

Marketing With Coupons



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Getting Started With Coupon Marketing

Coupons can be used in just about every business. I've sat and thought and thought about it, but I can't think of any business that coupons can't be used in.

Coupons can be used to drive traffic to your site, reach new customers, entice past customers to purchase from you again, to sell big ticket items by offering a discount on them, to get customers to buy more from you, and so many other different ways.

Coupons can also create a "buzz" about your business. There are people who specialize in what is called "buzz marketing". I'm sure you've buzzed about a product. Have you ever bought a product and been so delighted with it that you told your family and friends, or even complete strangers that were standing in the grocery aisle next to you thinking about buying this product. Then you have "buzzed". That's exactly what coupons can do for your business. If you are offering a coupon for your product or service, and you get one happy customer you can bet they are going to tell others. This will set off a viral buzz that will bring more and more people to your business.

Are you starting to see how these coupons can be used in several different ways to create more income and/or prospects? Well then keep reading because I've got a lot more information about this super marketing tactic that's really going to get you excited.

Now, I want you to take out a sheet of paper or open up your word processor and think of the products or services in your business that you could offer a discount on.

Here's what my list looks like:

I could:

1. Offer a discount on my consulting services.
2. Offer a buy one get one free offer on advertising services I offer.
3. Offer a coupon for free stuff when someone joins one of my membership sites.
4. Offer a \$X discount on my ebooks, and software.

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I know your business may be different than mine, but you can still find at least one thing to offer a discount on or a free offer for buying what you are selling.

If you can't think of anything, compile a list of everything your business offers, then go back over that list, and I am sure you will find something. If you STILL can't find something, then my advice would be to develop or buy something inexpensive that you can either give away free or offer a discount on to achieve the goal you have for using coupons.

We'll talk about why and how to use coupons in the next sections, so you're going to get even more ideas. I suggest you take out a note pad right now so you can jot down anything that may come to mind.

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and tested affordable advertising for your business!

How To Use Coupons In Your Marketing Strategy

The first thing you need to do when deciding on whether or not to use coupons in your marketing strategy, is to develop a plan to see if they can work for you.

Here's what your plan outline should look like:

1. How are you going to use the coupons?

- Do you want to use them to generate leads?
- Give a discount on a big-ticket item so you can sell more of that item?
- Get new customers?
- Get customers who haven't purchased from you in a long time to buy from you?
- Other uses?

2. Who is your target market? Who are you wanting to reach by adding coupons as part of your marketing strategy?

3. What is your budget?

Since this strategy can be used for those with a limited budget, you will want to know exactly how much money you have to spend and in what areas are you going to spend it in? Do you want to spend most of your money on presentation or do you want to spend more of your money on the number of people you can reach with your coupons?

4. How are you going to measure your results? You will need some sort of tracking to see how well this strategy works.

The only way coupons will NOT work for you is if you cannot create a plan using the outline above. Using coupons in your marketing is a very powerful strategy, so before throwing the idea out the window use one of your free consulting sessions with me to see if I can help you. Simply go to <http://www.TomeyMarketing.com/contact> and start a ticket in the MarketingWithCoupons.com Department. Let me know a

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time you can be contacted and your receipt number from either PayPal.com or 2CheckOut.com and I will be more than happy to assist you.

Here's what my last coupon marketing campaign plan looked like. I was offering a coupon for my latest ebook.

1. Coupons will be used to encourage buyers to buy the ebook at a lower price than what it is being offered everywhere else. They will be saving \$20. I'll be getting new customers, and probably leads with this coupon campaign.

2. I will be offering this coupon to my customers who have purchased from me in the past to entice them to buy from me again. I'll also be offering this coupon to my JV partners so they can use it to entice their customers to buy at the low price. This will get me new customers as well.

3. Since I haven't sold any of these, I only have a couple hundred dollars to spend on advertising. I'll be offering these coupons to my JV partners to use so that won't cost me anything, but I'd like to set up a Google Adwords campaign offering the coupon also.

