

# Deals



**secondstreet**

**deadline**  **deals**

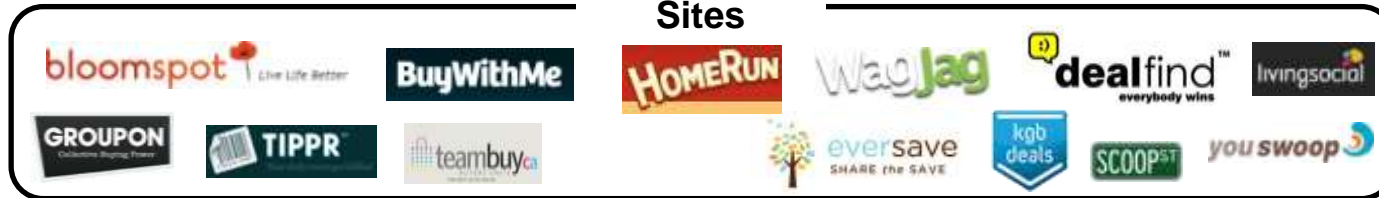
# What is the State of Deals?

# A Dynamic Landscape

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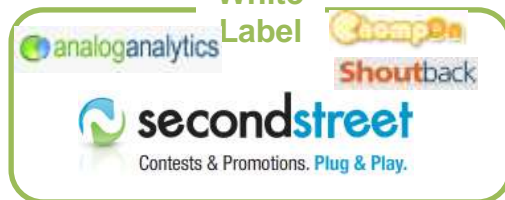
## Daily Deal Sites



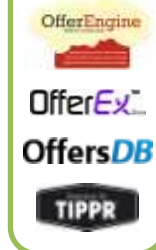
## Vertical Deal Sites



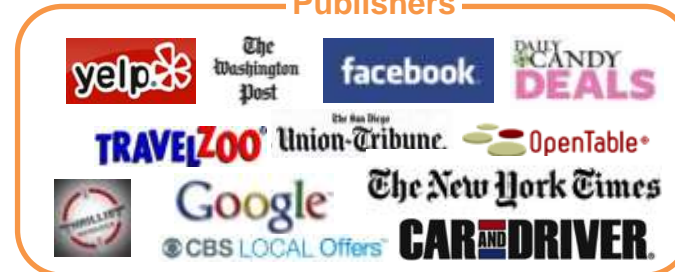
## White Label



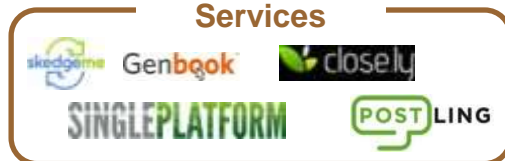
## Exchanges



## Publishers



## Merchant Services



## Data



## Consumer Services

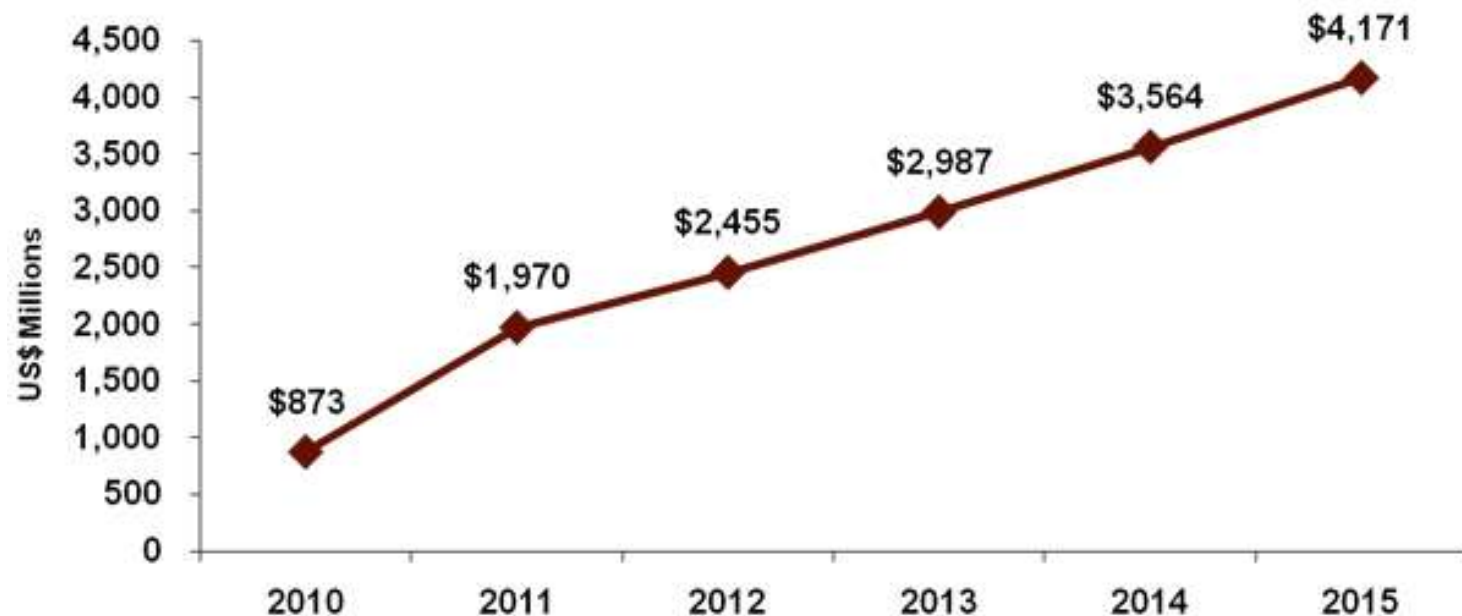


## Aggregators



# A \$4.2 Billion Business by 2015

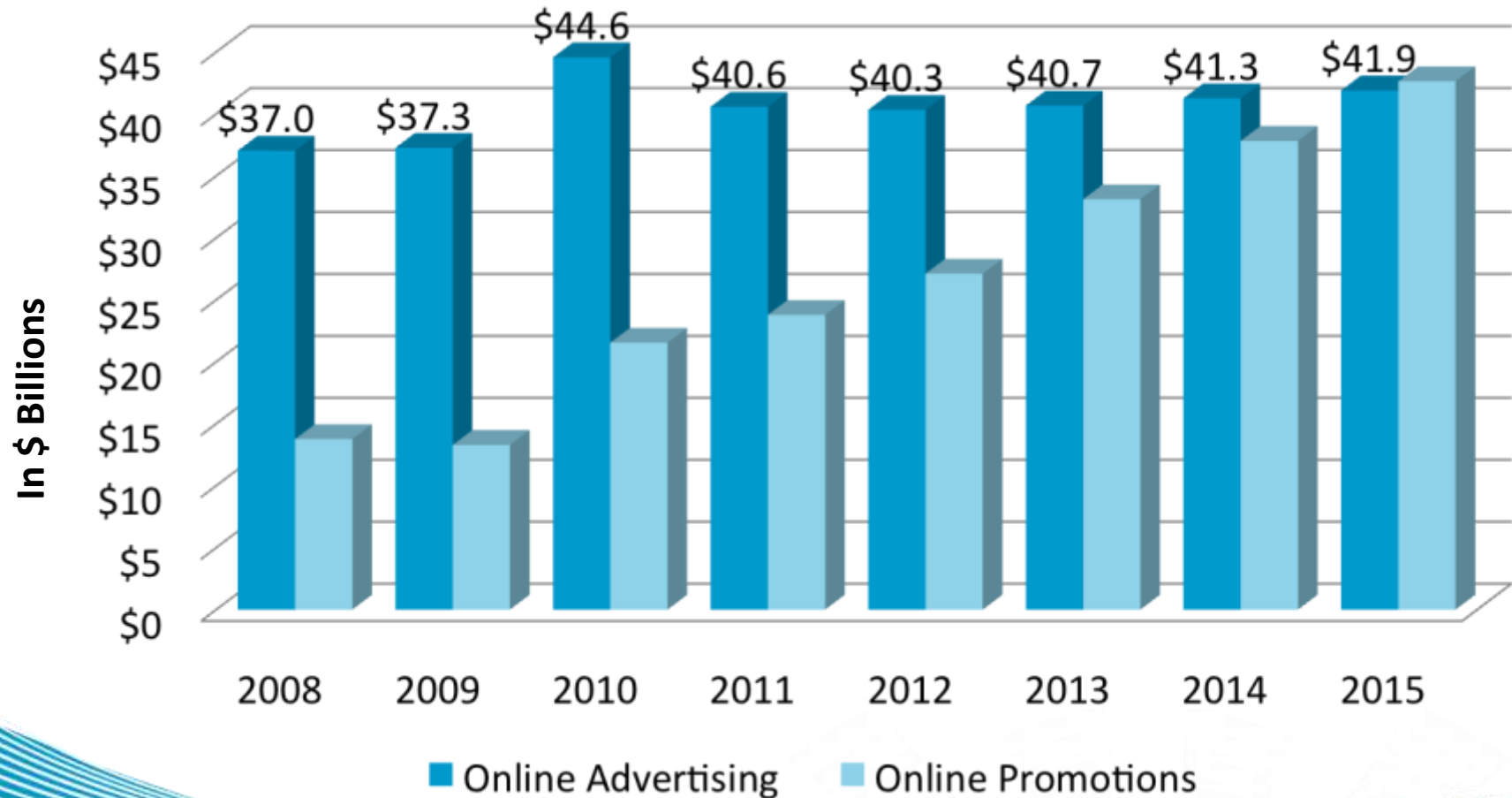
BIA/Kelsey predicts growth from \$873 million in 2010 to \$4.2 billion in 2015



Copyright © 2011 BIA/Kelsey



# Online Promotions – Poised for Growth



Source: Borrell Associates

# Are Deals Going Away?



**Consumers  
Love Saving  
\$\$\$**

**81% of advertisers  
have not run a deal yet**

**New Customers  
Wanted**

© Borrell Associates Inc. & Presslaff Interactive Revenue Coupons/Deals Survey September 2011.  
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# Case Study:

## *The News Tribune*

### Background:

- **6,463** deals sold
- **1,500 NEW** email subscribers
- Ran 7 Days
- 88% of sales came after 1<sup>st</sup> day

THE NEWS TRIBUNE thenewstribune.com

**findnsave** smart shopping starts here. Tacoma, WA

Find:  Search for Deals...

Home | **Daily Deals** | Local Coupons | Local Ads | Grocery Coupons | Store Circulars | Special


FindnSave > Daily Deals > \$7 a Day for Airport Covered Self-Parking

**OH NO... You're too late for this deal**

**Don't miss another great deal!**

Share this deal

**Today's Big Deal for Tacoma: Wally Park \$7 a Day for Airport Covered Self-Parking**



**Deal Price**  
**\$7.00**

No Longer Available

Value	Discount	Save
\$14.95	\$7.95	53%

**This deal ended at:**  
11:59 PM 1/18/2012  
With 6463 SOLD

**Locations**  
**WallyPark**  
18613 International Blvd  
SeaTac, WA 98188  
206-455-9621  
<http://www.WallyPark.com>

**Description**  
Introduce yourself and your vehicle to a first class parking experience at a coach price with today's deal. For \$7/day you get up to 7 days of covered, self-parking at WallyPark's Premier Garage (up to a \$14.95/day value).

# Case Study: *The Gazette*

## Background:

- **2,500** deals sold
- Two price points offered
- **\$97K** deal
- Email opt-in for merchant – **80%**
- 25% referral rate



Today's Deal

Bonus Deals

Entertainment Deal

Sign-Up

## GARY'S FOOD

\$25 For \$50 Or \$48 For \$100 Worth Of Groceries



### DESCRIPTION

Have you ever seen those extreme couponing shows? You know, the ones where someone can get an entire cart full of groceries and actually end up with the store paying them to take the groceries home? Or they get \$200 worth of groceries and only pay 49 cents!

Well, we're not that extreme, but who has the kind of time to figure all that out? We've got a fabulous deal for you to get more than half off your groceries, and all you have to do is click a button!

Gary's Food Groceries and Products Buy \$25 for \$50

**SOLD OUT**

1000 sold

Gary's Food Groceries and Products Buy for \$48 for \$100

**SOLD OUT**

1500 sold

**DEAL IS OVER**

YOU HAD UNTIL FRI, JAN 13 2012 11:59 PM TO PURCHASE THIS DEAL.

2500 sold



# Success is Yours to be Had

## Key Newspaper Strengths

### Promotional Power

- Can Cast a Wider Net
- Not 100% reliant on email to get word out
- Ability to offer high-value promotional space to extend reach

### Audience

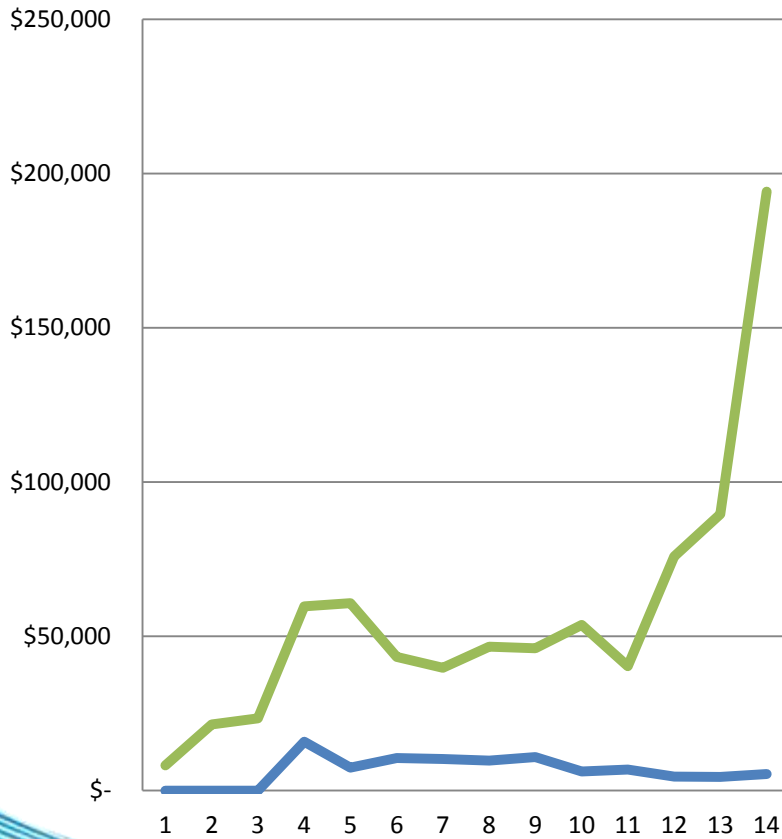
- Able to Reach More Valuable Customers
- Higher Spend per Visit
- Increased Potential for Repeat Business



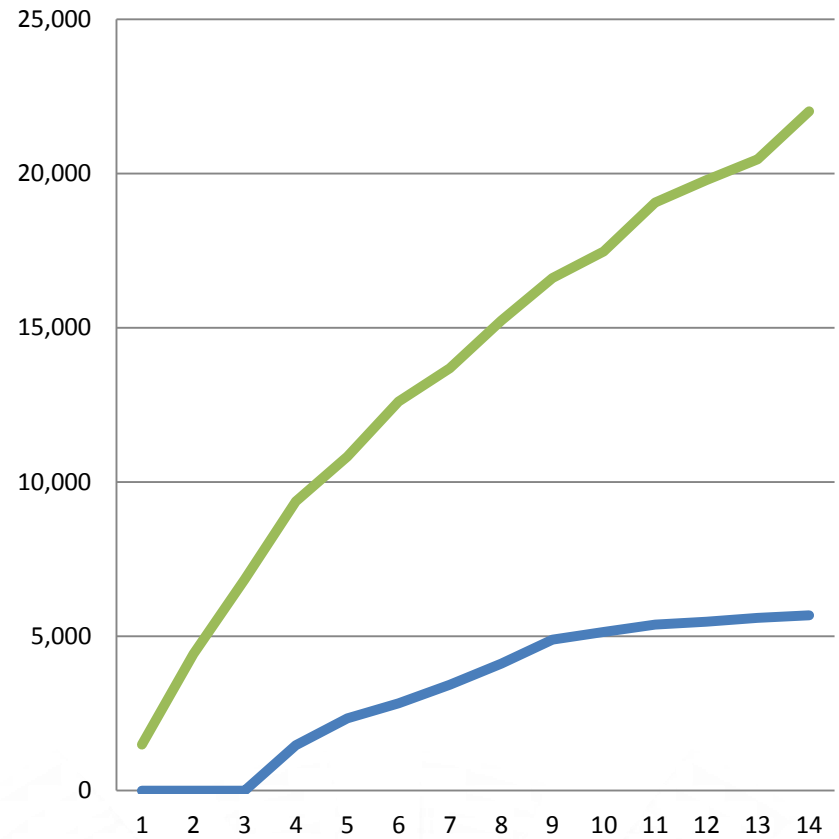
“The price of success is hard work...”  
-Vince Lombardi

