

dealsaver™

Offer a deal • Find new customers • Help your chamber

You've heard of livingSocial and Groupon, the mega online deal sites.

But have you heard of the best LOCAL daily deal site in the Triangle?

Dealsaver is a product of The News & Observer and we've partnered with The Wake Forest Chamber of Commerce to bring you revenue and customers.



So why are deals so popular?

First off, there are no upfront costs for your business. In fact, we write you a check. Consumers love deals. In today's economy, a carrot will bring new customers to your business and existing customers back.

Why dealsaver and not the others?

Thousands of dollars in print promotion. Not only for your business, but also for your chamber.

Contact Crista Moore at 919-836-5939 for more information.



SO HOW DOES IT WORK?

DEVELOP THE DEAL

- Deals need to be 50% off your regular price
- Good deals are impulse items or items you need to purchase regularly...
 - Restaurants
 - Routine auto/home service
 - Personal beauty services
 - Entertainment
 - Food/ Drinks
 - Entertainment & Hobby

PROMOTE THE DEAL

- 100,000+ emails to opt-in users
- Front page promo on Triangle&Co. Section of The N&O
- Quarter-Page promo in the daily News & Observer

- 3 column x 5 inch promo in The North Raleigh News
- dealsaver Widget on newsobserver.com
- Featured deal on findnsave website.
- Social media posts, facebook, twitter
- Side deal under "Wake Forest" tab on dealsaver

CUSTOMERS PURCHASE CERTIFICATE

- After seeing promotion, consumers purchase and print certificates.

REVENUE SHARE

- Money generated is shared between YOU and The News & Observer.

CUSTOMER'S REDEEM CERTIFICATE

- 30% are new customers
- 30% of these new customers will visit your business up to 3 times
- 20% of the certificates are never redeemed

SO, WHY DEALSAVER AND NOT THE OTHER DAILY DEAL SITES?

We're your LOCAL partner and will work closely with you to ensure success and protect your business.

Better brand awareness for you through the additional promotional space online and in print that you don't get from the other deal sites.

Our partnership with The Wake Forest Chamber of Commerce includes chamber logo in print promotion, additional advertising in North Raleigh News AND Wake Forest TAB on dealsaver when any Wake Forest Deals are live.

YOU'LL FIND THIS INTERESTING.

Daily deal emailed to over 100,000 "opted-in" users. These people have "opted-in" to receive these emails from us. They are not spam. News & Observer readership continues to grow. With over 500,000 readers on Sunday and 12 million page views on newsobserver.com. North Raleigh News reaches over 90% of homes in Northern Wake County and southern Franklin County with a circulation of 65,000-plus.

For more information, contact your Wake Forest dealsaver representative Crista Moore at 919-836-5939.