

Get Your Business On Coupon County

**IT'S FAST, EASY
& ALWAYS FREE!**



is a website that promotes
shopping local in Bruce, Grey and Huron Counties.

sponsored by **Bruce Power**[™]

WHY COUPONS?

BECAUSE THEY WORK.

Consumers like deals and businesses know that coupons are a great way to attract new customers and retain existing ones.

Coupons connect people (and their wallets) to businesses.

“93% of Canadians shop with coupons.

44% use online coupons. Over 90% of coupon redeemers say they will purchase from a business again after being offered a coupon and over 50% of shoppers say they would not have made a purchase had they not been offered a coupon in the first place.”

WHY SHOULD I ADD COUPONS TO COUPON COUNTRY?

- **IT'S FAST, EASY & ALWAYS FREE!**
- **It's an opportunity to expand your market and gain new customers**
- **And it's a way to reward your existing customers and keep them coming back**

OKAY, SO HOW DOES IT WORK?

It only takes a couple of minutes to register your business and make a coupon. Provide your offer, terms & conditions, a photo, click 'save' - and **Coupon Country makes the coupon for you!**

Customers who visit CouponCountry.ca are able to search or browse for coupons in various categories. They can share the coupon to Facebook or send the coupon to their email.

HOW DO I MAKE A GREAT COUPON?

- KEEP IT SIMPLE!
- Create an offer that's worthwhile, that will bring customers into your store.
- Offer something customers can't get anywhere else or close by.
- Add a great photo of the product or service.
- Create a 'call to action' with a limited time offer



Now, let's get started!



MAKEACOUPON.CA

HOW IS COUPON COUNTRY PROMOTED?

While it's easy to create a coupon online, the bigger trick is making sure people find it. To ensure your coupon offer reaches enough people, a well-planned strategy is crucial. Coupon Country has a strong strategy and creative marketing plan behind it; reaching customers through print and online advertisements, radio, social media and video.

ADVERTISEMENTS



VIDEO



MAGNETS

STICKERS