

★ THE COUPON IS DEAD... ★

LONG LIVE THE COUPON

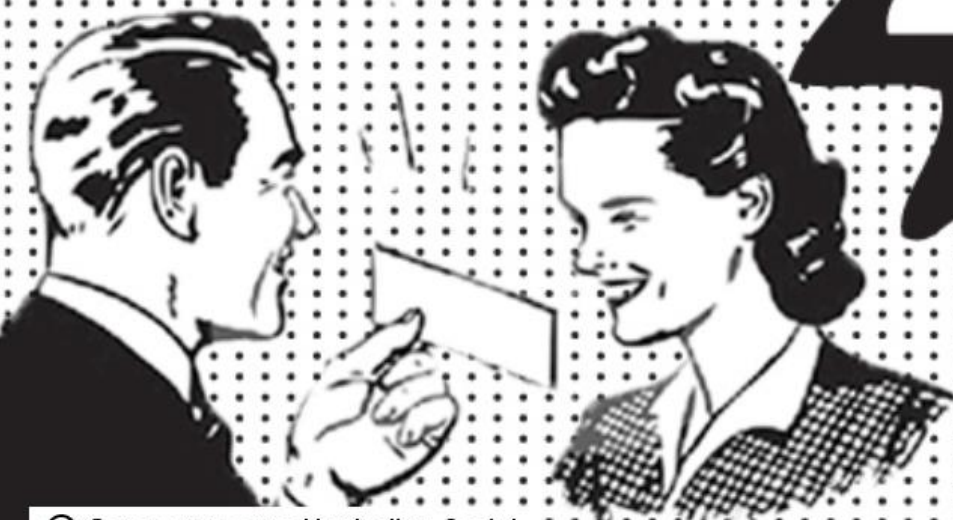
OR

★ HOW "LIKES"  CAN  
BE TRANSLATED TO SALES? ★

# How “branded” facebook e-coupons will enhance sales

With the correct tools in Social Media  
“likes” are  
changed to the most powerful  
medium into  
the **Market Place**

How Facebook “likes”  
are transformed to sales?





Colgate, Mc Donald's, Procter & Gamble,  
Unielever and many other **huge brands know!**

In 1894, Atlanta businessman and co-owner of  
Coca-Cola Asa Candler used handwritten tickets for a free  
glass of Coca-Cola to help market his new soft drink

Over 120 years ago, coupons remained as the most  
**hard selling method** in the marketing field

**...Until Yesterday!**



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new  
media

Today?

# The Death of Printed Coupons

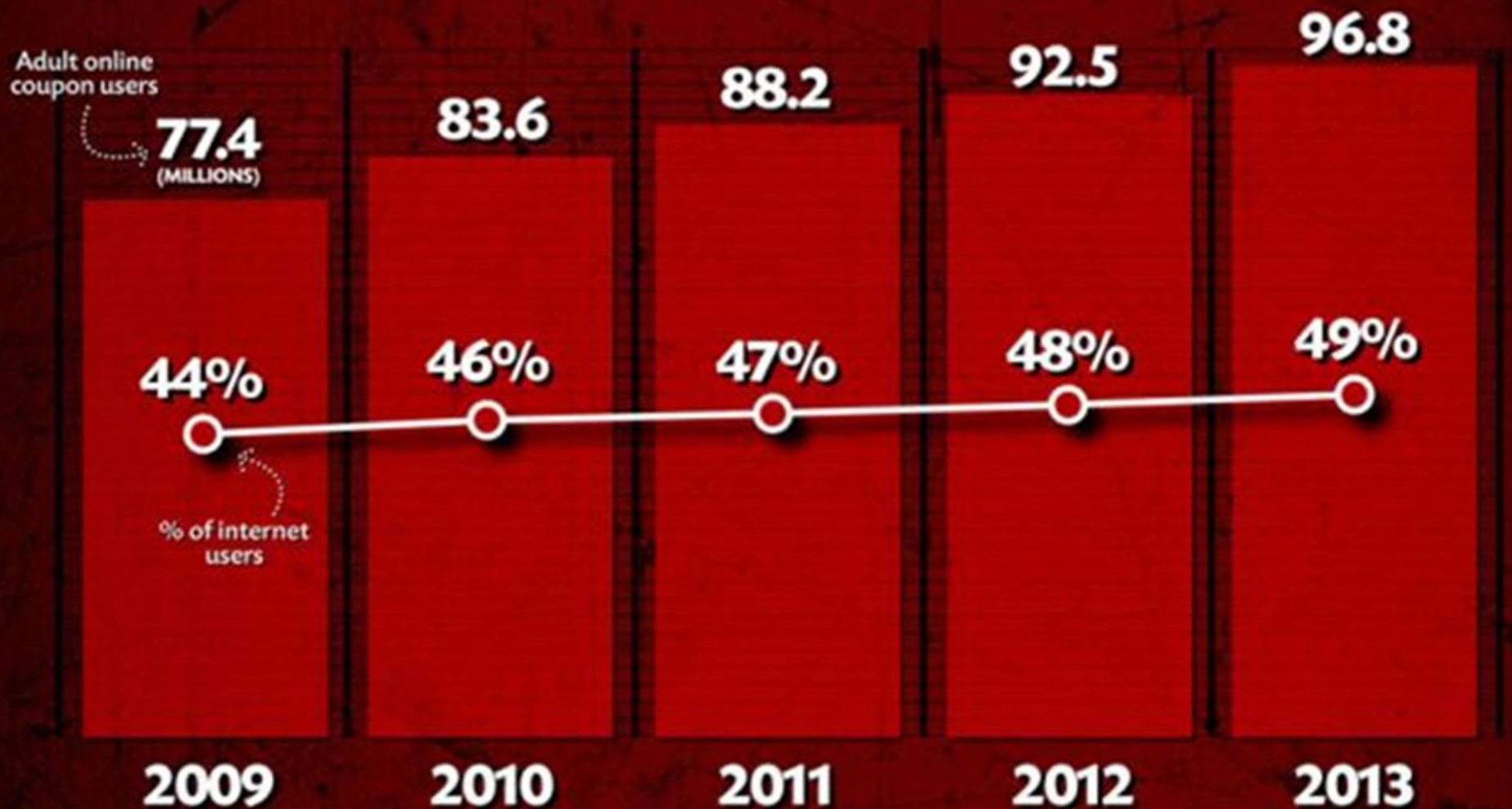
(and the rise of digital coupons)



