

f shop five towns.com

Growing Business in the Five Towns

Contact us:
 info@shopfivetowns.com
 ph: 516-569-8888
 fx: 516-569-0404

discount coupons
web page design
banner ads
mass emails
specials
directory search
classifieds

ISSUE NO. 1MAY 5, 2003

WWW.SHOPFIVETOWNS.COM/PROMO.PDF

DOWNLOAD & PRINT FREE

Using the Web to Drive FiveTowns' Sales

ShopFiveTowns.com (SFT) is new website designed by NYDesign.com. Its goal is to promote local businesses and merchants. But it's not your typical website. You don't buy any products here.....you promote, and promote big time. The website offers numerous, well thought-out programs which are easy to join, inexpensive, and effective.

SFT proactively advertises your business: The "specials" page is not only a page on the site, but that page is also emailed every week to thousands, displaying merchants' promotions. Businesses may buy text or banner ads which can be linked to their websites and/or emails. SFT offers webpage design so businesses may display even more of their wares.

The coupon program (right image) enables merchants to offer 10-20% discounts. The coupon is also mass-emailed weekly to drive in-store traffic. Customers print the coupon from their own PC and redeem it upon their purchases. Below is a snapshot of the SFT home page. Various sized banner ads link to vendors' SFT webpages - an effective means for displaying new products and sales - Sort of a web-based window display! SFT webpages also enable customers to email vendors. This interactivity is not available in print ads, and generates increased sales. It also allows vendors to save that email address for future marketing.

ShopFiveTowns.com home page displaying merchants' banner ads

A powerful, store traffic magnet is the "directory" feature. It allows anyone to quickly locate any store, business or establishment by category.

The "classified" page is a cost-effective way to announce, advertise, post or search jobs, and more. Ads remain online for 30 days and can contain your website and email links.

All these promotional features increase your reach to more customers. Instead of passively waiting for walk-ins, SFT enables merchants and businesses to proactively and aggressively market themselves to larger audiences via new, exclusive opportunities. SFT harnesses the 24/7 web availability and the immediate reach of the internet, delivering your message to its ever-growing subscriber list.

Emailed coupons, sale announcements, banner ads, classifieds, and directory listings drive new traffic to those establishments purchasing these programs. Advertising is easy, and can be purchased online with a secure credit card transaction. To those of you interested in selling nationally, SFT webpages enable just that, with e-commerce already available for you.

SFT is also promoting itself on major search engines, and forging alliances with high-trafficked websites to increase your publicity. But to benefit from this publicity, you'll have to advertise on SFT.

Future plans include articles, a community events calendar, SFT street sales, LIRR timetables, selling goods online, and much more!

ShopFiveTowns.com launches soon.
 Visit our new website and take advantage of exclusive advertising opportunities to grow your business!

Developed by NYDesign.com
 This logo means savings at participating merchants