4. I'll be using a special URL for all sales that come through this coupon. I'll be able to track how many sales I get from this coupon via this URL. I'll be able to track the amount of people who visit the site where the coupon is displayed by viewing my logs on my site.

Don't let the above plan scare you. Remember I wrote this plan after using the coupon marketing tactics I am teaching you in this course.

Once you are through reading this course you will be able to develop an advanced plan just like the one above.

Examples Of How Coupons Have Been Used As A Marketing Tactic

I've been in the advertising business for many years and have seen coupons used in thousands of different ways, and in thousands of different businesses.

We've all seen the typical X amount of cents off on grocery store coupons. Now even more stores are using coupons that you may be familiar with.

Pharmaceutical stores like Eckerd and Walgreen's now publish an insert in local newspapers that have nothing but coupons for that particular store in them. I know several people who will look for coupons in the paper before doing their shopping for the week.

Okay, so you're not a grocery store or big pharmaceutical store, so how can coupons be used in a powerful way for you?

Recently I read James Jones' "12 Little-Known, High Profit, Low Startup, Kick Butt Business Ideas for 2005 and Beyond!" (You can get it by going to <http://www.kickbuttideas.com/12best>) In it he talked about a restaurant he worked at. This restaurant was a small mom and pop type restaurant that did well until a competitor moved in next door. Instead of just going under, this small mom and pop restaurant used the power of coupons to kick their competitors butt.

They simply made small buy one lunch get the second lunch free coupons. They distributed these coupons all over their town. The next day, they were totally swamped with business. After counting all the coupons that had been redeemed for that day, they saw that 22% of the coupons they had given away were used. How many advertising campaigns have you had that gave you a 22% conversion rate? I'd say not many, and probably more like NONE!

Let's talk about some online ways coupons have been used.

When I started my web design business in 1998, I had ZERO customers. I had no clue how to get more customers except to offer my services for free and hope for referrals from the people I had done the free web design for. After doing this a couple of times, I saw that I would never make it if I didn't do something different.

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I started thinking about how to advertise my business. I knew there was a lot of competition out there for web design services, and I somehow had to stick out.

I started by placing classified ads in ezines. My ad was offering a 50% discount on all web design services. At that time, web design services were sky high and we were in the age of the "Dot Com Boom". When people started seeing these ads, I was flooded with business.

I built sites for these people and also added them to my mailing list. When business was slow I'd email my list and offer some type of service such as a "website make over service" or tell them about a new technology they could implement on their site, and again give them a discount. Not like the 50% discount they got at first but more like a 20% discount, and this tactic ALWAYS brought in more business.

I've also offered coupons online for other things such as advertising services, consulting services, tangible products, ebooks, software, and the list goes on. Each and every time I offer a coupon I am not disappointed.

People LOVE to save money. How many times have you bought something you really didn't need or want just because it was on sale?

As you can see, there are so many ways you can use coupons in your business!

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and tested affordable advertising for your business!

Creating Coupons

In this section I'm going to teach you to make print coupons for your offline promotions, and digital coupons for your online promotions.

Let's start with print coupons for your offline promotions. The following video will teach you to use Open Office (a free tool that you can download by going to: <http://www.openoffice.org>) to create printable coupons.

To begin watching the video, please go to:
<http://www.TomeyMarketing.com/videos/MakingCoupons>

Now that you know how to create coupons for offline marketing, let's talk about where you can advertise your coupons offline.

The most important thing to remember about advertising either online or offline is you need to advertise to your target market. So, when looking for places to advertise your offline coupon, only advertise in places that your target market looks in.

If you are advertising your coupon on car detailing, you don't want to advertise it in the personal ads section of your newspaper, you want to advertise it the Auto section of your paper.

If you are advertising your ebook on how to make money, you don't want to advertise it in a magazine about remodeling. You'd want to find a magazine that was geared towards opportunity seekers, or home based business enthusiasts.

