

GROUPEUR

GROUPON

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Groupon, the group buying site offering daily deals to consumers, has its pros and cons for merchants. By having a broad perspective on the service, you can make it part of your overall marketing plan along with your other promotional activities, such as social media and Google Adwords. There's no doubt that using these types of programs advertises your business and attracts a lot of new customers with whom you can cultivate relationships. But knowing that Groupon keeps 50% from each coupon deal, don't expect a windfall of sales.

R3 TIP

Savvy merchants have learned how to maximize these opportunities and avoid the low-end, one-time bargain shoppers. The key is to stay away from offering deals on specific equipment or services, and instead focus on dollar amounts. For example, offer \$100 worth of coupons on products or services for \$50. This increases the chance that the consumer will buy more than just one item, or put it toward an experience that costs significantly more, such as a guided fishing trip.



IDEAS BEST SUITED FOR:

- Government Agencies
- Guides/Pros
- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60