# A Tale of Two Cities

## Revenue Growth



## Email Growth



# How Do They Do It?



# Introduction to Group Buying

# What is Group Buying

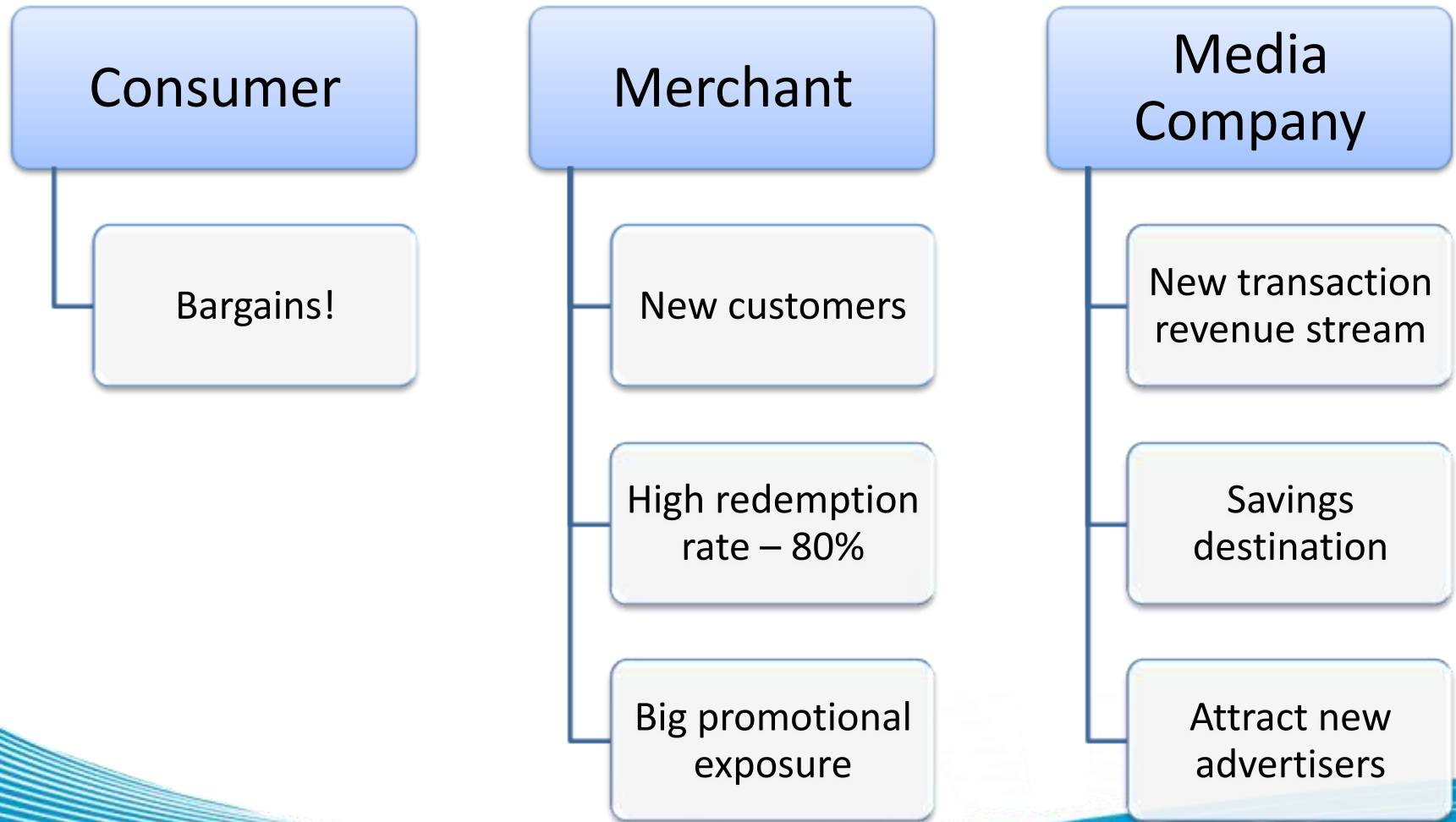
- Regular offers to buy a local product/service at a deep discount (50-90%)
- Comes with conditions & expiration date
- Close cousin to the coupon industry
- Also called “daily deals”, “social buying”, or “offers”



# How Does it Usually Work?

- Interested buyers pay upfront for the deal
- Intermediaries (“the site”) charge merchants a percentage fee (30% to 50%) of the total value of the whole deal
- Sites then encourage buyers to share the deal information and often reward sharers with credits or incentives

# Win-Win-Win



# The Formula is Simple



# Selling Deals

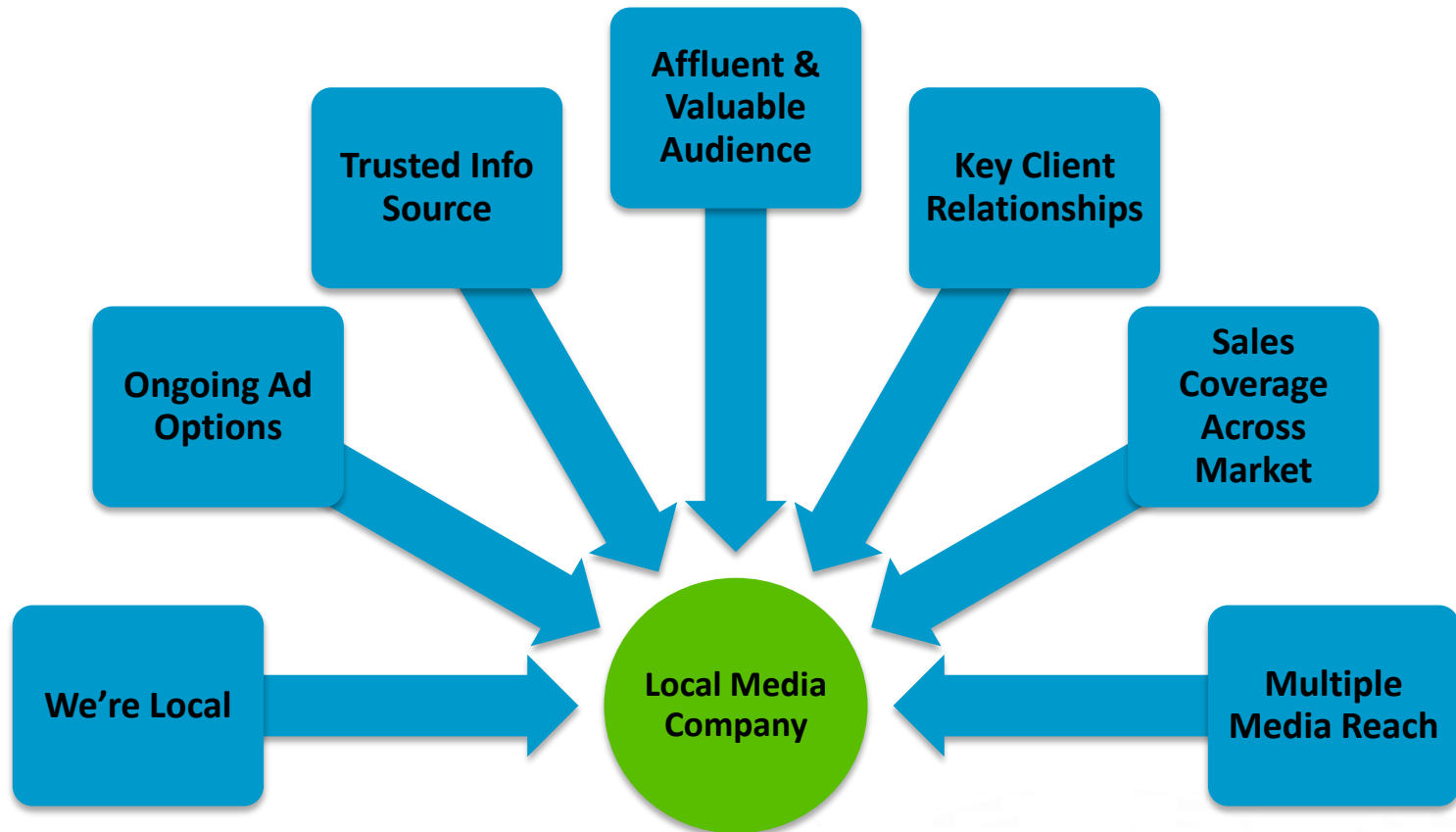
# Local Newspapers' Strengths



- We've been helping consumers save money for years!
- Thousands of deals & savings flow through our newspapers every week....
  - Sunday Circulars
  - Coupons & Discounts
  - Print & Online Offers
- Go-to place for savings



# Why Newspapers and Deals



# What's in it for Merchants?



**NO  
Upfront Cost**



**Guaranteed  
Revenue**



**Measureable  
Results**



**New Repeat  
Customers**



**Great  
Word of Mouth**



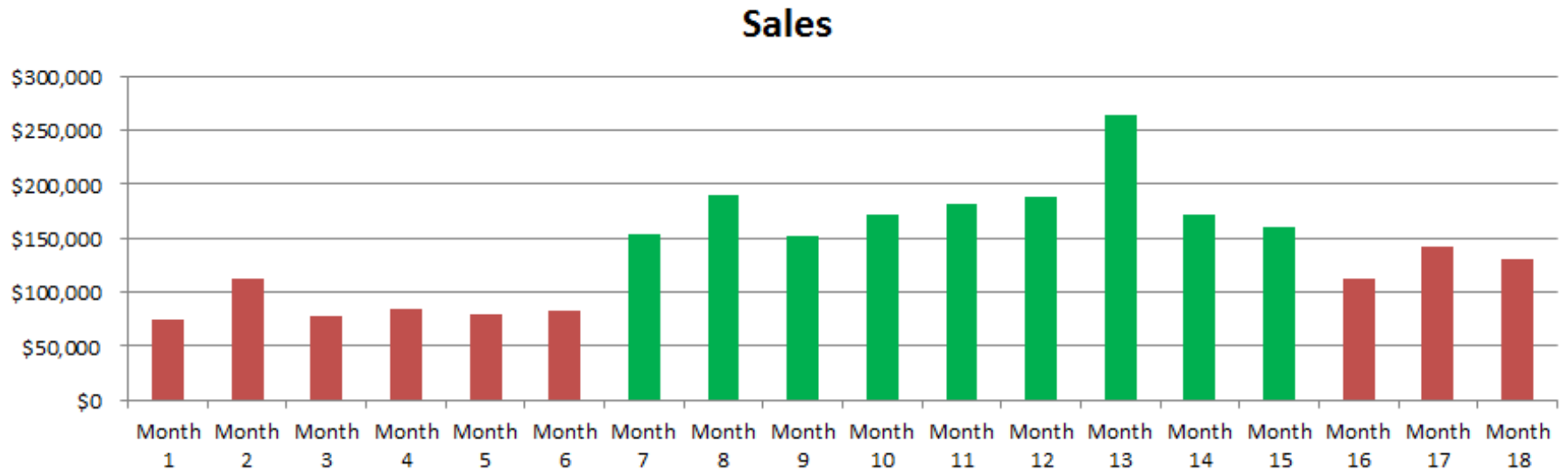
**Local Media  
Exposure**

# Selling Deals 101

- A dedicated rep can be product expert & liaison to core team
- Must be aggressive to maintain pipeline
- Able to balance merchant wants & site needs for a high-quality deal
- Sell TOTAL audience - not just email list size
- Use Yelp and Reader's Polls to identify popular businesses
- Have a key accounts strategy & lock-up top merchants in multi-deal contract
- Attack key categories



# Appoint Dedicated Sales Rep



*Months in **GREEN** are ones  
with a dedicated rep*

# Best Practices: Negotiation Tactics

**Get the Deal You Want**





# Incentivizing Reps

Show me  
the money!



## Quick Tips

- Deals can't be flavor-of-the-month product
- Incorporate deals into digital goals
- Focus incentives on new business & key categories
- Reward referrals
- Make it worth their while



# Embrace Synergy Between Products

Deals



# Merchant Appeal Checklist



- ✓ Strong Brand Awareness
- ✓ Relevant Location
- ✓ Multiple Locations
- ✓ Capacity
- ✓ Positive Online & Offline Presence

# Preparing Your Merchant

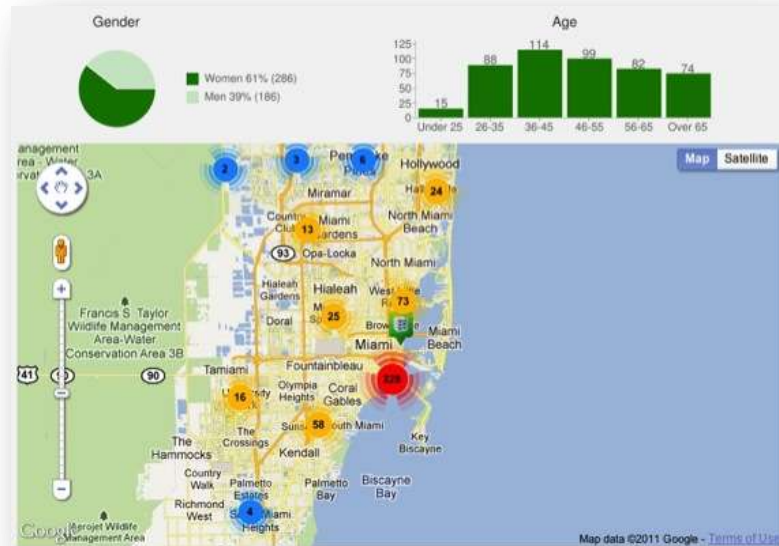
## Quick Tips

- Go over redemption options & merchant tools
- Make sure they prepare their staff
- Push loyalty programs
- Push email newsletters
- Treat deal customers well



# Merchant Services & Tools

**Merchant Center:**



**QR Codes:**



**Email Opt-in:**



# Deal Quality



# Deal Appeal Checklist



- ✓ Aligns With Your Audience
- ✓ Deal is Unique
- ✓ Priced Appropriately
- ✓ Valuable Discount
- ✓ Few Restrictions
- ✓ Bonus offers
- ✓ Expiration Date
- ✓ Deal Category
- ✓ Right Season



