

# Our Local Deal

## How It Works

- 1) You decide on a compelling offer (at least 50% off) from your business
  - 2) The deal is promoted on the radio, by email blast, and social media
  - 3) Customers purchase and print gift cards
  - 4) You get a check for your share of the total revenue.
  - 5) Customers redeem gift cards at your business. The overwhelming majority of these customers will be local folks, giving you a great opportunity to acquire new repeat business.
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## Benefits of Participation

### No upfront cost

### Create new customers

- Great opportunity to upsell
- Great opportunity to create repeat business
- Great word of mouth

### Branding

- Heavy promotion on WCHL for a day
  - Email blast to thousands of local consumers
  - Viral marketing as purchasers share the deal with friends on Facebook, Twitter, etc.
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### Revenue Share

65% of total sales for Chapel Hill-Carrboro or Hillsborough Chamber of Commerce members

### Speed of Payment

You'll get your share of the revenue within 7 business days

**Interested? Contact Michelle Hoover at (919) 357-5894 or [mkhoover05@gmail.com](mailto:mkhoover05@gmail.com).**

