

HOTdeal

Drive New Customers

Social media is changing the dynamics of business as we know it and sharing information has never been easier. Hot Deal capitalizes on the changing rules of advertising, cash flow and end results. The program is guaranteed to drive paying customers and to create word-of-mouth advertising that drives viral promotion of the deal. The "It's a Go!" turning point must be reached for all Hot Deal participants to earn the savings of the deal. The buzz created by Hot Deal brings in vital new customers for a fresh source of revenue. Customers typically spend 50 percent or more above the value of the of the Hot Deal!

It's a Go!

In this worry-free program, no additional costs are incurred by the featured business or the Hot Deal seekers. This performance-based advertising solution is built as a revenue-share program where all parties earn revenue together.

The Dynamics

Social media allows for viral "word-of-mouth" sharing of information as the fastest form of media delivery. Excitement over a deal and the "It's a Go!" threshold drive people to share the information of the Hot Deal with people they know. This provides a greatly-expanded reach to potential customers and to bottom-line sales!