# And the Ultimate Question...

**Would you buy this yourself or recommend it to friends/family?**

# Deals: Good & Bad



**Restaurants**



**Activities**



**Retail**



**Health & Beauty**



**Travel**

## *Deals to Avoid\**



*Dental &  
Chiropractors*



*Jewelry*

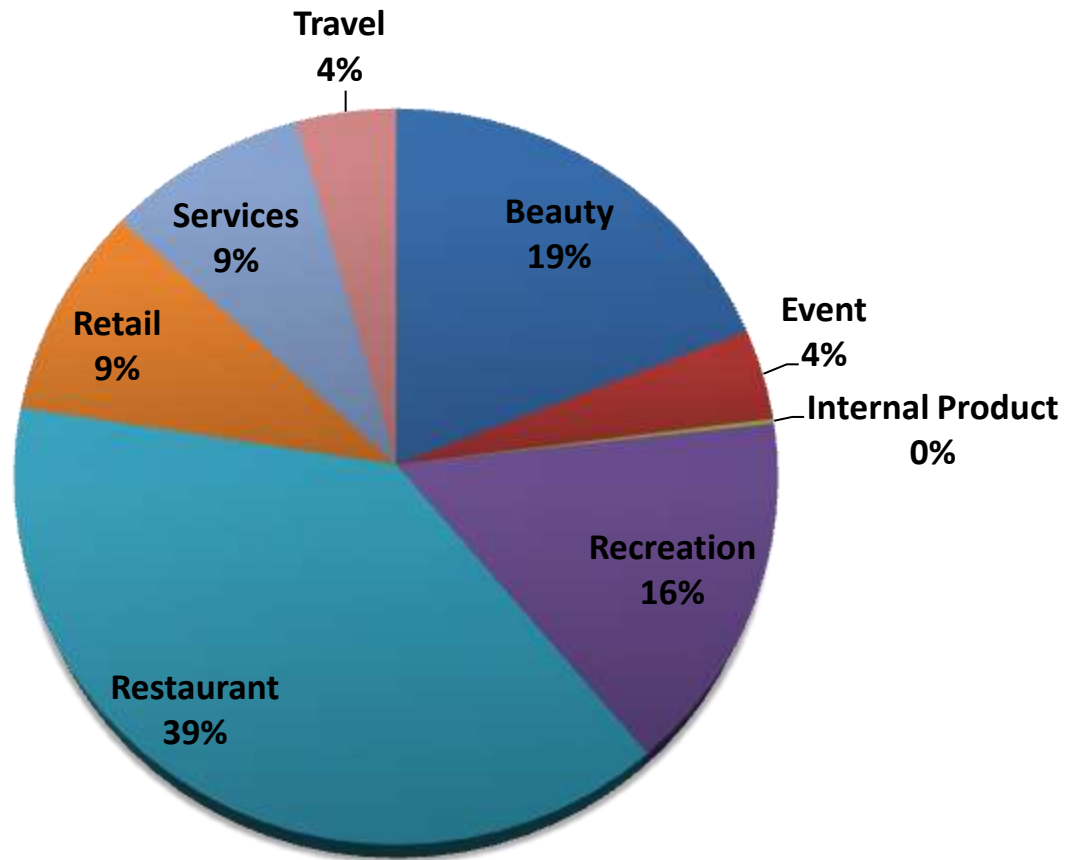


*Fitness*



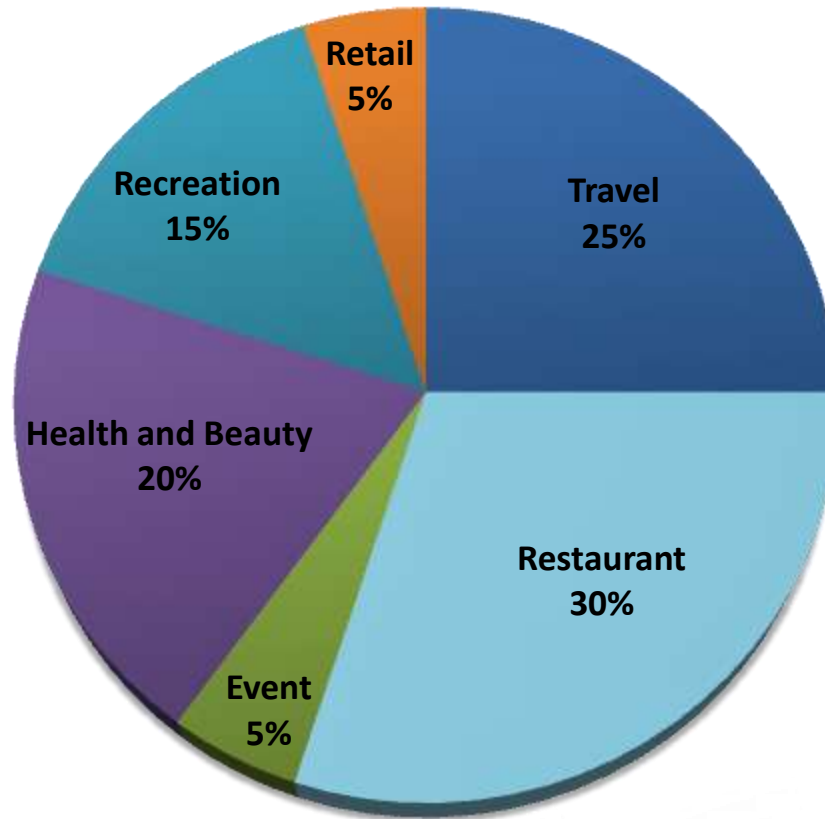
*Photography*

# Category Mix By Revenue



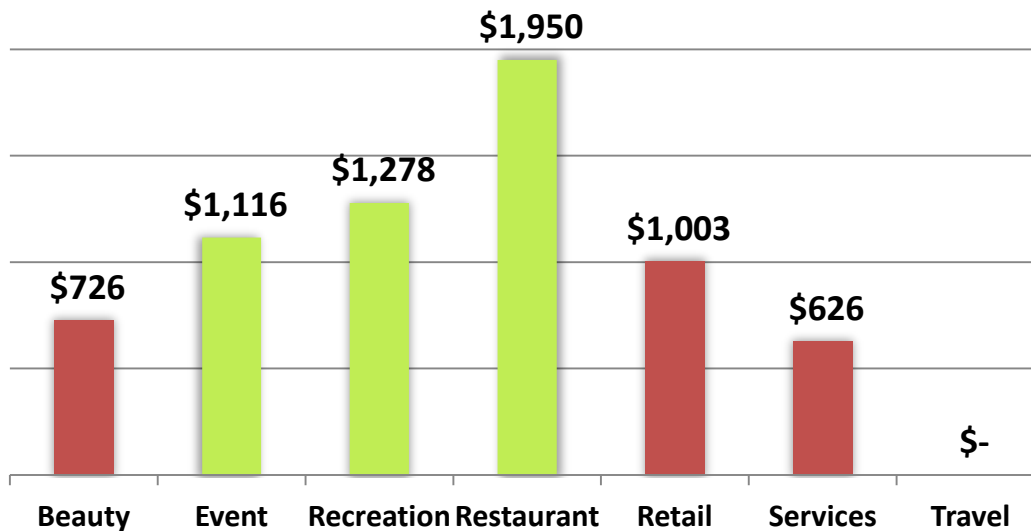
Based on  
400+ Sites

# Top 20 Deals of 2011: Category Mix by Revenue



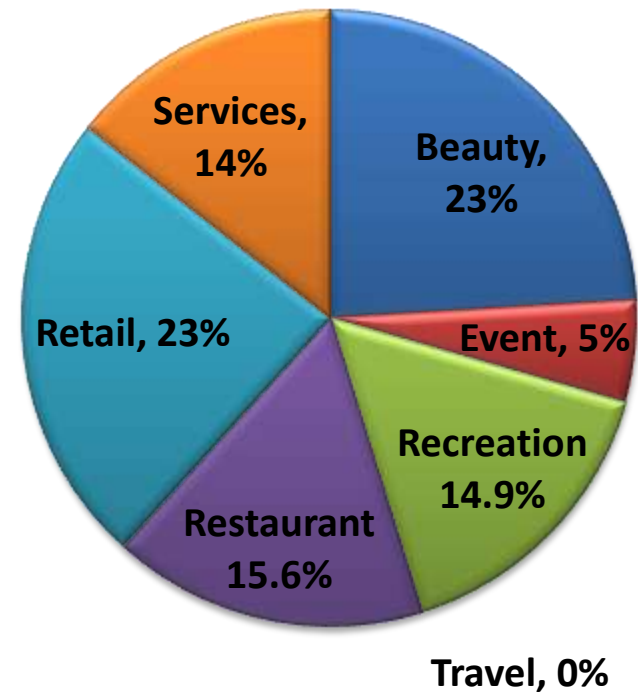
# Case Study: Focusing on the Right Categories

Avg. Revenue Per Deal by Category



60% of Deals from Lowest Performing Categories

Category Mix by Revenue





# Case Study

## Deal Details

- Texas Roadhouse
- \$15 for \$30
- 50% Off
- Run Date: 7/8/11
- Expiration Date: 7/9/12

## Results & Analysis

- Sold: 4,297
- Gross Revenue: \$64,455
- What worked
  - Brand awareness
  - Good price point
  - Good visual (logo)
  - Long expiration date
  - Included alcohol in deal

### Texas Roadhouse



#### Description

Today's Deal is good for:

- \$15 for \$30 worth of food & drinks at Texas Roadhouse in O'Fallon, MO!

At Texas Roadhouse, it starts with great food: And they've got the great meal part down.

In fact, Texas Roadhouse likes to consider their food more than great; they think it's Legendary. Hand-cut steaks, award-winning, fall-off-the-bone ribs, fresh-baked bread, and made-from-scratch sides are the standard at Texas Roadhouse. All of their food is created from scratch using only the highest quality and freshest ingredients.

They provide larger portions so you get more flavors and more food for your dollar. And if you want an ice cold beer or legendary margarita to wash it all down — well, they have those, too.

The food's not the only thing that's legendary at the Roadhouse — the fun is too! From line dancers to a jukebox to friendly servers, you'll enjoy every second you spend in a Texas Roadhouse. Legendary Service for every guest and Legendary Fun with their employees — they're the two biggest ingredients to their success! The Texas Roadhouse team thinks that guests should have such a good time, they'll want to come back again tomorrow.

**\$15** Deal Over

VALUE	% OFF	YOU SAVE
\$30	50%	\$15



#### Deal is Over

You had until Thu, Jul 07 2011 11:59 PM to purchase this deal.



#### Get Yours FREE!

When 3 of your friends buy this deal you get your money back!\*

[See Details](#)



#### Texas Roadhouse

1600 Mexico Loop Rd.

O'Fallon, MO 63366

636-980-7207

[store\\_ofallon@texasroadhouse.com](mailto:store_ofallon@texasroadhouse.com)

[www.texasroadhouse.com/](http://www.texasroadhouse.com/)

Mon. - Thurs. 4 p.m. - 10 p.m.

Fri. 4 p.m. - 11 p.m.

Sat. 11:30 a.m. - 11 p.m.

Sun. 11 a.m. - 9:30 p.m.

**\$15**  
Savings



# Case Study


## Deal Details

- Dirty Deed's Bar & Grill
- \$2.50 for \$5
- 50% Off
- Run Date: 2/11/11
- Expiration Date: n/a

## Results & Analysis

- Sold: 4
- What **DIDN'T** work
  - Highly restrictive: no alcohol
  - Misleading visual
  - No expiration date
  - Low value
  - No website
  - Not the right deal for the audience

### Dirty Deeds Bar & Grill



**Description**  
Our grill opens at 9am to 9pm.  
Serving amazing food at a great price; Omelets are starting at \$3.99 and fresh, hand made burgers starting at \$4.99. "Breakfast all day and lunch all morning"  
Come for the food and stay for the atmosphere.  
8 Big Screens to watch your favorite events.  
Happy Hour Monday thru Friday with \$2 Beers from 4pm-7pm  
We have just made Tuesday Night exciting with Fantasy Karaoke  
Tacos Monday – Thursday 25 cents! (no to go orders on tacos)  
Mention you saw us on Facebook (Dirtydeeds Barandgrill)  
Dine-in or take out. Give us a call: 360-703-3362 or stop in 1202 Commerce Ave., Longview

**Restrictions**  
Can certificate be used for beverages? **NO**  
Cash back for unused portion? **NO**  
No cash value.  
Not valid with any other promotion  
Tax and gratuity not included.  
One person/per day  
No refunds. All sales are final.

**\$2.50 Deal Over**

VALUE	% OFF	YOU SAVE
\$5	50%	\$2.50

**Deal is Over**  
You had until Wed, Feb 16 2011 11:59 PM to purchase this deal.

**Dirty Deeds Bar & Grill**  
1202 Commerce Ave.  
Longview  
360-703-3362

# Case Study

## Deal Details

- Herb Bauer Sporting Goods
- \$40 for \$80
- 50% off
- Run Date: 7/16/11
- Expiration Date: 12/31/11

## Results & Analysis

- Sold: 1,353
- Gross Revenue: \$54,120
- What worked
  - Unique price point
  - Well-established local brand
  - Good visual
  - Few restrictions
  - Simple headline

### \$40 for \$80 gift card for Herb Bauer Sporting Goods



#### Description

Camping, hiking, fishing, fresh air, and the great outdoors; that's what summer's all about. And today's deal from **Herb Bauer Sporting Goods** will help you get ready for your next summertime adventure. For **\$40, you'll get \$80 to spend on any sporting goods, equipment or rental.**

**Herb Bauer** has been Fresno's outdoor headquarters for more than half a century. You practically need a map and compass to navigate the huge selection of camping and backpacking supplies (luckily, they've got maps and compasses). Buy backpacks, tents, sleeping bags, and all the gear you need to tackle that mountain peak. Speaking of tackle, **Herb Bauer** has a full range of fishing gear too. And the Boardroom has you covered if your outdoor fun includes skateboarding, wakeboarding, or snowboarding. Whatever your sporting needs-- including bicycles, kayaks, guns and hunting gear-- you'll find it all at **Herb Bauer**.

**\$40**

Deal Over

VALUE  
**\$80**

% OFF  
**50%**

YOU SAVE  
**\$40**



#### Deal is Over

You had until Sat, Jul 16 2011 11:59 PM to purchase this deal.



#### Get Yours FREE!

When 3 of your friends buy this deal you get your money back!\*  
[See Details](#)



#### Herb Bauer Sporting Goods

6264 N. Blackstone Ave.  
Fresno, CA 93710  
[559-435-8600](tel:559-435-8600)

[Visit Herb Bauer Sporting Goods website](#)

## Deal Details


- Street Leathers of Oregon
- \$5 for \$10
- 50% off
- Run Date: 11/2/2011
- Expiration Date: 1/1/12

## Results & Analysis

- Sold: 1
- What **DIDN'T** work
  - Low value and price point
  - Product specific
  - Only valid for specific head wraps (not leather)
  - Non-descriptive headline

# Case Study

### Street Leathers of Oregon





**Description**  
At Street Leathers of Oregon, you'll find quality, affordable leather motorcycle riding apparel and riding boots. At our shop you'll find biker vests, leather jackets, patches, fingerless gloves, motorcycle chaps, biker clothing and our own custom leather.

**Restrictions**  
\$5 for Christian Specific Headwraps. A \$10 value.  
Redeemable after 10:00am the day after the deal closes  
Not valid with any other promotion  
Expiration Date: 1/1/11 No refunds. All sales are final. No cash value.

**\$5 Deal Over**

VALUE	% OFF	YOU SAVE
\$10	50%	\$5

 **Deal is Over**  
You had until Tue, Nov 02 2010 11:59 PM to purchase this deal.

 **Street Leathers of Oregon**  
3915 South Pacific Hwy. # B  
Medford, OR 97501  
541-535-1042  
[www.streetleathersoforegon.com](http://www.streetleathersoforegon.com)  
Hours: Mon 9:30am to 1:00pm  
Tues-Friday 9:30am to 5:30pm  
Sat 10:00am to 5:00pm  
Sun - Closed

# Case Study

## Deal Details

- The Somerville Showroom
- Very high-end Kitchen and Bath retailer
- Ran twice with varying results

## Results & Analysis

- First ran in May '11: \$100 Worth of Products for \$40
  - Sold 36
- Ran again in Sept. '11: \$400 in Kitchen & Bath Products for \$200
  - Sold 104

The screenshot shows a web interface for a deal. At the top is a navigation bar with four links: 'THE DEALS', 'MY SHOPPING CART', 'MY DEALS & CREDITS', and 'HOW IT WORKS'. Below this, the main heading reads 'The Somerville Showroom - \$400 in Kitchen & Bath Products for \$200'. To the left of the deal details is a photograph of a bathroom interior featuring a clawfoot bathtub, two pedestal sinks, and a large arched mirror. To the right is a black box containing the deal information. It includes the 'capdeal' logo, the price '\$200', and the text 'Deal Over'. Below this is a table with three columns: 'Value', '% Off', and 'You Save'. The values are '\$400', '50%', and '\$200' respectively. At the bottom of the black box, it says '104 SOLD'. Below the black box, the text 'Get Yours FREE!' is displayed.

Value	% Off	You Save
\$400	50%	\$200

104 SOLD

Get Yours FREE!

**One customer used voucher towards a \$50,000 remodeling project!**



# Forming Your Deal Team

*aka “The Deal Committee”*



# The Deals Committee



- ✓ Establish approval criteria & share it
- ✓ Vet & refine new deals
- ✓ Discuss pipeline, sales challenges
- ✓ Track & discuss the competition
- ✓ Learn from past deals



# Deal Rejection

## Quick Tips

- No silver bullet
- Point to established approval criteria
- Look to refine deal, if possible
- Be diplomatic
- Recommend other advertising options



# Best Practices: The Calendar



## Quick Tips

- Be scheduled out 2-3 weeks
- Always have a deal live
- Mix it up
- Identify top traffic days
- Only repeat top deals
- Strive for consistency
- Run deals longer than 24 hours

# Deal Models

# Thinking Beyond the 24 Hour Deal



# “Side Deals”



Don't Miss...a Deal!  
Email Address

or

[Shop Deals](#) [View Cart](#) [Registration](#)



[Today's Deal](#) [Side Deals](#)

 [Click here to refer a Friend, Get \\$10](#)

Salut Bistro

**\$20 for \$50 worth of Fine Italian Dining, Salads and Drinks (Valid for Lunch or Dinner!)**



**Salut Bistro**  
The Place to Be!

Quantity

**\$20**

VALUE	% OFF	YOU SAVE
\$50	60%	\$30

 **Deal is On!**  
You have until Sun, Dec 11 2011 11:58 PM to purchase!  
**6 hrs 12 mins, 45 secs**  
278 SOLD

 **Salut Bistro**  
1501 N. University  
Suite 160  
Little Rock, AR 72207  
[501-660-4200](tel:501-660-4200)  
[www.salut-bistro.com](http://www.salut-bistro.com)

**60%**  
Savings

### SideDeals



**Premier Cleaners**  
With 25 Years' Experience, Our Customer Loyalty Speaks For Itself!  
**Premier Cleaners**  
\$10 for \$25 Worth of Dry Cleaning or Laundry Services Towards ANY ITEM! (including Leather, Down, Drapes, etc.)



