

How to Maximise the Benefits of Local Deals

Local deals, group-buying deals or everyday deals are the pillars of latest trends in Instant Marketing. Websites like Groupon, OurDeal, JumpOnIt, and others will let you use their large database of customers for a hefty fee – which is mostly half the profits gained.

Here is a quick snapshot of how it works: You offer a discount on your service or product for a day. It may be something like 50% off on a meal for two which is usually \$30. Customers who buy the deal before time's up receive a coupon code which they bring to your restaurant to redeem.

All looks merry and sweet up until now but when you check your books, you may find that deal advertising reaped no profits for you; instead it put a dent in your pockets.

Who Buys a Deal – Understanding the Psyche Behind Deal-Buying

There is no assurance that a customer who bought your deal will continue to buy their dinner or peruse your services in the future from you. In real, most of the deal-buyers are looking for a neat discount. What's so attractive about a deal is the heavy cut in price a business owner offers.

The limited time factor creates a sense of urgency thus sending loads of new customers your way. Just as it *feels* your business might be finally taking off big time, your competitor advertises a deal too.

Soon, the effects wear off.

The Real Deal about Deals

The real deal is simple: Market your brand instantly but once the deal is over, you are on your own. You have to start from scratch. It's a one-time high.

What's worse, Groupon and others don't share their customer database with you. So you might never really know who bought your deal. At least not if you don't do something about it.

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1. When customers come to redeem their coupon, **ask them to provide their details**. Keep a printed form ready to be filled. Ask for basic details like their email address, name, phone number and address. Before you know, you'd have your own database of customers!

2. Now that you have their email address with you, you can send them an email next day **thanking them for their visit and asking for a quick review**. Ask gently. There is no guarantee they will write one, but most should.

Alternatively, make room for a review on the printed form from point 1 itself. That way, you are sure you get one.

Populate the reviews on your website, Facebook page and other social media. You can even create a physical canvas-like space in your premises showing what people think about you.

3. **Ask them to “Like” you on Facebook or “Follow” you on Twitter**. In return, promise them more discounted services in future. (Stick to your promise!)

If you cannot figure out the post-deal do's yourself, engage a marketing agency with expertise in social media to help you out.

Deals will prove expensive and not-so-worthy for your business if not undertaken without a foresight. Make sure you milk the benefits of deals for a long time after they are well over.