



8 DEAL SITE MARKETING STRATEGIES

1 Find The Right Site

Some deal sites are location specific, some deal with certain kinds of offers (e.g. travel, products, food, etc.) Make sure your offer fits well with what they're looking to offer their customers.

2 Join The Site

Subscribe to the daily deal sites you're considering, so that you can see the kinds of deals being offered, and the kinds of businesses that participate in the site.

3 Research The Deals

Compare the deals. Do some sell more than others? Is there a price point that seems to work better than others (sometimes it's not the cheapest price!)?

4 Figure Out The Financial Aspects

From the get-go, these sites offer YOUR wares at a steep discount (50-90% off), AND they're going to collect 50% or more of the profits. Make sure you're not losing too much on this deal to be profitable.

5 Be Prepared

Deal sites can trigger MASSIVE demand, particularly at the beginning of the offer, and towards the expiration date. Make sure you have enough staff and products to service these clients.

6 Give The Best Service Ever!

Serve these clients WELL! They're tech-savvy, and so likely to review your site and affect your reputation. However, the point of all of this is to get new, repeat customers.

7 Follow Up

To encourage repeat customers, find a way to follow up. Consider offering deal site customers a special coupon if they come back within a certain amount of time.

8 Maximize Your Efforts With A Deal Site Marketing Agency.

Let us help you. We'll do all the research; we'll structure the deal so that you get the most out of it. And, we'll negotiate with the deal site to get you a better rate (meaning they take less of the profits). **And note: you only pay us a percentage of the profits, and then only after YOU'VE been paid!**