**Tre Bella SKIN SPA**  
There Are Many Ways to Relax... And There's Only One Way.  
**Tre Bella Skin Spa, LLC**  
\$35 for a One Hour Swedish Massage. (\$70 Value!)





# Case Study: Miami Herald

The screenshot shows the dealsaver.com website for Miami-Ft. Lauderdale. The main deal is for a \$59 spa package at Doral, valued at \$125. The deal is marked as 'Deal Over' with a '391 SOLD' status. The package includes a one-hour Swedish massage, a manicure and pedicure, and a session of tanning or aroma steam. The website also features a 'Current Deals' section with other offers like a 16x20 Canvas Wrap and a one-year subscription to The Miami Herald Digital Newspaper.

dealsaver.com | Miami-Ft. Lauderdale

Sign up:

Deals View Cart Registration

Refer a Friend, Get \$10

**\$59 for a spa package Tranquility at Doral (a \$125 value)**

**\$59 Deal Over**

VALUE	% OFF	YOU SAVE
\$125	53%	\$66

**Deal is Over**  
You must call Tom, Mar 22 2015 11:53 PM to purchase this deal  
**391 SOLD**

**Get Yours FREE!**  
When 3 of your friends buy this deal you get your money back!  
See Details

**Tranquility At Doral**  
1566 NW 61 St  
Doral, FL 33178  
[www.305-7961.com](http://www.305-7961.com)  
Website

**Description**  
The vibe is in the name at Tranquility at Doral! And with this stress-free deal, you can sample some of the best services the spa has to offer!

This spa package includes:  
- a one-hour Swedish massage  
- spa manicure and pedicure  
- one session of tanning or aroma steam.

Have all of your services done in one day, or split them up – whatever is most convenient for you!

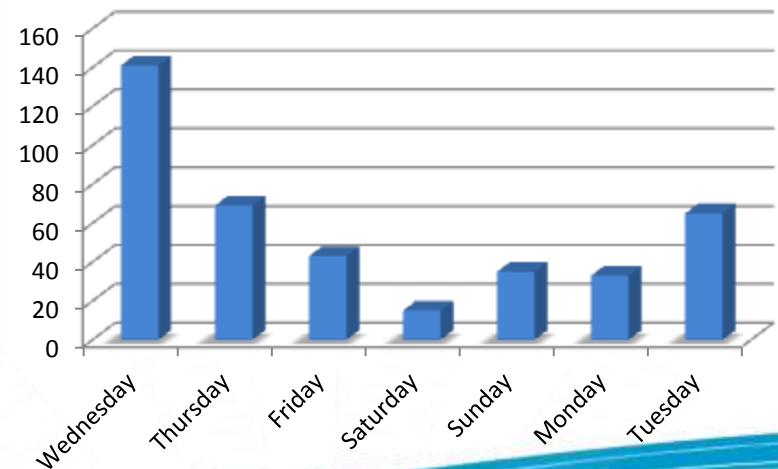
**Current Deals**

**\$38 for a 16x20 Canvas Wrap by Pizzazz Decor (a \$79 value)**

**\$9 for one-year subscription to The Miami Herald Digital Newspaper (a \$19.99 value)**

- Featured Deals Run for 7 Days Total
- Space exclusively reserved for Feature Deals
- 65% of sales came after 1<sup>st</sup> day

Sales Per Day



# Seasonal & Category Stores



## Deal Grouping Organized by:

- ✓ Theme
- ✓ Season
- ✓ Geography
- ✓ Holiday

# Why Deal Stores?

- Focused sales effort = Big Results!
- Curated deals focused on a theme elevate individual deals
- Store seasonality ensures timely deals
- Expand your deal offerings and options for merchants
- Added promotional push for store and deals program



# Q4 Snapshot: Mid-Sized Market

## So, what happened in November?

- “12 Days of Christmas” Store
- **\$21,957 – 47% of revenue for Nov.**
- 40% increase in deal volume
- Less reliant on a single top deal than in other months
- 33% higher click-thru rate on emails



# Develop a Deal Stores Calendar



Month	Theme/Season/Holiday
January	New Years Resolutions
February	Valentine's Day
March	Spring Break
April	Golf
May	Mother's Day
June	Father's Day
July	Summer Fun
August	Back to School
September	Fall/Labor Day
October	Halloween
November	Cyber Monday Week
December	Holidays/NYE





# Valentine's Day Stores

The screenshot shows the Daily Deals website with a pink heart-themed border on the left. The header includes the 'daily deals' logo, a 'KY3ING' badge, and a 'GET DAILY DEAL ALERTS' email sign-up. Navigation links for 'DAILY DEALS', 'DEAL OF THE WEEK', 'OTHER GREAT DEALS', 'BRANSON DEALS', and 'GOLF DEALS' are visible. A red banner highlights 'TODAY'S SWEETHEART DAILY DEAL'. Below this is a login section with fields for 'User ID' and 'Password', and links for 'Login', 'Facebook Login', 'Help', 'New User: Register Now', 'Browse Deals', 'View Cart', and 'Registration'. A 'Featured' section lists categories like 'Daily Deals', 'Deal of the Week', 'Other Great Deals', 'Past Daily Deals', and 'Travel Deals'. A featured deal for 'B & B Theatres' is shown with a photo of a group of people.

**daily deals**  
HALFPRICEDEALS.COM

served to you by **KY3ING**

GET DAILY DEAL ALERTS:  Enter Email Address

HOW IT WORKS | RECOMMEND A DEAL | LOGIN

DAILY DEALS | DEAL OF THE WEEK | OTHER GREAT DEALS | BRANSON DEALS | GOLF DEALS

**TODAY'S SWEETHEART DAILY DEAL**

User ID  Password  Login or Facebook Login Help New User: Register Now

Browse Deals View Cart Registration

Featured | Daily Deals | Deal of the Week | Other Great Deals | Past Daily Deals | Travel Deals

**B & B Theatres** (a \$5 for \$10 toward

**OSAZA**

**Description**

Today's deal is all about entertainment theatre. For today only you can get a brand new, state-of-the-art movie

This offer is good at the following locations:

- Ozark/Nixa 12
- Ritz 8 in Lebanon
- Monett Plaza 8
- Waynesville Cinema 8
- Bolivar Cinema 5

This section features a red banner with the text 'Valentine's Day today's deal' and a heart icon. Below the banner is a search bar and a 'Get Deals by Email' sign-up. The main deal is for 'Sweet Surrender Fudge', priced at \$17 for a Valentine's Day Sweet 16 Sampler Box (a \$30 Value). The deal is available in quantities of 1, with a value of \$30, a 43% discount, and a final price of \$13. A 'Refer a Friend, Get \$10' badge is also present. The deal is valid until Feb 14, 2012, 12:00. A 'Get Yours FREE!' offer is also mentioned.

**Valentine's Day today's deal**

NORTH COUNTY TIMES THE CALIFORNIAN

User ID  Password  Login or Facebook Login Help New User: Register Now

Today's Deal My Cart My Registration

Find Today's Deal:  Search

Get Deals by Email:  Enter Your Email Here Subscribe

Today's Deal | Valentine's Day Deals | Past Deals

**Sweet Surrender Fudge**  
\$17 for Valentine's Day Sweet 16 Sampler Box (a \$30 Value)

Qty 1

**\$17** Add to Cart

VALUE \$30 % OFF 43% YOU SAVE \$13

**Deal is On!**  
You have until Tue, Feb 14 2012 12:00  
Add to purchase!  
4 days 10 hrs 21 mins, 4 secs  
3 SOLD - 47 Remaining

**Get Yours FREE!**  
When 3 of your friends buy this deal you get your money back!  
See Details

**Sweet Surrender FUDGE**

This section features a blue banner with the text 'VALENTINES VALUES! Great new deals for your Valentine's Day'. Below the banner is a 'Newsday daily deal' badge. The main deal is for 'Delight Expressions', priced at \$34.98 for a vase from DelightExpressions.com! (a \$69.95 Value). The deal is available in quantities of 1, with a value of \$69.95, a 50% discount, and a final price of \$34.98. A 'Refer a Friend, Get \$10' badge is also present. The deal is valid until Feb 14, 2012, 12:00. A 'Get Yours FREE!' offer is also mentioned.

**VALENTINES VALUES!** Great new deals for your Valentine's Day [VIEW DEALS!](#)

User ID  Password  Login or Facebook Login Help New User: Register Now

**Newsday daily deal**

**VALENTINES VALUES!** Great new deals for your Valentine's Day

**Delight Expressions**  
Off One Dozen Roses Vase from DelightExpressions.com! (\$95 Value)  
\$34.98  
\$69.95 Value  
[VIEW DEAL](#)

**Florist & Greenhouse**  
for 2 Dozen Mixed Mixed Roses with Vase Wicks Florist! (\$60 Value)  
\$29  
\$60 Value  
[VIEW DEAL](#)

## Background

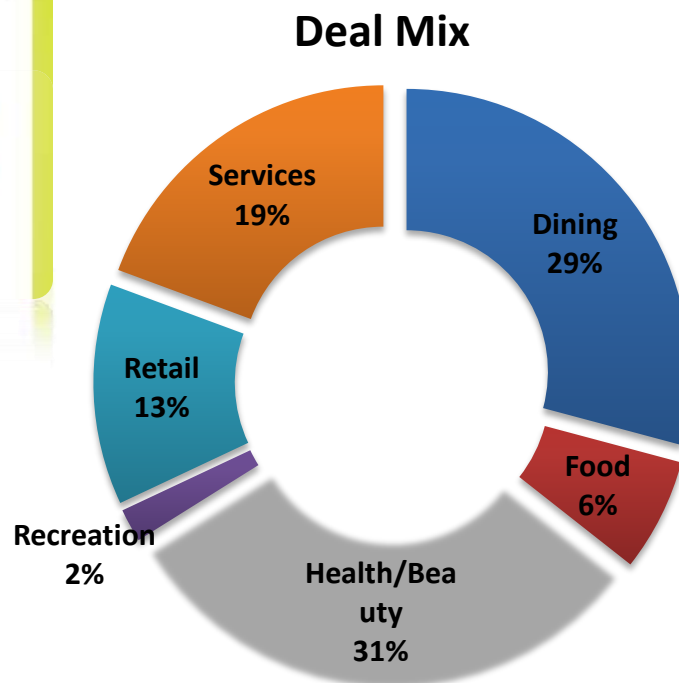
- Store Ran: 2/7 – 2/15
- 21 Deals – in addition to regular schedule

## Results


- Over **\$21k** in store-only revenue
- **40% revenue** increase over a typical week (w/o a store)
- Strong Deal Mix



## Case Study: Valentine Day Store




# Category Stores



These deals sell out fast, but be sure to look all the way down this page to be a few hiding!

New Lawrence Originals Dining Deals will be added at the beginning of each week. don't forget to check back soon!

You must be at least 18 years of age to purchase gift certificates. How do I unsubscribe? Simply click the "Opt-out" link at the bottom of any email.



**Thai House**  
**\$25 Voucher for \$17.50**

"We are most proud of our exceptional Thai cuisine. Thai Spice uses the finest ingredients and the best spices to create an amazingly exciting experience for your tastebuds."

[Restrictions](#) [Map](#)

QUANTITY \$17.50  
VALUE \$25  
2 Remaining

**OTHER ACTIVE DEALS**



**capdeals**

**\$39 for Express Mini Detailing Package (Up to \$135 Value!)**

**Blue Ridge Arsenal - \$65 Shooting Range Package (\$130 Value!)**



**dishdeals**

**Hanaro Restaurant & Lounge: \$30 Worth of Food and Drink for \$15**



**getawaydeals**

**\$300 Chesapeake Bay Fishing Trip for Six (\$650 Value!)**

**\$65 Chesapeake Bay Fishing Trip Single Ticket (\$108 Value!)**

Other Ideas:



VACATIONFUN





# CHECK OUT TODAY'S DEAL GOLF SPECIALS!

today's deal™ Hop on it

 Get 1 Round of Golf for 2 Plus a Cart, Range Balls, and 25% Discount in the Pro Shop for only \$40 at Quail Creek Golf Club	 Get \$20 worth of Food & Drinks for only \$10 at Caddyshack Bar & Grill in Wentzville	 Get a 2011 Golf Membership for only \$80 at Deer Creek Golf Club	 Stay 3-Nights in a Single or Double Room for 50% off at Ozark Village Resort	 Get a Set of Nike Victory Red Full Cavity 4-6 Steel Irons, Callaway FT Hi-Brid Steel Irons, or Callaway FT Graphite Irons from Pro Am Golf	 Play 2 Rounds of Golf with a Cart for only \$20 at River Lakes Golf Course
 Only \$29.99 for 2-month Membership, including access card, equipment orientation with a personal trainer, unlimited tanning, & NO enrollment fee at Snap Fitness	 Get a Round of Golf for 2 with a Cart or a Season Pass at Sun Valley Golf Course	 Only \$49 for an Oil Change & Preventative Maintenance for your Club Car Golf & Utility Vehicles at M&M Golf Cars	 Play one round of golf with a cart for only \$17 at Stonebridge Golf Course	 Only \$12 to Play 2 Rounds of Golf on the 18-Hole, Par 3 course at Governor's Run	

today's deal™ Hop on it

WANT TO GET MORE DEALS LIKE THIS?

REGISTER ONLINE AT: [stftoday.com/todaysdeal](http://stftoday.com/todaysdeal) TO RECEIVE A NEW DEAL EVERYDAY!

## Category Store: Golf

- Run Dates:  
4/4/11 – 4/16/11
- 11 Deals
- Revenue: \$40K+
- Price Range: \$10 - \$800
- Top Deal: Round of Golf - \$14,600
  - Golf for two + Cart
  - 25% Discount at Pro Shop

# CYBER MONDAY

## 3 DAYS ONLY!

Cyber Monday, Tuesday & Wednesday!

## Gatehouse Media Promotional Examples



Full-Page Ad



Online Ads



# Shaw Media Promotional Examples



Serving the Tri-Cities and Kaneland



36° Saint Charles, IL  
Fair | Forecast



View Today's e-Edition  
Subscribe to the Kane County Chronicle

[News](#) [Sports](#) [Business](#) [Opinion](#) [A&E](#) [Video](#) [Photos](#) [Events](#) [Classified](#) [Real Estate](#) [Wheels](#) [Jobs](#) [Public Notices](#)

[Obituaries](#) [Archives](#) [Coupons](#) [Planit Kane](#) [Local Business Directory](#)

☒ Site ☐ Web Search by **YAHOO!**

**12 DAYS OF B!G DEAL**  A New Deal Every Day  
Now through December 16. [PlanitKane.COM](#) Expand [+]



**St. Charles East boys basketball traps Geneva**

ST. CHARLES – If a team's identity can take shape by early December, for the St. Charles East boys basketball team, the ability to stroke the three-point shot and play quality ... [Read More »](#)



**Residents name c needed in new St**



**CHARLIE**  
would rather keep his \$5

**12 DAYS OF B!G DEAL** Close [X]



[Click Here for Today's Big Deal!](#)

A new deal from one of these businesses each day. Visit daily from 7:00 am – 11:59 pm.

# The Really Big Deal: Shaw Media

**KANE COUNTY CHRONICLE**

it's a **B!G DEAL**

**WASCO NURSERY & GARDEN CENTER**

"Wasco Nursery is one of the oldest businesses in the Fox Valley area, over the last 86 years we have grown and planted nearly 75,000 trees as well as countless shrubs. In addition to beautifying the community, we have supported hundreds of schools, churches, youth sports teams, charity fundraising events and other local organizations."  
- Matt Zerby, Owner, Wasco Nursery

Planit Kane is a part of the Kane County Chronicle's family. As the leading local daily newspaper serving the Fox Valley for 130 years, the Kane County Chronicle stands behind every deal. You have my word on it!  
- J. Tom Shaw, Publisher, Kane County Chronicle

**Planit Promise**  
PLANITKANE.COM  
PLAN. SAVE. GO.

Planit Kane is part of the Kane County Chronicle's family of websites. As the Tri-Cities' leading daily newspaper, serving the Fox Valley for over 130 years, the Kane County Chronicle stands behind every deal. You have our word on it!

