seriously damage your business.***

Hometown Freebies solves your advertising ROI problem by charging a simple flat rate, ***not a percentage***. Our fees range from a low \$49, up to \$148. Period.

As an example, for only \$99 Hometown Freebies provides one daily regional email to our subscribers, plus 24 hours of featured exposure on our homepage, as well as postings and business highlights on Facebook and Twitter.

Hometown Freebies lets you take advantage of both direct-to-consumer promotion techniques (through our daily featured deals emailed to consumers) as well as by leveraging popular social networking venues such as Facebook and Twitter.

You will receive all increased sales revenue (less our fee), as well as a generous amount of local publicity. All the while you will be helping local families and individuals save money. This is why we believe Hometown Freebies is one of the most beneficial and cost effective methods available for promoting your business to the local community.

PRICING OPTIONS

\$148 Featured Deal + Sub-Featured Email Spot

Includes one-day email to subscribers, 24-hour homepage prominence, Sub-Featured placement on email for minimum of 2 days, Facebook and Twitter promotion

\$99 Featured Deal

Includes one-day email to subscribers, 24-hour homepage prominence, Facebook and Twitter promotion

\$49 Sub-Featured Deal

Includes Sub-Featured placement on email for minimum of 2 days, Facebook and Twitter promotion

\$999 Monthly Sponsor

Prominent sidebar placement on daily emails to subscribers for one full month. (deal offer not required)

Additional Key Points

1. "Church Groupings" facilitating awareness of business owners within a church body while cultivating trusting relationships and savings for families and individuals within the congregation. Connecting a church's business owners with the congregation will also strengthen the local community and open ministry and giving possibilities!
2. Businesses can register and post offers to their region or church group **for free** or as a low cost Featured Deal.
3. Approximately 10% or more of our earnings are given to charities such as Gospel for Asia, Compassion International, Allow the Children, and others who promote a holistic approach to meeting both spiritual and physical needs in accordance to the gospel of Christ.
4. Hometown Freebies does not require users to solicit their friends or family members to get the deal (as other deal sites require).
5. Hometown Freebies does not take money from consumers and therefore does not keep revenue from deals not redeemed (as Groupon does).
6. Visitors simply click, print, and redeem the coupon since they are not required to purchase a coupon to take advantage of the deal.
7. Realtime tracking data of both impressions (views) and "Grabs" (view/print) for each offer/deal your business makes is easily accessible.
8. Hometown Freebies does not restrict a business from doing other deals at the same time. We fully support businesses and are not restrictive in their involvement with multiple types of promotion and advertising.
9. Hometown Freebies does not sell or give away subscriber information.

Contact
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