Finding targeted advertising is much easier offline than online in my opinion. It's not instantaneous like online advertising, but I think you can reach your market with it much better.

The best places to advertise offline are in print publications. Putting a coupon in a print publication is one of the best ways to spend your offline advertising dollars. Find a print publication that fits your target market, place your coupon ad in that publication, and I am sure you will be pleased with the results.

Another way I have used print coupons is by mailing them to my mailing list. Let me explain exactly how I do this.

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Online I have a customer mailing list. When they buy something from me, they supply their mailing address. Instead of emailing them my offer, I simply make the coupons like I did in the video above, print them out and mail the coupons to their home address.

Now I DO NOT suggest that you just send one little coupon out in an envelope. That's a waste of advertising space. You could also make a full-page ad for other things you are offering. Print it out and also include it in the envelope with their coupon.

I've been doing this exact same thing since 1998, and believe me if it didn't make me a lot of money, I wouldn't waste my time.

Again, these are just a few ways you can offer your coupons offline. I'm sure you'll get more and more ideas once you start using your coupons offline.

Creating coupons for your online promotions will take a little bit of technical skills, but don't let that scare you. To do the basics (which is all most people need) won't take much at all.

In the next section I am going to give you two places you can advertise your coupons online right now for free. I first want to cover some other ways you can advertise your coupons online first.

1. *You can place an image of your coupon on your site, and let people know that by purchasing today or for the next X amount of days, they will get a discount. When they click on the coupon, they are taken to your special discount page where they can purchase what you are offering at the special coupon price.*

(If you need someone to design an eye catching coupon for you, I suggest you contact my friend, Dima at nitrocovers@hotmail.com. Dima owns <http://www..NitroCovers.com> and is an EXCEPTIONAL graphics designer. He also charges about 70% less than what most designers charge. He can make a GORGEOUS coupon that will catch the attention of all your visitors. Just tell him Liz Tomey sent you.)

2. *Advertise your coupon in your email signature line or signature line you use in forums.*

Example: Save \$20 on (product/service) name when you buy through my link at: <http://www.domain.com>

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3. Now this is a top secret advertising technique that is getting ready to storm the Internet. Say goodbye to expensive pay-per-click services. You can now advertise in laser targeted information products by going to <http://www.ViralEbookAds.com>

This site will allow you to pick your target market from a list that they have. Find a product that matches your target market, place your coupon in that product and you will have unlimited lifetime exposure to your target market. How does it work? Well, you can visit <http://www.ViralEbookAds.com>, and see, but it's really simple.

Different information products are developed at this site on several different topics. Webmasters and ezine owners give away or sell these products to people who are interested in these topics. Inside the products are ads that are viewed by everyone who downloads and uses/reads the products. Therefore the ads inside are being seen by 1000's of different people who are interested in that topic.

Can you find advertising that is that laser targeted anywhere else online? Yes, but not at the low prices <http://www.ViralEbookAds.com> charges!

4. I know I just got done "bashing" pay per click advertising, but if you are really good at it, you can make a lot of money from using it. I have used pay per click advertising to advertise my coupons, and I've done better advertising them than anything else I have advertised.

However, I didn't get the HUGE results I expected. Again, if you really know how to use pay per click advertising well, I recommend using it to advertise your coupons. If not, then I suggest staying away from it.

5. While compiling this course, a man named Craig Axiaq contacted me. I knew that using coupons was a very powerful technique, but new that I would really open people's eyes with this course.

I was so glad when Craig contacted me because he too knew the power of marketing with coupons and had several years of experience with using coupons as a marketing strategy. With the knowledge he has about marketing with coupons, he created <http://www.MyVoucher.com>

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<http://www.MyVoucher.com> is a one of a kind site that you can join right now. You'll be able to start your own account, and make your own online coupons.

Once you make your coupons, you can advertise the URL of where coupons are located. When people click on your URL they will automatically see your coupon. This site has a ton of other benefits also, and you should check it out. For the first 30 days you can get an account for only \$1. <http://www.MyVoucher.com>

Well, there you go there's several ways you can advertise your coupons online.