**J. Tom Shaw**  
Publisher  
Kane County Chronicle

**\$30 towards anything with roots for only**  
Hurry! This offer is for a limited time only!

**www.PlanitKane.com**

MOBILE QUICK LINK: To get this great local deal and more on your smartphone, just scan this tag using an app like the code reader in the iTunes app store, or the free Barcode Scanner from the Android Market.

- Focus on quality over quantity: 1-2 per week
- Strong brand promise
- Enhanced promotion – pull out all of the stops!
- Supplement revenue with ongoing “mall” environment



# Top Recreation Deal of 2011

Hey, what's the **BIG B!G DEAL?** Planit Kane



Chris Plazak Dale McFarland J. Tom Shaw

**This Week's Big Deal**  
Purchase a \$200 voucher to Key Lime Cove for Only \$99.95!

Overnight Stay + 4 Waterpark Passes to use from check-in thru next day at 9 pm. Hurry, deal ends Wednesday, September 21 at 7 am!

Now's the perfect time for a family getaway at our 414-room hotel and 65,000-square-foot indoor waterpark. It's like a tropical vacation close to home. Regardless of what the weather report says, Key Lime Cove serves up summer delights all year long. Families can splash the day away at our Lost Paradise Waterpark. Kids will love our huge arcade and the daily fun-tivities at Leapin' Lizards. Everyone will enjoy our signature restaurants, shops, spa and spacious rooms. Don't delay... We invite you to take advantage of this tremendous limited-time offer. Come join the fun!

—Chris Plazak, Director of Sales and Marketing and  
Dale McFarland, General Manager, Key Lime Cove Indoor Waterpark Resort

Planit Kane is part of the Kane County Chronicle's family of websites. As one of the longest-established business in Kane County, the Kane County Chronicle stands behind every deal. **You have my word on it!**

—J. Tom Shaw, Publisher, Kane County Chronicle

Planit Promise

Go to **PlanitKane.COM!**

Also available at KCChronicle.com

**BIG B!G deal!** *Key Lime Cove*  
INDOOR WATERPARK RESORT

Purchase a \$201.90 voucher for \$99.95!

[CLICK HERE](#)

**BIG B!G deal!**

Purchase a voucher to *Key Lime Cove*  
INDOOR WATERPARK RESORT  
and **SAVE 50%!**

Overnight Stay + 4 Passes – Over a \$1000 Savings!

[CLICK AD TO PURCHASE](#)



Big Big Deal on Now thru Sept. 21 @ 7am!

# Shaw Media's PlanIt Savings

## Print Promo

**Beef Shack**

Buy a \$20 voucher for just \$10!

[www.PlanItKane.com](http://www.PlanItKane.com)

**MOBILE QUICK LINK** To get this great local deal and more on your smartphone, just scan this tag using an app like the free original QR code reader in the iTunes app store, or the free Barcode Scanner from the Android Market.

**Blue Goose Market**

630/584-0900

300 S. 2nd St. | Saint Charles, IL 60174

**Thirsty Fox Pub**

Voted #1 Burger in St. Charles!

104 East Main Street  
St. Charles  
630.377.6634

Check out our website for Daily Specials  
[www.thirstyfox.com](http://www.thirstyfox.com)

**MILANO**

*Ristorante Italiano and Banquets*

**NOW OPEN FOR LUNCH**  
Make Your Holiday Reservations Now!  
We also do catering!

GIRLS DAY OUT - Sunday 11/6 • 1pm-close, call Tiffany 630-818-0099  
40W188 Campton Crossings • Campton Hills, IL 60175  
630.443.9300 • [www.milanoritaliano.com](http://www.milanoritaliano.com)  
Two Steplights west of Randall Road on Rt 64/North Ave.

**Voted One of the Best Ribs!**  
Daily Food & Drink Specials  
Open 7 Days a Week Carry Out Available

**NIKO'S LOBBY**

**\$10 Off when you spend \$45 or more.**  
Limit one per party.

41W379 Illinois Route 64 • Waco, IL 60183 • 630.443.8000  
Open Daily at 4 pm • Saturday & Sunday at Noon

## What is PlanIt?

PlanItKane.com organizes everything you need for affordable weekend fun! With our money saving vouchers and extensive events calendar you can always find something to do on PlanIt!

## PlanIt is where you will find:

The best local deals and coupons for the businesses you visit - save on shopping, dining and entertainment!

Our calendar with the best list of family friendly events and activities.

All the details for local festivals, concerts and more!

**THE BIG LOBSTER TUESDAY**

Tuesday night is the night for Lobster at Big Fish Grille. All seating at \$15.

**Big Fish Grille**

630.232.2222

**Gina's Subs & Pizza**

**FREE ORDER OF BUFFALO WINGS WITH PURCHASE OF 16" 1-TOPPING PIZZA**  
expires 12/5/11

2770 East Main Street • St. Charles, IL 60174  
(630) 377-3220 • [order@ginasubandpizza.com](mailto:order@ginasubandpizza.com)

**24 WAYS TO LAUGH, REFLECT & RECONNECT TO THE MOMENTS IN YOUR LIFE.**

- 4-show subscription series
- holiday productions
- evening musical performances
- live music events
- performing arts festival
- holiday shopping festival

**Fox Valley Repertory**

1000 N. Main Street • St. Charles, IL 60174 • 630-443-4342 • [www.foxvalleyrep.org](http://www.foxvalleyrep.org)

**St. Charles**

**\$3.99**

4 pc Chicken Strip Basket (Save \$1.20)

Limited time offer. Not valid with any other offers.

VALID ONLY AT: 900 W. Main St., Rt 64 • St. Charles • 630.584.2658  
900 W Main • St. Charles • 630.584.2658

## Online Mall

**PlanIt Kane**  
Plan. Save. Go.

PlanIt vouchers make great stocking stuffers! Click on the PlanIt Savings Tab to get yours today!  
[more info...](#)

[Home](#)
[Shopping Directory](#)
[Gift Ideas](#)
[Big Deals](#)
[PlanIt Savings](#)
[Coupons](#)

[Login](#) or [Facebook Login](#)
[Help](#)
[New User: Register Now](#)

[More Deals!](#)
[View Cart](#)
[Registration](#)

Deals Email:  [Subscribe](#)

PlanIt Savings

1 2 3 4 5 Viewing: 1-12 of 58

<p><b>All American BBQ</b></p> <p><b>\$5</b></p> <p><a href="#">Add to Cart</a></p> <p>Qty: 1</p> <p>VALUE: \$15</p> <p><a href="#">Details</a> <a href="#">Map</a></p>	<p><b>Apple Villa Famous Pancake House</b></p> <p><b>\$10</b></p> <p><b>Sold Out</b></p> <p>VALUE: \$20</p> <p><a href="#">Details</a> <a href="#">Map</a></p>	<p><b>Beef Shack</b></p> <p><b>\$5</b></p> <p><b>Sold Out</b></p> <p>VALUE: \$10</p> <p><a href="#">Details</a> <a href="#">Map</a></p>
<p><b>Bistro One West</b></p> <p><b>\$7</b></p> <p><a href="#">Add to Cart</a></p> <p>Qty: 1</p> <p>VALUE: \$10</p> <p><a href="#">Details</a> <a href="#">Map</a></p>	<p><b>Blue Goose</b></p> <p><b>\$12.50</b></p> <p><b>Sold Out</b></p> <p>VALUE: \$25</p> <p><a href="#">Details</a> <a href="#">Map</a></p>	<p><b>Bond Dental Studio</b></p> <p><b>\$7.50</b></p> <p><a href="#">Add to Cart</a></p> <p>Qty: 1</p> <p>VALUE: \$25</p> <p><a href="#">Details</a> <a href="#">Map</a></p>
<p><b>Bull &amp; Bear LTD Tobacco Shop</b></p> <p><b>\$7.50</b></p> <p><a href="#">Add to Cart</a></p> <p>Qty: 1</p> <p>VALUE: \$25</p> <p><a href="#">Details</a> <a href="#">Map</a></p>	<p><b>Bulldog's Red Hots</b></p> <p><b>\$2.50</b></p> <p><a href="#">Add to Cart</a></p> <p>Qty: 1</p> <p>VALUE: \$5</p> <p><a href="#">Details</a> <a href="#">Map</a></p>	<p><b>Charlie Fox's Pizzeria &amp; Eatery</b></p> <p><b>\$12.50</b></p> <p><b>Sold Out</b></p> <p>VALUE: \$25</p> <p><a href="#">Details</a> <a href="#">Map</a></p>

# Audience Growth

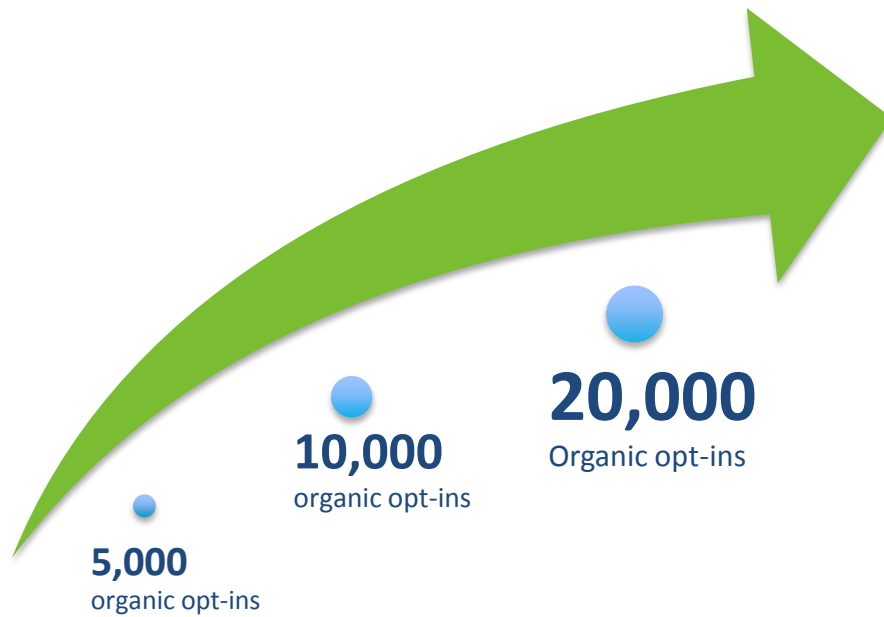


# Always Be Growing Your Email List



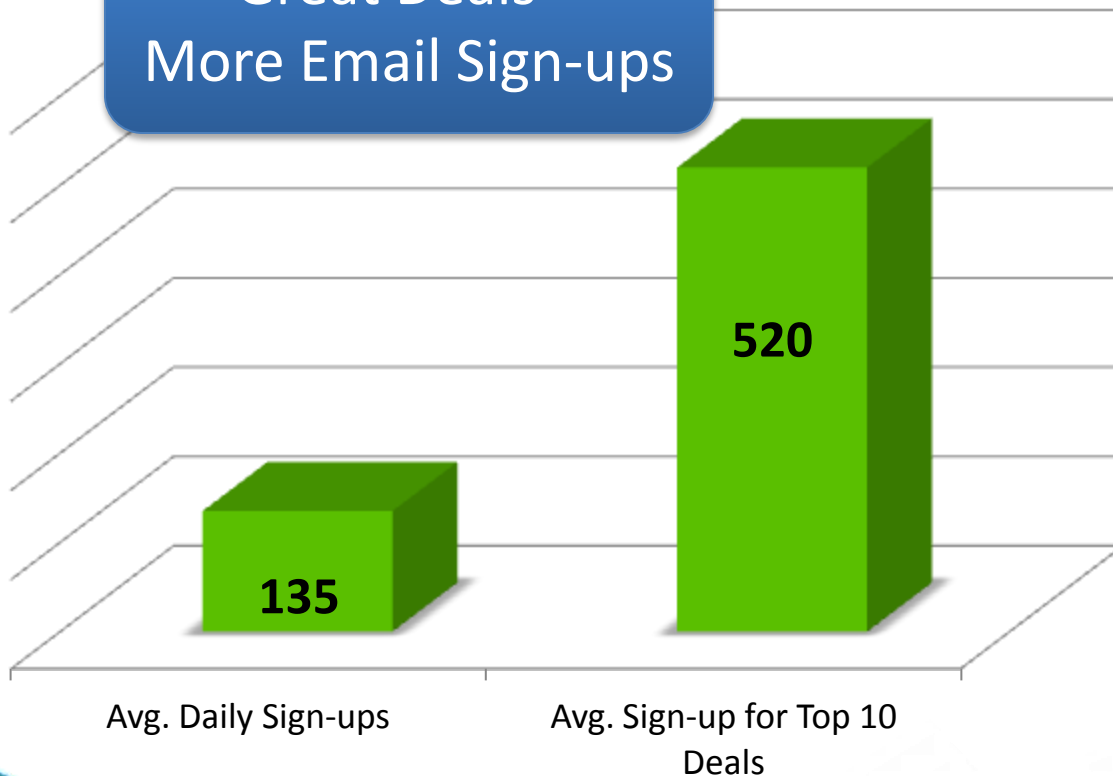
- ✓ Great Deals
- ✓ Promotional Contests
- ✓ Print & Online Ads
- ✓ Referral Credits
- ✓ Loss Leaders & Giveaways

# Email Is King



# Impact of a Great Deal

Great Deals =  
More Email Sign-ups



“No matter what we do, we can’t top the [email growth] results we get when we roll out a hot deal that everyone seems to want.”

-Dan Day,  
*The Modesto Bee*



# Case Study: Contests and Deals

- *UT San Diego*
- Facebook-based contest
- **6,300 submissions**
- Dates: 11/9 - 12/13
- Six rounds of giveaways  
- \$500 gift card
- **2,508 email sign-ups**

The image shows a Facebook interface with a contest post. On the left is the Facebook sidebar with links to Wall, Info, Friend Activity, Photos, Events, Welcome, and Contests. The main content area features a contest titled "SignOn Daily Deal" with a blue header. The contest details include: "Enter to Win A \$500 SIMON MALLS GIFT CARD", a penguin holding a gift card, "A winner each week!", and a large "enter now" button. Below the button are logos for "CARLSBAD PREMIUM OUTLETS" and "FASHION VALLEY MALL". At the bottom, it says "Official Rules" and "Help". A small text block at the very bottom states: "Powered by © VPROQM All rights reserved. This promotion is administered by, or associated with, Facebook. You are providing your information to Facebook. The information you provide will only be used for purposes of this promotion. See terms of service and official rules."



## SignOn Daily Deal

Let's get this holiday season started! We're giving away a \$500 Simon Malls gift card each week. Spread the word. Share the joy. And remember: You can't win if you don't play.



## SignOn Daily Deal | Contests

Daily Deals brought to you by SignOnSanDiego.com, the website of The San Diego Union-Tribune. No one knows San Diego like SignOn San Diego. Page: 7,601 like this

Like · Comment · Share · 23 minutes ago ·



# Display Advertising

**SIGN ON SAN DIEGO DAILY DEAL!** Enter a friend, Get \$10! (Hello, Jennifer (My Account)) Logout Cart (0 Items)

Today's Deal More Deals Flash Deals Recent Deals How It Works Contact Us FOLLOW US! Facebook Twitter

*'Tis the season for fabulous deals*  
Enter our Facebook contest to win a \$500 Simon Malls gift card. **ENTER TO WIN!**

**Whale Watching or Sea Caves Tour - Only \$25**

**OEX Dive & Kayak**

Select Whale Watching or Sea Caves Tour

**\$25 BUY!**

Value \$65 Savings \$40 Discount 62%

Time Left To Buy 10 hours 41 minutes 44 sec

**20 Bought**

**More Deals**

Mt. Baldy Ski Lift Ticket - Only \$29 Mt. Baldy

50% Off Mahler's Ninth Symphony - Starting at \$20 San Diego Symphony

See All Deals

**Flash Deals Valid Today Only!**

\$10 for \$20 of Island BBQ & Cubanish Cuisine Charming Grill

Redemptible Nov 8, 9 p.m. - 9 p.m. **GET IT NOW!**

50% Off Batting Cage Practice - Only \$20 Shopper's Alley

Redemptible Nov 8, 9 p.m. - 9 p.m. **GET IT NOW!**

See All Flash Deals

**SIGN ON SAN DIEGO DAILY DEAL!**

*'Tis the season for fabulous deals*

Enter our Facebook contest to win a \$500 Simon Malls gift card.

