Free Business card proposal

Provide 100 free business cards to First-Time Subscribers and Sponsors.

Why – Grassroots marketing and advertising to get users onto LocalCorners. Providing something free to the subscribers and sponsors creates a closer bond with our proimary customers

Value – Provides another avenue for customers to go to localcorners to see what else is there. Provides a microsite for each subscriber and sponsor. This also provides customers the opportunity to be redirected from a subscriber or sponsor image to their own website. We are helping them grow their business.

What I need?

I need 100,000 business cards in 100 increments at cost with free shipping. This equates to 1,000 new customers. When the Subscribers and Sponsors shell out their 100 business cards and we can show them the number of clicks, redirects etc. they will see the value in LocalCorners and the business cards. Thus the subscribers and sponsors will want to order more. Please keep in mind these Sponsors and Subscribers may not have a lot of money for marketing so any discount would be appreciated for repeat customers

Mom and Pop shop – Support local business who services. Cherokee Printing can be the first business under the Services Section

How

After the subscriber or Sponsors enters their billing information they will be prompted with their market space profile, they will click next, this is when we will direct them to the business card page. They will also learn about their unique id number for their own microsite. The S/S will then be able to add their website and contact info unto their card. They will be able to preview it and submit. At this point they can begin adding pictures descriptions, etc

What is needed for First Time Subscribers and Sponsors

Phase 1 – We need an interface for Meghan and I to see who has registered. Meghan and I will send orders to Cherokee Printing initially. Cherokee will then send the business cards to the subscriber or sponsor. Cherokee needs to be able to keep a history of each person so they can then go to their site and re-order. In time we need some type of auto-communication or redirect to their site.

Phase 2 – We need an automatic interface to Cherokee printing so all new orders can be sent automatically.

What is needed for Reoccurring orders

Phase 1 – We need to ensure do not give business cards away for reoccurring orders. In the background when a new person makes their first order somewhere in the database we need to make they cannot re-order. Because we do not want to get involved in taking payments on behalf of the subscriber or sponsor we need to redirect to Cherokee. Cherokee needs to keep the history so it is easy for the user to make their purchase.

Phase 2 – Redirect is going to a micro-site Cherokee Printing

Value – Since each S/S will have their own uniquie ID/microsite we will be able to track the effectiveness of the business card and provide this information to the S/S. We will also be able to track the number of reoccurring orders. This is important because it will allow us to negotiate the need for Cherokee to provide first time orders completely free to Local Corners

What information will the S/S be able to add to the business card?

Name

Phone Number

Address if applicable

Their website

Locaalcorners microsite [www.localcorners.com/XXXXXXX](http://www.localcorners.com/XXXXXXX)

The back of business card will have an option for them to select 6 different insignias based on the category that best defines them

JPGs are available on the Github Repository