The last thing I would like to talk to you about is using the MarketingWithCoupons.com Advertising System. In the next section I am going to lead you through the process of claiming your free advertising that you get for purchasing this ebook.

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MarketingWithCoupons.com Advertising System

As part of your purchase, you also get to use the MarketingWithCoupons.com advertising system.

To create your coupons you will go to <http://www.couponclipperdirectory.com/join.php> and create an account. Your account will be live within 24 hours.

Once you are done there, you will go to <http://www.mycoupondirectory.com/join.php> and do the exact same thing. Your account here will be live within 24 hours.

Why do you have to do the same thing at both sites?

Both of these sites are advertised separately so you will be getting exposure from many different sources.

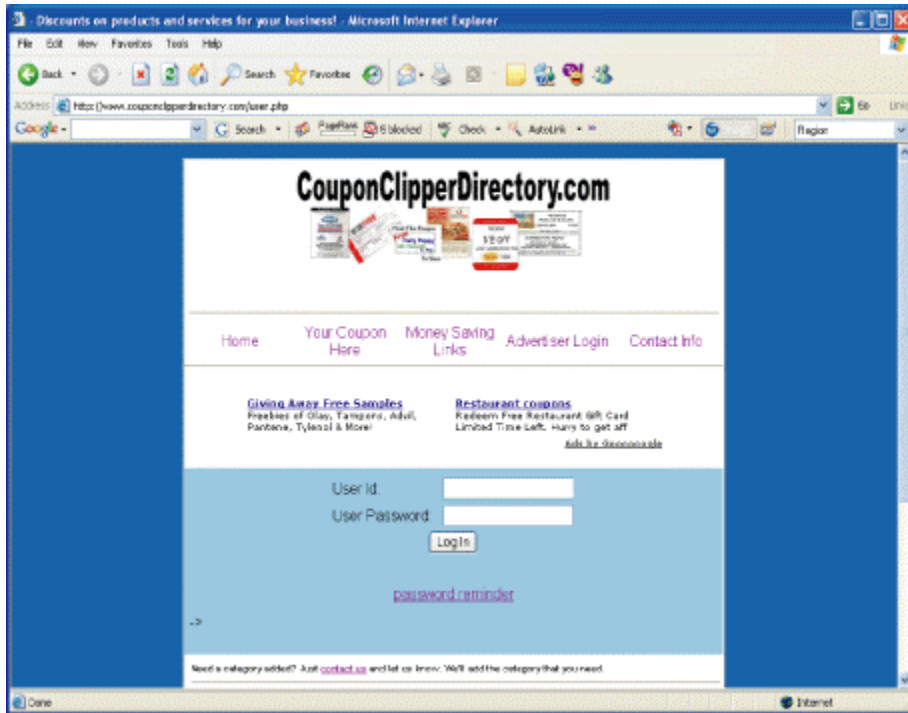
We also have plans to add many more coupon sites to our advertising system. As they become available, you will be able to add your coupons to them also. To be notified of when we add new sites to our advertising system, please send a blank email to couponsiteannounce-52@tomeymarketing.com

Now before you take off and start making your coupons at the above sites, read the quick start guide below that will walk you through exactly how to do it, and it will also give you some tips on getting the most from your coupon advertising!