**ENTER TO WIN!**

facebook.com/signondailydeal

**SIGN ON SAN DIEGO DAILY DEAL!**

*'Tis the season for fabulous deals*

Enter our Facebook contest to win a \$500 Simon Malls gift card.

facebook.com/signondailydeal

**ENTER TO WIN!**

# Email

**SIGN ON SAN DIEGO DAILY DEAL!** Tell a Friend, Get \$10

**'Tis the season for fabulous deals**

We're adding a little sparkle to San Diego's holiday shopping

**Enter to Win**  
A \$500 **SIMON MALLS** GIFT CARD

**enter now**

**ENTER NOW**

Enter our Facebook contest to win a \$500 Simon Malls gift card. A winner each week!

**Sign In To Your Daily Deal Account**

- Get your unique referral share-link and earn \$ every approved referral. Share on Facebook, T

**UT PERKS.com**

Welcome to U-T Perks, the central contest site for the Union-Tribune and SignOnSanDiego.com. Now you have more contests and more ways to win everything from event tickets to free movie passes and two-for-one deals. And most contests can be entered daily, so you can increase your odds of winning. Register today and play every day!

**SIGN ON SAN DIEGO DAILY DEAL!**

**Enter to Win**  
A \$500 **SIMON** GIFT CARD

**enter now**



# Be Creative & Resourceful!



“Our best single email growth effort was a mobile sign-up at a local 4th of July event... **We had 600+ people sign up in five minutes!**”

-Conan Gallaty, *Arkansas Democrat Gazette*

“We did an enter-to-win sweepstakes in the fall of 2011 for two Iowa Hawkeye Football Tickets. It was a two-week contest with 1,360 entries...and **we acquired 894 NEW subscribers for \*here’s the deal.**”

-Joe Matar and Stacey Stefani, *The Gazette* and KCRG



## Promotional giveaway to drive email sign-ups


- **Company:** *The Washington Post* & The Capitol Deal
- **Deal Partner:** Papa John's
- **Offer:** Free Large One-Topping Pizza and Delivery
- **Contest:** Win Pizza for a Year



## Pizza Promotion Execution

- Deal ran for three days
- Promotion leveraged both deals and contests.
- **Social Boost** was a difference maker:
  - Rewarded users for sharing with bonus entries
  - After submission they are given referral link
  - Configurable where X referrals gets them X bonus entries
  - 1 in 4 entries came via Social Boost

Served to you by **The Washington Post**

 *The Capitol Deal*



## Get your **FREE** Pizza!



**GOT IT.**  
You'll receive a promo code via email on 7/22/11 from The Capitol Deal to redeem.

**SHARE WITH FRIENDS FOR MORE CHANCES TO WIN PIZZA FOR A YEAR!**  
Share this unique web link with as many people as you'd like. For each person that claims this deal through your link, you'll receive an additional entry into this sweepstakes (up to 10 entries) to win Papa John's pizza for a year (26 large pizzas total).

Share this EXACT link:  
<http://www.thecapitoldeal.com/r3jntfACcYq57r~659506>

—OR— Share Using:  
  

**FREE pizza!** That's right - We said the magic words. And we really mean it! The Capitol Deal would like to give you a **FREE large, one-topping pizza from Papa John's - delivery included!** There's absolutely no cost to you. Zip. Zilch.

Your local deal experts, The Capitol Deal delivers you savings of up to 90% on entertainment, salons, fashion, getaways & restaurants throughout the D.C. area. Whether you currently subscribe to The Capitol Deal's daily offers or are a brand new member, EVERYONE is invited to take advantage of this unbeatable offer!

Still looking for the catch? You won't find one! Simply fill out the form on this page to claim your delicious Papa John's large one-topping, delivery included! Papa John's: Better Ingredients. Better Pizza.

**ENTER FOR A CHANCE TO WIN PAPA JOHN'S PIZZA FOR A YEAR!**  
After you claim this free deal, you'll be given a unique web link to share with your friends. For each friend that claims this deal through your link, you'll receive an additional entry into this sweepstakes (up to 10 entries) to win Papa John's pizza for a year (26 large, one-topping pizzas total, tax and delivery included)! For complete details [click here](#).

## Pizza Promotion Results

- 132K pizzas were claimed
- 65% of participants became NEW Daily Deal subscribers
- 25% of claimed pizzas came through Social Boost
- Papa John's trended on Twitter
- Win-Win-Win

The screenshot displays the 'The Capitol Deal' website interface. At the top, there's a navigation bar with links for 'The Capitol Deal', 'Get deals by email', 'Share this deal', and social media icons. The main content area features a large banner for 'Free Papa John's Pizza!' with a countdown timer showing '1 day 14 hrs 10 mins, 47 secs'. Below the banner, there's a section titled 'ENTER FOR A CHANCE TO WIN PIZZA FOR A YEAR!' with a 'See Details' link and a large number '100,580 Claimed'. The 'Description' section explains the promotion: 'FREE PIZZA! That's right - we said the magic words. And we really mean it! The Capitol Deal would like to give you a FREE large, one-topping pizza from Papa John's - delivery included. There's absolutely no cost to you. Zip. Zero.' It also mentions that the deal is available to users of the Washington Post app and website. The 'Restrictions' section lists several conditions: 'Free deal valid for one (1) large one-topping pizza only. Tax and delivery charges included.', 'After completion of the deal, a promotional code will be sent to you via email on Friday, July 22. Must sign in or register at papajohns.com to redeem code. Online Promotion code for the free pizza must be used by 12:01 PM. Your promo code is valid for use on papajohns.com only and can be used toward delivery or carry-out (cannot be used for call-in).', 'Extra toppings and additional food and drink items may be purchased with online order.', 'Valid at 111 D.C. area locations only.', 'Credit: not included - Remember to get your delivery person!', and 'No cash value. Not valid with any other promotions.' The right sidebar contains sections for 'Other Active Deals', 'Partner Deals', 'Upcoming Events', and a Facebook widget showing 'The Capitol Deal' on Facebook with 5,768 likes.



## Promotional giveaway to drive email sign-ups

- **Company:** *Rockford Register Star*
- **Circulation:** Daily, 55,000
- **Deal Partner:** Papa John's
- **Offer:** Free Large One-Topping Pizza and Delivery
- **Contest:** Win Pizza for a Year

The screenshot shows the RadarFrog | rrstar.com DailyDeals website. The header includes the RadarFrog logo and the rrstar.com logo. Below the header, there's a navigation bar with links for DailyDeals Home, View Cart, Registration, and Upgrade. A login section with fields for User ID and Password, and buttons for Login, Facebook Login, Help, New User, and Register Now, is present. A subscription section for DailyDeals Email is also visible. The main content area features a large deal for Papa John's Pizza, titled "FREE Pizza from Papa John's Pizza!" and "GET A FREE PIZZA! Plus be entered to win a Year of Pizza!". The deal includes a description of the offer and a link to the Papa John's website. To the right of the main deal, there's a "Deal Over" section indicating the deal has expired. Further right, there's a section for "Other Great Deals" featuring a deal from Melanie's Country Confections. At the bottom right, there's a section for "Businesses" with a link to "Contact us today for more information."

## Pizza Promotion Execution

- Deal ran for three days
- Promotions
  - Teaser ads started Wednesday prior
  - Double spadea Sunday before launch
- **3,500 NEW** subscribers
- **33% email list growth**
- Vouchers were distributed in 1,000 batches starting the day after the promotion





## Outside of Spadea

### SIGN UP, SAVE BIG

Save 50 percent or more at your favorite restaurants, spas, stores and more with the Rockford Register Star!



### HOW IT WORKS

#### SIGN UP

You'll receive an email telling you what the Daily Deal is each morning. Each Daily Deal has a time limit and a minimum number of buyers that must be met before the deal is activated.

#### SHARE

Once you've clicked on the deal, share it with your friends so you can help seal the deal for yourself and so your friends don't miss out either!

#### SAVE BIG

If the deal's minimum number of buyers has been met, you'll receive a voucher that you can print and present to the business. If the deal doesn't meet it's minimum number of buyers, then no one pays anything and the deal is off.

That's all you have to do.  
The deals come to you!

RadarFrog | rrstar.com

**DailyDeals** 

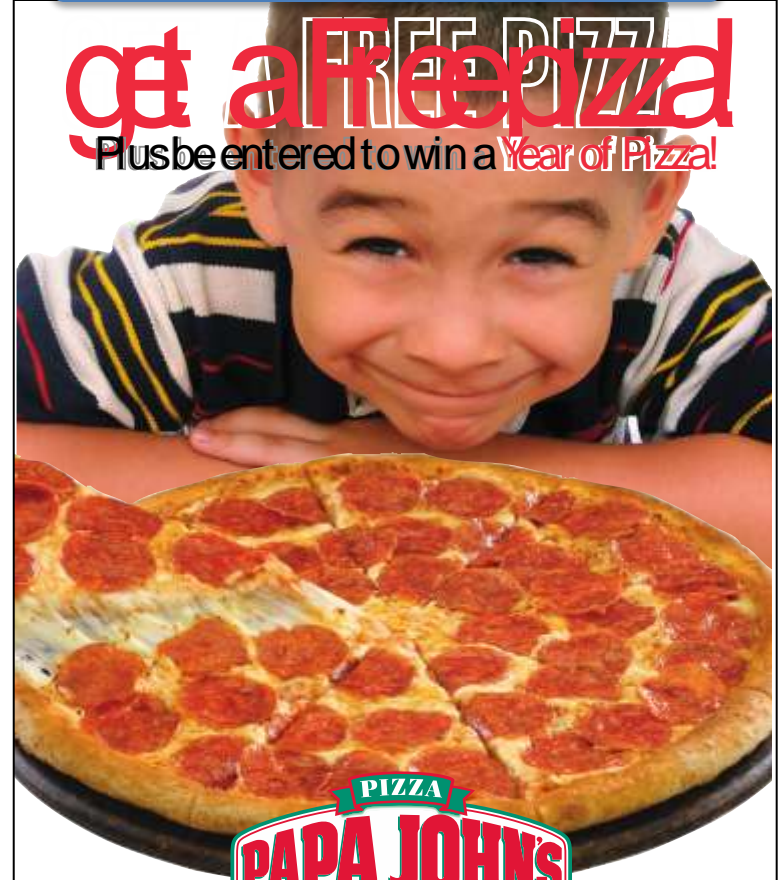


# THIS IS HUGE!

SEE INSIDE.

## Inside of Spadea

**get a FREE PIZZA**  
Plus be entered to win a Year of Pizza!



Better Ingredients.  
Better Pizza.

Papa John's Pizza and DailyDeals are giving you a

**FREE PIZZA!**

Sign up for DailyDeals emails and get a voucher for a **FREE** large one-topping pizza from Papa John's!

**PLUS** you'll be entered in a drawing to win a pizza a month for a year!  
Go to [rrstar.com/freepizza](http://rrstar.com/freepizza) on Monday, Aug 22 and sign up.  
Limited quantity so act fast!

**ORDER PIZZA  
ONLINE!**  
www.papajohns.com

Join Daily Deals by entering at [rrstar.com/freepizza](http://rrstar.com/freepizza) and you could win! We're giving away vouchers for a one-topping large pizza to Papa John's Pizza to the first 7,500 DailyDeals new subscribers. You must be fully signed up with an account name and password to qualify. No purchase necessary. See [rrstar.com](http://rrstar.com) events for official sweepstakes rules. Papa John's one-topping large pizza - value of \$10.00. Drawing will be held on Monday, Aug 29.

RadarFrog | rrstar.com

**DailyDeals** 

# Marketing Deals

## Leverage Your Promotional Power – Your #1 Strength

### Quick Tips

- Have a dedicated ad for deals
- Give it premium placement
- Post deal throughout your site
- Do bonus promotions – online & print

**today's deal** Hop on it  
**GET THIS DEAL ONLINE TODAY!**  
REGISTER AT  
[stltoday.com/todaysdeal](http://stltoday.com/todaysdeal)

**Get \$35.00 worth of food for only \$15.00**

**Bartolino's OSTERIA** **Bartolino's SOUTH**

Want to get more deals like this?  
Register online at:  
[stltoday.com/todaysdeal](http://stltoday.com/todaysdeal)  
to receive a new deal everyday!

\*YOU MUST REGISTER ONLINE TO PURCHASE TODAY'S DEAL

scan it now  
to instantly get today's deal



**today's deal** Hop on it

**FLAVORS BBQ**

Flavors BBQ - Get \$35.00 worth of food & drink for only \$15.00 from Flavors BBQ Sports Bar & Grill!

Daily Deals Email:

**Subscribe**

Enter your e-mail here



**COMING THIS WEDNESDAY!**

**Never miss a deal!**

Get your exclusive deal every Wednesday. Sign up now to receive UP TO 50% OFF! Don't miss the fun. Sign up today!

**today's deal** Hop on it

As a thank you for signing up today, you'll be automatically entered to WIN FOUR TICKETS TO LADY GAGA at the Scottrade Center on July 13. Plus you'll receive 40% OFF AT THE POST-DISPATCH STORE, for FREE!

[stltoday.com/todaysdeal](http://stltoday.com/todaysdeal)



**today's deal** Hop on it

**Get a \$30 gift certificate to Chevys Fresh Mex for only \$12!**

Visit [www.STLtoday.com/todaysdeal](http://www.STLtoday.com/todaysdeal) to hop on this deal!

**Chevys**





# Other Marketing Examples

Look for GREAT DEALS this month  
from these participating businesses

**Vitos RESTAURANT**  
 818 1000 Island  
 (209) 576-1811  
 vitosrestaurant.com

**Rebecca's Hair**  
 1000 10th St. #118  
 Modesto  
 (209) 576-1811  
 rebeccashair.com

**WOODS**  
 4114 Taylor St.  
 Modesto  
 (209) 576-1811  
 woodsmodesto.com

**JOEY'S**  
 4114 Taylor St.  
 Modesto  
 (209) 576-1811  
 joeysmodesto.com

**Little Caesars**  
 1000 10th St. #118  
 Modesto  
 (209) 576-1811  
 littlecaesars.com

**DC**  
 1000 10th St. #118  
 Modesto  
 (209) 576-1811  
 dcmodesto.com

**BETTER YOU**  
 1000 10th St. #118  
 Modesto  
 (209) 576-1811  
 betteryou.com

**NT Nails**  
 1000 10th St. #118  
 Modesto  
 (209) 576-1811  
 ntmodesto.com

To get your b  
 (209) 578-

**JB Dollar Stretcher** magazine

**\$7 FOR 1 PASS TO A FRIGHTENING ATTRACTION AT SCAREFEST SCREAM PARK! (51% VALUE)**  
go to [JBDollar.com](http://JBDollar.com)

See details inside!

**Little Caesars** BEAT THE COLD! REMOTE CAR STARTER **\$99** (REGULAR \$199)  
CALL CAR TUNES

REGULAR PRICE \$20.00  
YOUR PRICE **\$10**  
YOU SAVE **50%**

**\$10 FOR \$20 OF GREAT SEAFOOD, STEAK & CHICKEN!**

New! Receive your **INSTANTLY!** at [JBDollar.com](http://JBDollar.com) for details!

**Mahi Mahi GRILL**  
Seafood • Chicken • Steak  
Novi, Michigan  
**LIMITED TIME OFFER!**  
NOT redeem this page with the merchant

For business on [JBDollar.com](http://JBDollar.com) call 248-968-5955 or email: [info@JBDollar.com](mailto:info@JBDollar.com)

*The Capitol Deal*

Today's Deals

GET ON THE LIST—sign up FREE online

Get local deals e-mailed to you, for FREE. [thecapitoldeal.com](http://thecapitoldeal.com)

# B2B Marketing





**ArkansasDailyDeal.com**  
**WORKS for Small Businesses!**

"As a small business owner, I was thrilled with the results of the Arkansas Democrat-Gazette's Arkansas Daily Deal program because it brought in so many first-time customers. We know that if we can get customers in the door the first time, they will become loyal customers who continue to return."

- David "Alan" Bubbas,  
owner of David's Burgers

**Is your business ready for  
a great deal?**

Call Keith Howell at 501.399.3698  
or email [khowell@arkansasonline.com](mailto:khowell@arkansasonline.com)

RadarFrog | [rrstar.com](http://rrstar.com)

**DailyDeals** 

Risk free. Customer guaranteed.

## GET MORE CUSTOMERS!



"Our DailyDeal offer in May was a huge success. We love seeing all the new faces that are coming in for our sandwiches."

