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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

7 Strategies & Benefits Of Using Online Coupons

By Chris Swemba

1. Increased Traffic – Introduce your business to new customers and send a reminder to your

existing customers, driving traffic back to your store, office or Web site. Give your customers and prospects a reason to choose your business over the competition by offering exclusive coupons and discounts.

2. A Larger Email Marketing list – Make your customers or visitors sign-up for your email newsletter before they are able to receive your coupons. That way you'll have an opportunity to follow back up with them to resell.

3. Increased Sales and Repeat Sales – Remember, when customers visit your store, office or site to redeem a coupon, they will very likely buy more than just the item promoted thereon. Same goes for a discount. Both new, and existing customers may be motivated to try a new product or service they would not have considered otherwise.

4. Viral Marketing – Take advantage of word-of-mouth referrals by encouraging your customers to forward your coupons to interested friends or family members. It is the oldest and least expensive form of advertising.

5. Increased Customer Loyalty – Develop relationships with your customers by offering them added value, letting them know how much you appreciate their business. Keep their minds on you, and they'll forget about the competition.

6. Affordability – Save your marketing dollars. Online coupons are far less expensive than traditional coupon advertising because they require no production expense or mailing costs.

7. Targeting – Reach the right customers. Companies like Loyal Email target precisely where your customers live, where they like to shop, and what they like to buy, making your coupons highly relevant and, accordingly, more effective.

8. **The Better Your Coupon, The Better Your Response**– Use online coupons to offer savings of money (a dollar amount or a percentage off), time (free pick– up/delivery or gift wrapping) or to promote any aspect of your business. For example: a restaurant may offer a "buy one entrée and get the 2nd at half price." A landscaper may offer a "free crabgrass eater application" with a yearly contract, a movie rental store may offer a "2 for 1 midweek" rental, and a retail store or website may offer "\$20.00 off any purchase of \$100.00 or more."

Chris Swemba is the founder and CEO of Kinetica Media, an internet marketing company that develops and implements affordable internet marketing and website design services. Please visit

<http://www.kineticamedia.com>

for more information on our internet marketing products and services.

An Introduction To Internet Coupons

By Lanny Hintz

Almost all the bigger brands are offering Internet coupons to their consumers. They are using these Internet coupons as a powerful way to promote their sales, especially when they launch new products or when there is a huge competition in the market for the similar types of products. Even though companies are not seeing these coupons as an alternative for the traditional ones, they are certainly looking at online coupons as a good complementary option to promote their sales.

Types of online coupons:

There are two different types of the online coupons. The first type is a printable one. These can be exchanged at the retail stores for financial discounts or rebates. The other type is the e–commerce coupon. You can exchange them only on the retailer's website. Out of these two available options, printable coupons are the most popular variety. So many people even don't know about the existence of the e–commerce coupons.

The most popular usage of the Internet coupons is at grocery stores. However, you can find Internet coupons for restaurants, air travel, home care services and almost for everything you want. But you can normally find internet coupons for international or at least national brands. It is definitely hard to find online coupons for your local stores.

Places to find Coupons:

Try and start your search from the manufacture's or the merchant's website. Most of the times, you can find internet coupons which offer some great rebates on their websites itself. For example Pizza Hut offers good number of online coupons on their site itself. However, if you are looking for a wide variety of online coupons then you should visit websites where you find links for various types of coupons or some times coupons themselves.

7 Strategies Benefits Of Using Online Coupons

Your inbox is another great source for the online coupons. We normally delete all the mails which offer online coupons even without opening the mails. It is true that most of them are junk. But you can definitely find some good number of coupons that meets your requirements in your inbox itself. Merchants are investing good amount of money in offering coupons through e-mail to a very targeted customer base. Hence it is always a better idea to go through your inbox before actually you delete all your e-mails.

Difficulties in usage:

The main hindrance in the usage of these online coupons is that it is very hard to prove to the retail store owners that the coupon is a legitimate one. That means; to prove that it is a printed one rather than a photo copied one. The only thing that can help us in this case is the usage of self-checkout to use these coupons.

Lanny Hintz writes about

<http://www.luggagebagsetc.com/Categories/Ladies%20Wallets.html>

,

<http://www.luggagebagsetc.com/Coupons/eBags.html>

and

<http://www.luggagebagsetc.com/Categories/Backpacks.html>



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