1. Once your account has been activated, use these steps to create your coupons.
2. Start with either site. On the front page there is a link that says "**Advertiser Login**"

You will be brought to this screen:

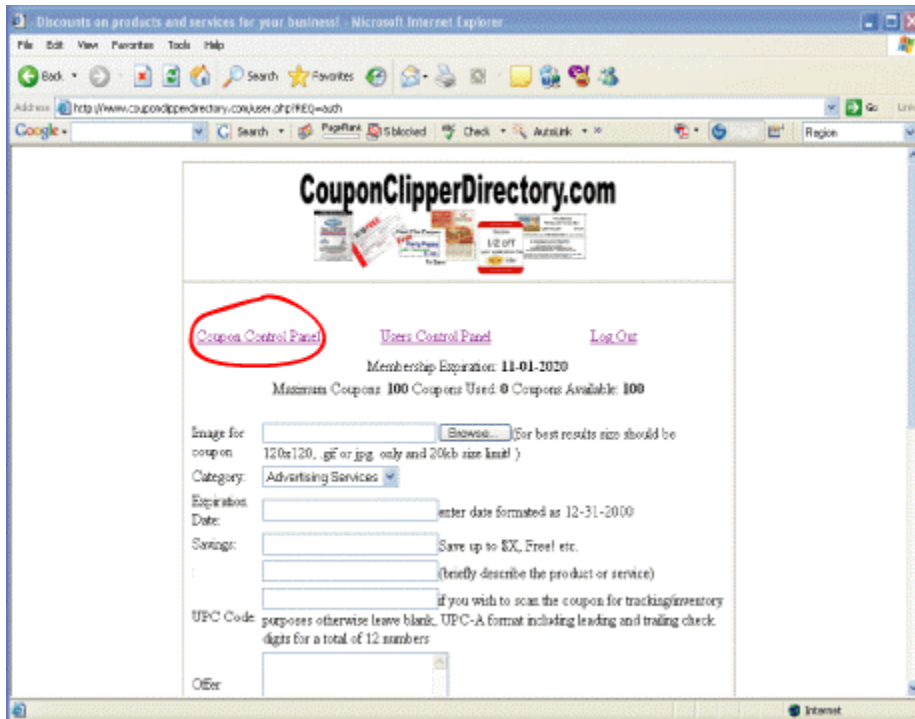
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Use the username and password that you chose when you signed up for your account.

3. Once you are logged in, click on the **"Coupon Control Panel"**

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Enter in all the information you are asked for.

When you enter the URL to where the visitor can get their discount, make sure this is a unique URL or a tracked URL so that you can keep up with how well your coupon is performing. That way you can come back and tweak your coupon until it is giving you the responses that you need.

As a bonus for purchasing this course, you can get a free "Ad Tracking" account from <http://www.MyTrafficTracker.com> by going to <http://www.mytraffictracker.com/member/member.php?m=signup>

Please Note: If your account says you have 0 coupons it's because it has not been activated. Accounts are manually activated to keep the system from being abused.

Once you have submitted your coupons to both sites, they can be viewed by going to the following URL's:

<http://www.MyCouponDirectory.com>

<http://www.CouponClipperDirectory.com>

Resources

The following resources will lead you to more information about marketing with coupons, and tools that can help you implement this strategy.

- <http://www.MyCouponDirectory.com>
Coupon directory
- <http://www.CouponClipperDirectory.com>
Coupon directory
- <http://www.MyVoucher.com>
Coupon directory
- <http://www.MarketingWithCoupons.com>
Coupon Marketing Learning System
- What a Deal! Attract customers with online coupons.
<http://www.entrepreneur.com/article/0,4621,311963,00.html>
- Codes of Conduct -Using coupons can be a great way to get new customers to visit your site—if you do it right.
<http://www.entrepreneur.com/article/0,4621,312738,00.html>
- <http://www.clippermagazine.com>
Advertise your coupon
- <http://www.valpak.com/vpcol/advertise.do>
Advertise your coupon
- <http://www.savvyshoppermagazine.com/myclipper.cfm>
Advertise your coupon

Conclusion

I hope this course has taught you that marketing with coupons can be very powerful. It's a very inexpensive way to get more customers, and get existing customers to buy more from you. I don't know any other way that accomplishes these two things better than using these coupon marketing tactics.

If you have any questions about this course or suggestions on how I can make this course better, please contact me by going to <http://www.tomeymarketing.com/contact>

To YOUR Success!

Liz Tomey
<http://www.TomeyMarketing.com>