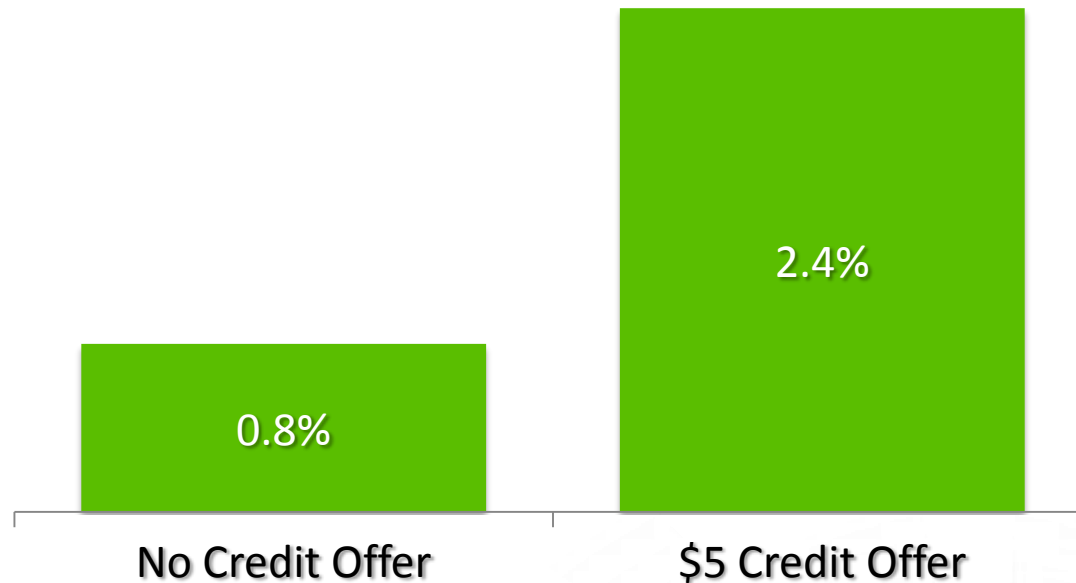
— Don Bothem, Owner  
Brooklyn Deli; Rockford & Roscoe

**Call today to feature your business**  
and gain new customers with DailyDeals!  
Contact Richard Brown at 815/987-1316.  
Go to [rrstar.com/deals](http://rrstar.com/deals) to see the deals!

# Engagement & Analytics

# Use Credit Offers to Convert Email Subscribers & Engage Non-Purchasers

**Offering \$5 TRIPLES conversion rates!**



Source: ©Deadline Deals Network – Affiliate Email Test



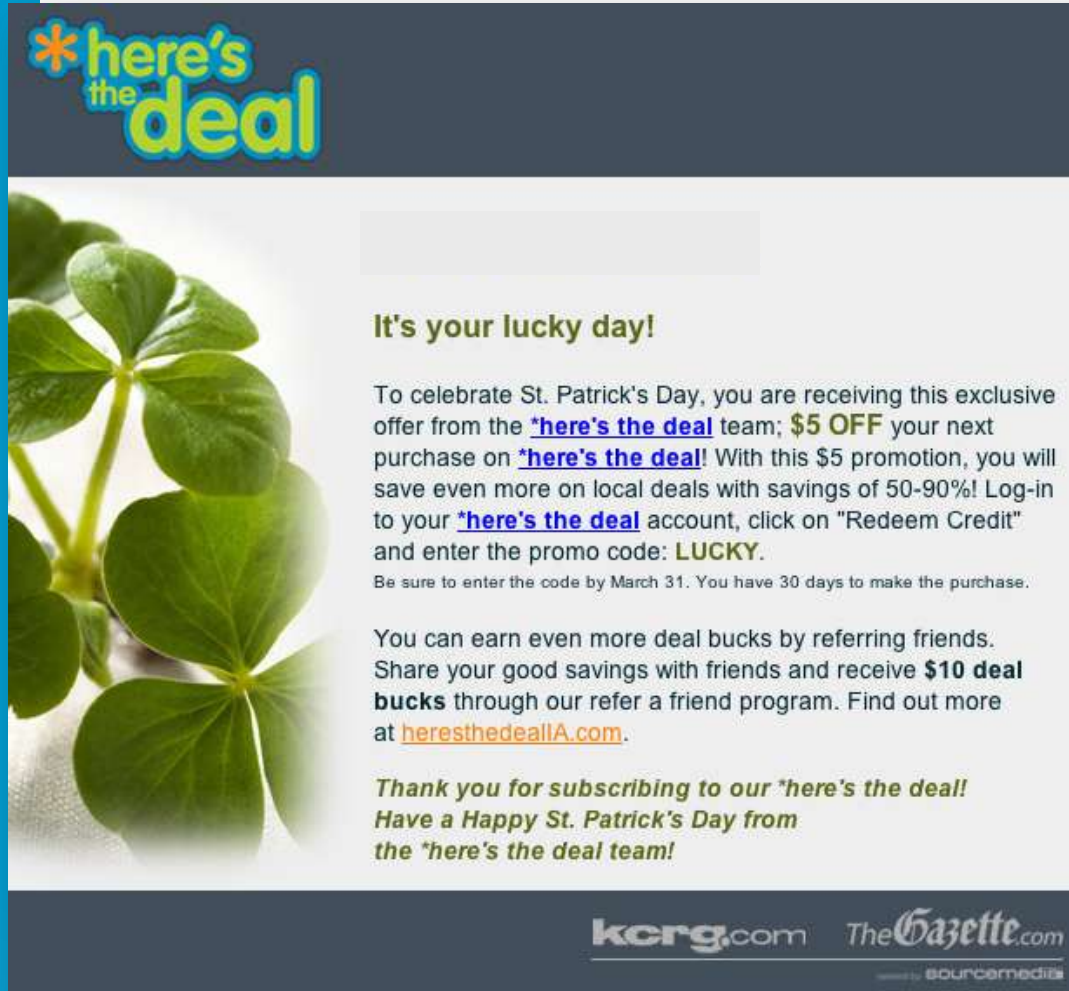
## Background

- KCRG & *The Gazette*
- Realized only 30% of subscribers had made a purchase
- Created code “LUCKY” & emailed \$5 credit to non-purchasers
- Users had 30 days to use code

## Results

- Increased purchasers to 40%
- Converted non-engaged users into active users

## Case Study: Promotional Codes



**\*here's the deal**

**It's your lucky day!**

To celebrate St. Patrick's Day, you are receiving this exclusive offer from the **\*here's the deal** team; **\$5 OFF** your next purchase on **\*here's the deal**! With this \$5 promotion, you will save even more on local deals with savings of 50-90%! Log-in to your **\*here's the deal** account, click on "Redeem Credit" and enter the promo code: **LUCKY**.

Be sure to enter the code by March 31. You have 30 days to make the purchase.

You can earn even more deal bucks by referring friends. Share your good savings with friends and receive **\$10 deal bucks** through our refer a friend program. Find out more at [heresthedeal1A.com](http://heresthedeal1A.com).

**Thank you for subscribing to our \*here's the deal!**  
**Have a Happy St. Patrick's Day from the \*here's the deal team!**

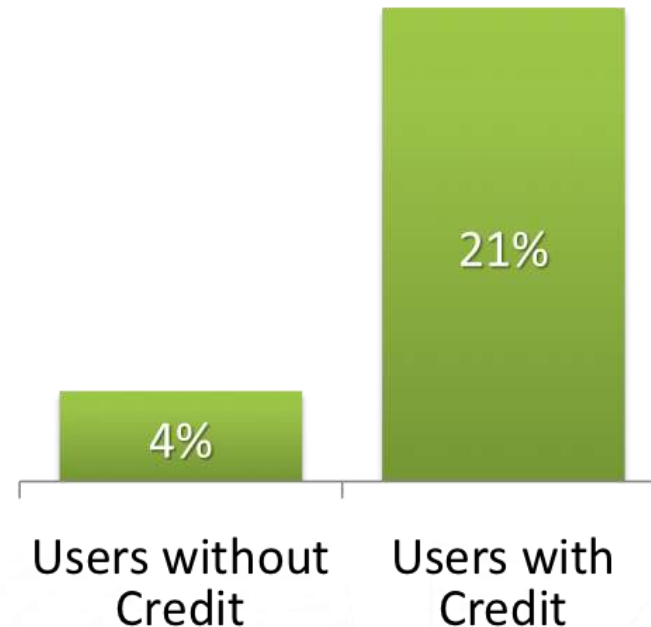
**kcrg.com** **TheGazette.com**  
powered by sourcemedia

# Incentives: Revenue & List Building

 **Get Yours FREE!**  
When 3 of your friends buy this



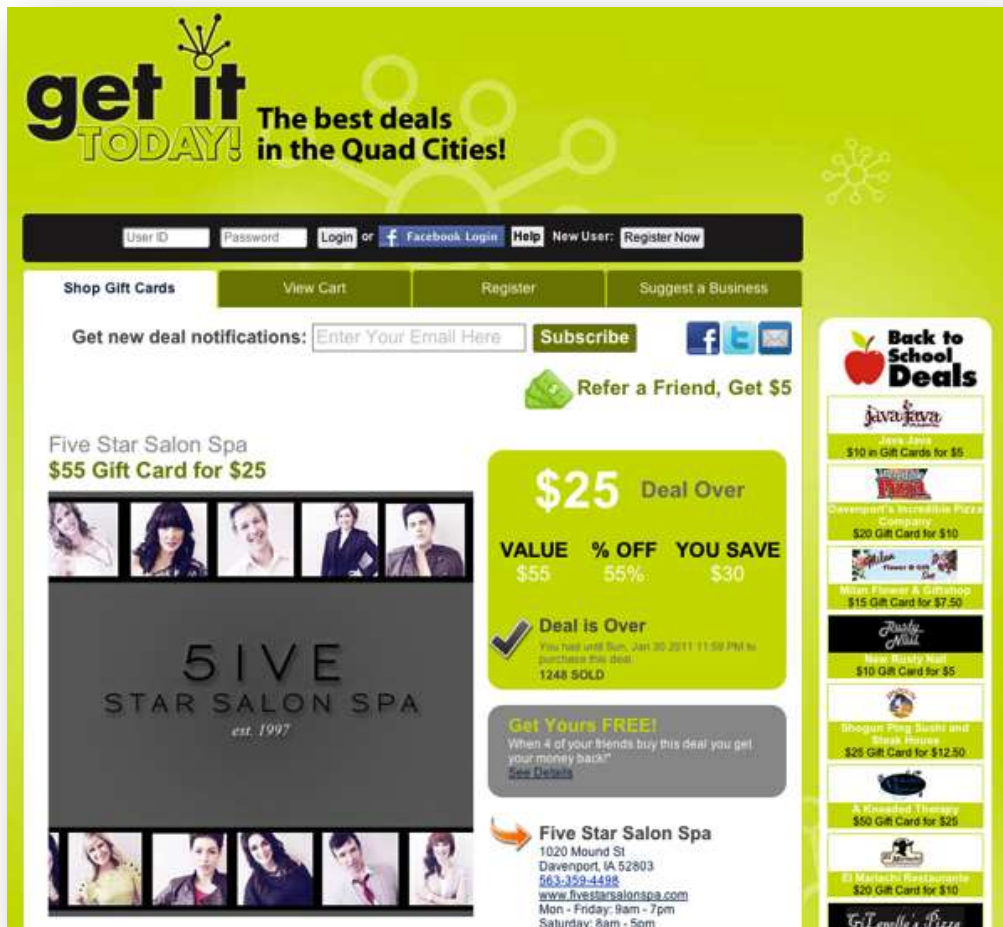
 **Refer a Friend, Get \$10**



Source: ©Deadline Deals Network – Affiliate Email Test

- Quad-City Times
  - \$25 for \$55 at Five Star Salon Spa
  - 1,253 Deals Sold
- 299 Sold from Referrals
  - 22 Refunds from Referrals
  - **1 refund for every 14 purchases**
  - ROI = \$6,925

# Get Yours Free: Case Study



**get it TODAY!** The best deals in the Quad Cities!


User ID:  Password:  Login or [Facebook Login](#) [Help](#) New User: [Register Now](#)

[Shop Gift Cards](#) [View Cart](#) [Register](#) [Suggest a Business](#)


Get new deal notifications:  [Subscribe](#) [f](#) [t](#) [e](#)

[Refer a Friend, Get \\$5](#)

**Five Star Salon Spa**  
**\$55 Gift Card for \$25**



**5IVE STAR SALON SPA**  
*est. 1997*



**\$25 Deal Over**

VALUE	% OFF	YOU SAVE
\$55	55%	\$30

**Deal is Over**  
You had until Sun, Jan 30 2011 11:59 PM to purchase this deal.  
**1248 SOLD**

**Get Yours FREE!**  
When 4 of your friends buy this deal you get your money back!  
[See Details](#)

**Five Star Salon Spa**  
1020 Mound St  
Davenport, IA 52803  
[563-359-4498](tel:563-359-4498)  
[www.fivestarsalonspa.com](http://www.fivestarsalonspa.com)  
Mon - Friday: 9am - 7pm  
Saturday: 8am - 5pm

**Back to School Deals**

- [Java Java](#)  
\$10 in Gift Cards for \$5
- [Cavenpoint's Incredible Pizzeria](#)  
\$20 Gift Card for \$10
- [Mason Flower & Gift Shop](#)  
\$15 Gift Card for \$7.50
- [Dusky Nails](#)  
\$10 Gift Card for \$5
- [Shogun Seng Sushi and Steak House](#)  
\$25 Gift Card for \$12.50
- [A Spooner & Spooner](#)  
\$50 Gift Card for \$25
- [El Mariachi Restaurant](#)  
\$20 Gift Card for \$10
- [Griffen's Pizza](#)

## Background

- WCHL, Chapel Hill
- Offering \$5 Refer-a-Friend credit
- Launched April 2011

## Results

- 207 new buyers
- \$1,035 in credits given
- New buyers generated \$10,871
- ROI = \$9,836

## Case Study: Refer-a-Friend Incentive

The screenshot shows the homepage of 'OurLocalDeal', which offers 'Exclusive Deals for the Greater Chapel Hill, Carrboro and Orange County Communities'. The site features a navigation bar with links for 'Shop Vouchers', 'Shopping Cart', 'Registration', and 'Offer a Deal'. A 'Daily Deals Email' subscription field is present, with a 'Subscribe' button highlighted by a red circle. Below this, a 'Refer a Friend, Get \$5' button is also circled in red. The main content area displays a deal for 'Piola' (Half off food and drinks) with a value of \$30, a 50% discount, and a savings of \$15. The deal is marked as 'Deal is Over' and '314 SOLD'. A 'Get Yours FREE!' section encourages users to refer friends. The right sidebar includes the 'CHAPEL HILL CARRBORO Chamber of Commerce' logo, the '1360 WCHL' logo, and a Facebook social plugin showing 696 likes for 'OurLocalDeal'.

