

i-piggy.com Briefing Note: NODs Marketing Channel

Reach more local Customers with i-piggy NODs

Extra sales to Customers using i-piggy's exciting new mobile marketing channel

- Post your **N**ews, **O**ffers & **D**eals (NODs) for instant viewing
- Reach customers at home, on the move & when they're in town
- Save both your own and customers' time and money
- Ideal for wide range of businesses – Retail, Services, Producers etc.

- FREE One Month Trial
- Low cost: with packages to please all budgets
- Who, when & where: get feedback on your NODs advertising
- Local assistance available to help make the most of NODs
- Opportunities for retailers working with i-piggy to earn commission



Why NODs?

Social Media is Greatbut is it delivering you sales?

Social Media is a great way to promote your business as with skill and persistence you can build a public profile to enhance your business presence BUT, despite what anyone says, or gurus promise, Social media remains primarily about Me, My Friends, what interesting people are saying, doing and reporting. *It was never designed as a marketing tool.* Yes, it's a great way to build contacts, share information and create a buzzbut even if you have reached cult status with followers and 'likes', how much of your daily social media effort converts into real sales and just how much time and energy do you to spend doing it?

Social media wasn't designed for business & marketing

For large numbers of consumers – your potential customers, Social media plays an important part in their lives and contributes to their awareness of products, events, and seeing what's new & cool, BUT, Twitter & Facebook fundamentally remain social tools for most people and, when used to help make buying decisions, they are used for checking out suppliers' reputations, product comparisons and value for money. As a day-to-day B2C tool for specific marketing, Twitter & Facebook are of limited value to most businesses and not suitable for direct advertising.

But Social Media has paved the way....

The huge expansion in social media use has been greatly facilitated by the rapid evolution and consumer take-up of web-enabled mobile devices: laptops, smartphones, tablets and the Apps that run on them; we now have cross-generational users/consumers who are not only familiar and happy to browse, connect and transact on their mobile devices but have come to rely on them.

Big business are eyeing this techno-bonanza as a golden opportunity to reach and connect with customers even more efficiently, at low-cost to create game-changing marketing opportunities – and you'll find any number of new entrant marketing specialists ready to advise you on this 'new frontier'. However, danger lurks for the unwary because, although many techno-savvy consumers are happy to 'open up' and share personal details freely with friends and colleagues – unbidden commercial intrusions are rarely tolerated.

Mobile phones, SMS, Inboxes are 'Private Spaces' – invade them if you dare

The holy grail for marketers is 'consent to contact' existing and potential customers and there are some notable examples of where the huge value of this is demonstrated: few people seem to mind emails from ebay, Amazon, John Lewis, Microsoft and other big retailers / organisations. These are big brands most of us have done business with, who we treat as benign and trusted and will generally tolerate their frequent email bombardments – just in case a juicy offer comes our way. Paradoxically, these companies have surprisingly modest social media accounts ...why? Because they don't need them - they have gained the privilege of being accepted into millions of private inboxes.

As a small local business with a lesser known brand value, you will find it much harder to gain such consent and so have to settle for building credibility and acceptance by other means – such as building a reputation through social media and participating in local marketing initiatives.

NODs – The ideal alternative to Social Media and email

So, if you run a small shop or business in town, selling quality goods with great offers – and know could sell a lot more if only more people knew about what you have to offer - before walking in to your premises – how do you go about it? If making direct contact by email is inappropriate and social media doesn't have the directness you need, how else can you proceed in this mobile, digital world of the savvy customer?

This is where i-piggy NODs fills the gap – not as vague and noisy as social media, not as problematic as email and not dominated by big brands, retailers andetailers. We intend to make the NODs service THE place for consumers to go to find fresh News, Offers & Deals – and money saving bargains available nearby – using similar customer friendly, mobile and web technologies used by social media.

Simple and cheap for businesses to use, it's organized and managed geographically to favour local business to customer connections providing useful demographic and usage information – to help adapt to customer patterns – when, where and what customers want to buy.

About i-piggy.com

We are a new high technology company using highly advanced methods and cross-platform architecture to deliver a programme of new smart services to help smaller businesses reach, engage and reward increasingly savvy customers. NODs is the first component to be rolled out – ideal for town and locally based business communities needing to engage more directly with customers and compete with other, increasingly sophisticated consumer channels. We are interested in partnering with talented, ambitious entrepreneurs and investors with a track record of establishing successful enterprises.

For further information about NODs and i-piggy, email enquiries@i-piggy.com or call us on +44(0)1568 613272

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