**A rough economy and the advent of mobile phones has reversed a 14 year decline in coupon redemption in the United States.  
But wait, there's more to it than that**



**By 2013, 96.8 million adults will redeem an online coupon.**  
**Source: eMarketer.com**

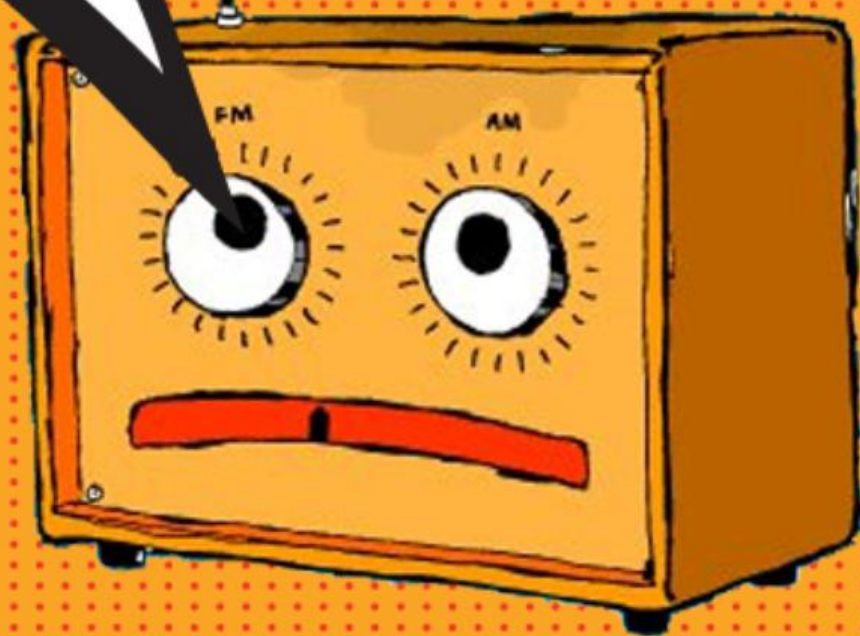




# Branded e-coupons, “the new era”

The time of coupon clicking has finally arrived.

Why?



# Because nowadays is the most powerful medium utilized by companies

- Very simple to collect information
  - **Gather the data you need**
- Remind customers about the redemption whenever you want
- **Make them feel special** with unique branded e-coupons
  - Make them feel social by **sending your promotions to their friends**
- Connect them to your brand's ERP and Loyalty Systems
  - **Make them love you!**





# We Can Do It!



How?

Ask us!





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**Thank you**

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