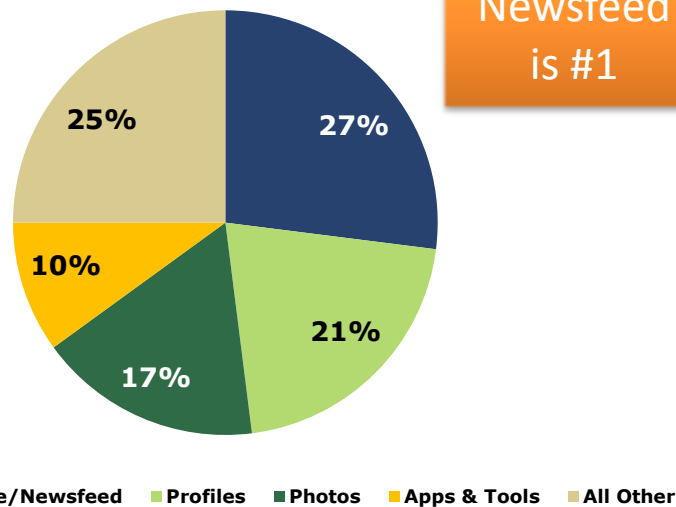
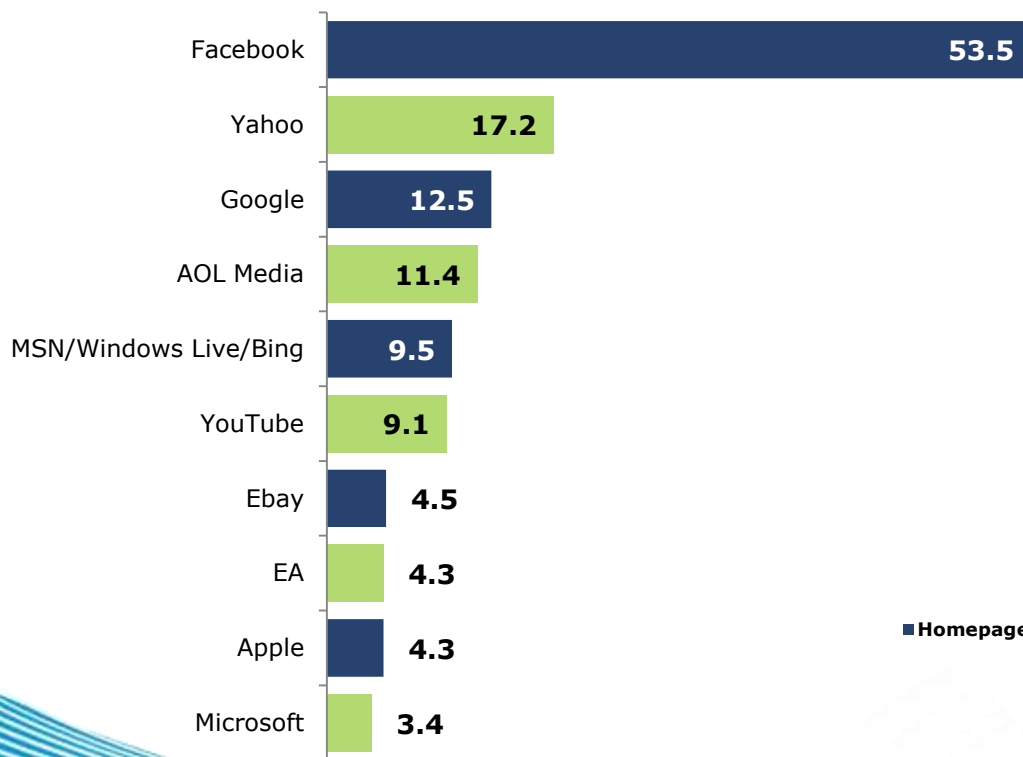


# Social Media: A Key Audience

## Top 10 U.S. Web Brands by Aggregate Time Spent

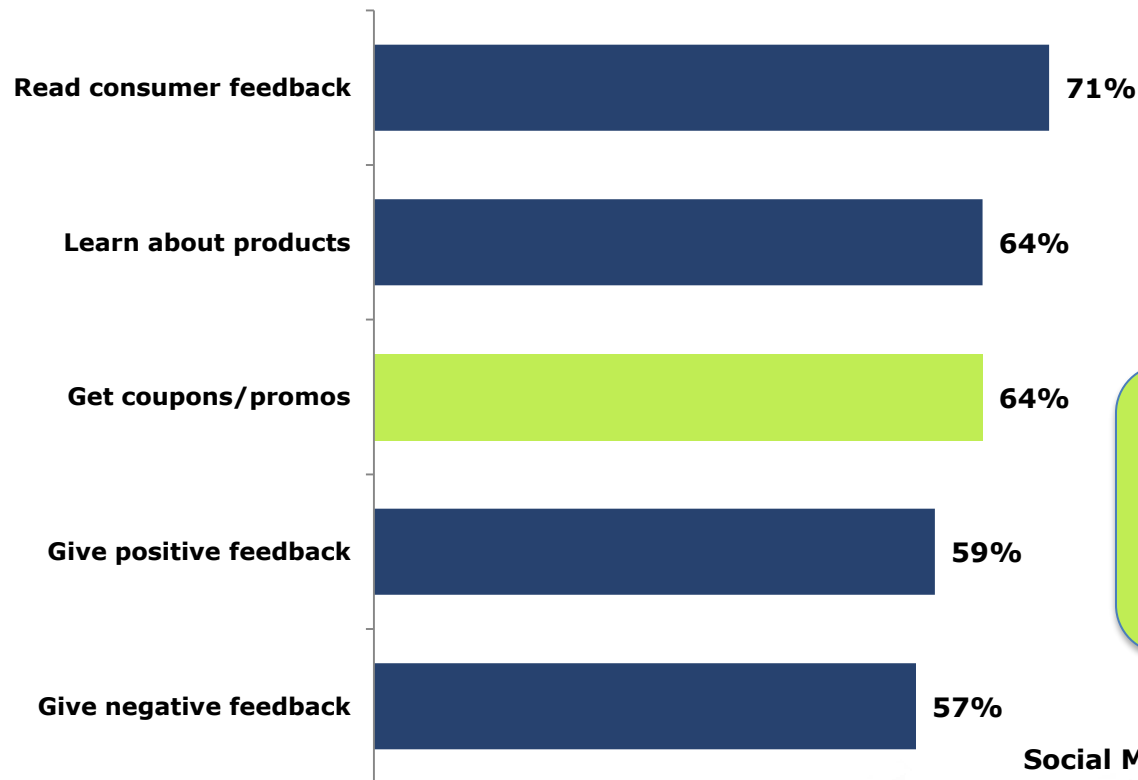
U.S. web users monthly minutes in billions, home and work

Source: The Nielsen Company



**How Users Spend Time on Facebook**  
% of total engagement, **September 2011**  
Source: comScore

# Social Media and Promotions



**64% of Respondents Look  
for Coupons and Promos  
on Facebook**

**Social Media Use for Products/Services Information**  
% of respondents, **October 2011**  
**Source:** NM Incite

# Social Media Quick Tips



- Create deals-only Facebook page
- Remind email subscribers to 'Like us' on Facebook
- Leverage your own content in posts
- "Like" the businesses you feature & link to them
- Be consistent with posts
- Use Like-gating contest to grow audience

# Analytics 101

- Measure everything!
- Know the results of your external & internal marketing efforts
- Understand the impact of social media
- Give you the ability to test new ideas & gain insight into what motivates your users
- A best practice of the most successful sites





# What Should You Track?



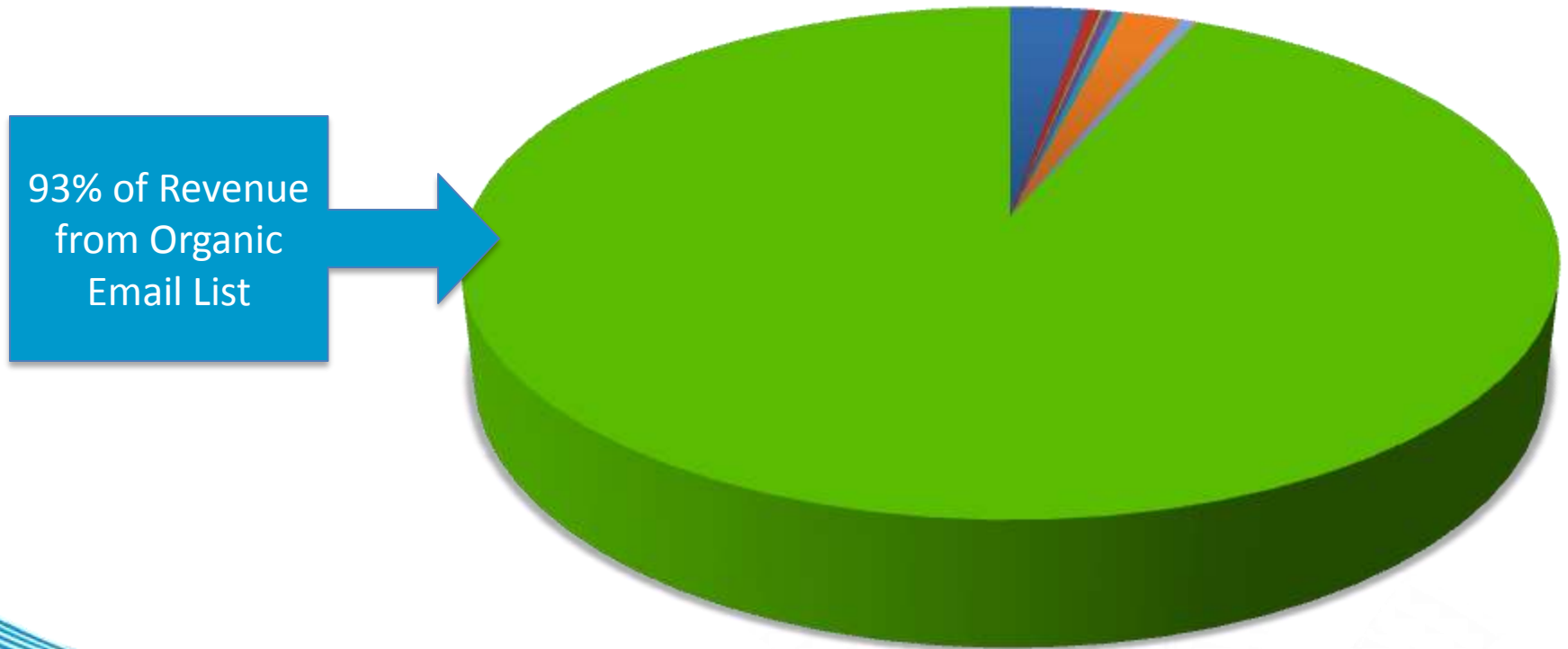
- ✓ Purchasers vs. Non-purchasers
- ✓ % of Revenue from Top Deal
- ✓ Category Mix
- ✓ Location of Buyers
- ✓ Email Stats
- ✓ Top Deals
- ✓ Revenue by Deal Category
- ✓ Marketing & Incentive Results

# Case Study: Tracking Links

## Background

- *The Washington Post*
- Tracks all online efforts through Tracking Links

**Top Revenue Generating Links**



# Case Study: Tracking Links

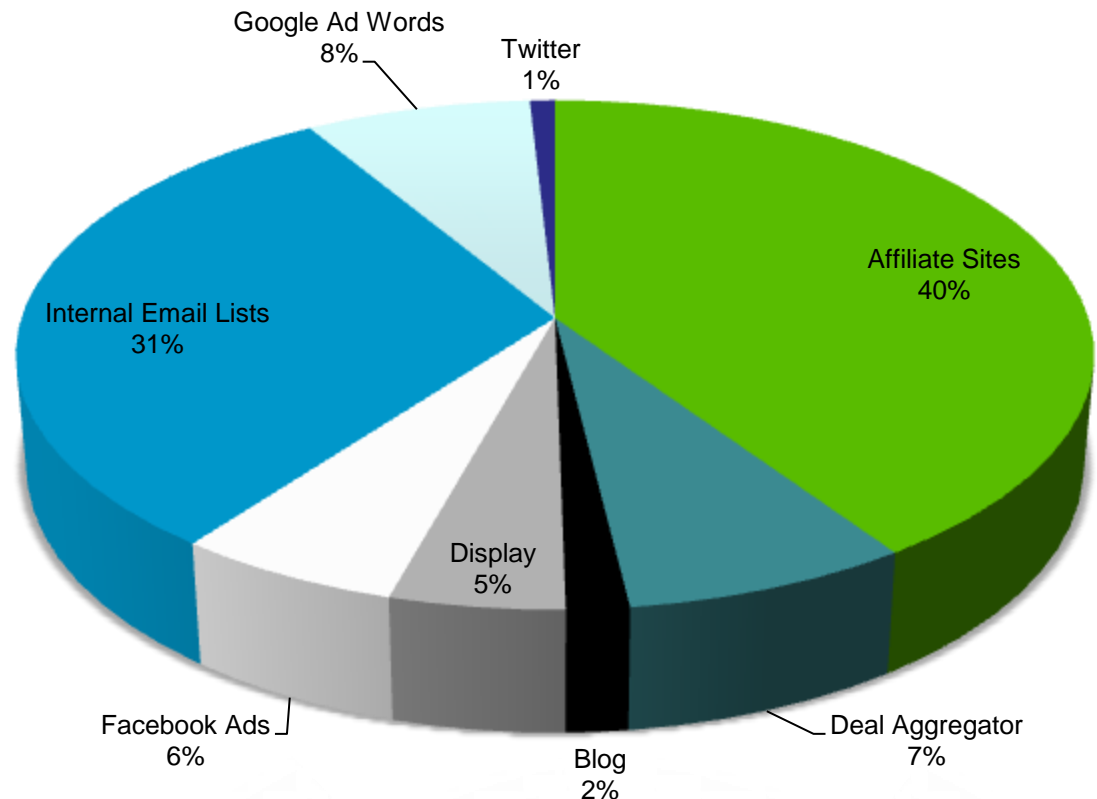
## Background

- *The Washington Post*
- Tracks all online efforts through Tracking Links

## Highlights

- Affiliate Sites for Regional travel deals
- Aggregator site
- Various types of paid media
- Marketed to internal lists

## Top Revenue Generating Links

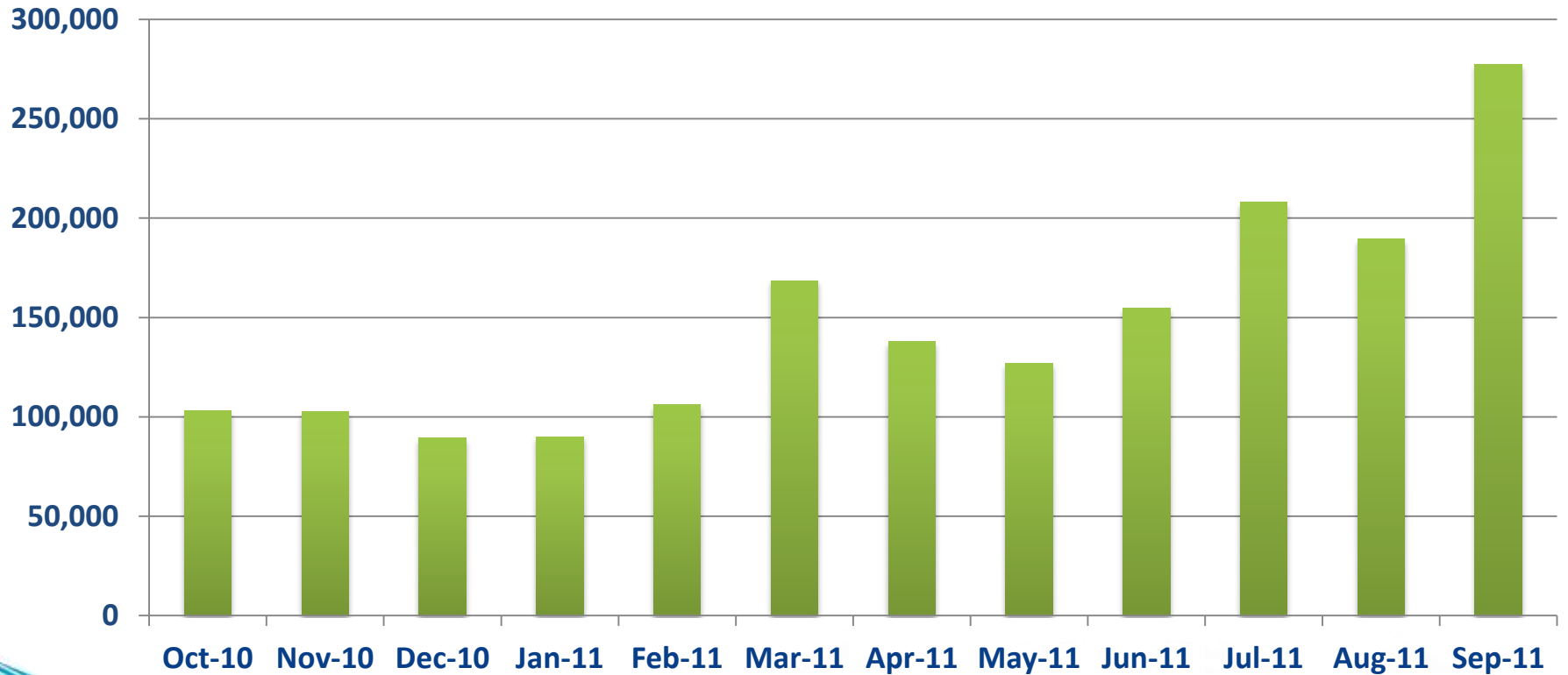


# Deals Everywhere!





# Mobile Traffic Tripled in 1 Year



# Wrap-up

# How Do They Do It?



## Deal Quality

- ✓ Run Deals that will Excite Your Audience
- ✓ Form a Deals Committee

## Sales Focus

- ✓ Have a Dedicated Deals Sales Expert
- ✓ Pitch Total Audience & Quality of Audience

## Evolving the Model

- ✓ Think Beyond the 24-Hour Deal
- ✓ Plan Seasonal Stores Throughout the Year

## Audience Growth

- ✓ Always Be Growing Your Email
- ✓ Use Contests and Promotions to Build Your List

## Engagement & Analytics

- ✓ Use Incentives to Build Loyalty & Encourage Sharing
- ✓ Utilize Analytics to Make Data-Driven Decisions



# Thank You!