**Urban Dealight Proposal for Name of Company**

**Recommended Feature Advertisement** Ex: **$99 for 6 Laser Hair Removal Treatments**

Offering a Type of Service feature on Urban Dealight is a highly effective way to create loyalty and brand recognition with new clientele. As new customers walk through the door, your staff has the opportunity to “court” new clients with superior service and professionalism. One of the hardest and most important part of business is getting customers in the door. Urban Dealight’s marketing along with a great offer draws clients to businesses. The idea is that, with each visit from a customer your staff will establish trust, build a professional/personal relationship, and turn these first-time customers into loyal clientele. One easy way to accomplish this long-term relationship is by upselling on additional services or offering a loyalty program. For instance, your business could offer: **Additional Discount Proposal**, where you can offer a slightly discounted price on future services, as an even greater incentive to return. By retaining new clients initially and over time, word of your brand is spread among peers, family, colleagues, and friends.

With high operating costs of equipment and leases, we understand how important it is to keep customers coming through the doors. The Urban Dealight program allows you to invest very little in the per customer acquisition cost, as you pay nothing upfront with our advertising platform.

**Urban Dealight Addresses Two Basic Needs:**

1) Direct Large-Scale Marketing and Exposure: Urban Dealight creates large-scale marketing and advertising campaigns that exposes your business and services to a steadfast and proactive consumer base. These customers are potential long term clients that fit your demographic desires. Additionally, your Feature Ad helps brand Name of Company with no upfront cost.

2) Alters Perceptions on Perceived Value: Consumers often do not understand a set retail price because they do not recognize the value of the business, service, or procedure offered. If they do not agree with or understand the “high” price, because they’ve never tried the service before, odds are they will not purchase it. However if they try the service at a lesser price, and like the service, the customer will pay more to continue to receive the same quality of service, even if the price is raised to full, retail price. Spike a wave of new customers with an introductory price.

Our proposal for the **Ex: $99 for 6 Laser Hair Removal Treatments** Ad breaks down as follows with a 50% margin share to Name of Company. Using several metrics including average percent who become repeat customers and average repeat visits in a year, Urban Dealight can calculated the “cost” of this promotion to your business, and the annual revenue generated

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| --- | --- | --- | --- |
| Targeted Number of Vouchers to Sell | Unit Price Voucher is to be Offered | Cost of this Promotion | Annual Revenue from New Customers |
| $ | $ | $ | $ |

Thank you for your time and for this opportunity. We hope to be featuring Name of Company soon!