



Clip Here Save There Registration Form



Please provide the following information to ensure that your company and coupon offer are properly represented on the Marana Chamber's **Clip Here Save There** coupon program.

Business Name _____
 Contact Name _____
 Business Address _____
 City _____ State _____ Zip _____
 Telephone _____
 Web Address _____
 Discount Offered _____

Offer for Marana Chamber Members Only Offer for public & Chamber members

AGREEMENT

_____ agree(s) to participate in the "Clip Here Save There" program sponsored by the Marana Chamber of Commerce. I understand that I am fully responsible for the content of my ad. I agree that, if any person brings any type of claim or litigation and names the Marana Chamber of Commerce in any such claim or litigation, I will hold harmless and indemnify the Chamber for any loss incurred and or arising out of the claim or litigation because of the involvement of the Marana Chamber.

I agree that the maximum liability of the Marana Chamber to me under this agreement is the information provided by me for the coupon booklet, and any cost paid by me for changes to the coupon.

I agree to provide all the necessary information for the coupon and other information required on the page. I agree to monitor the site to assure all information is correct and to notify the Marana Chamber immediately with changes. Fee to change or update the coupon is \$15.

The Marana Chamber will do a "best efforts" in maintaining the coupon file, but is not responsible for any "down time" of the website due to circumstances beyond its control.

I agree the above agreement to list my company's discount online as well as local stores and venues.

Name (please print) _____ Participant's Signature _____ Date (mm/dd/yyyy) _____

How To Make Coupons Work For YOUR Business

It's no secret that shoppers love bargains, and if done the right way, offering discounts can entice new customers, re-activate old customers and nurture customer loyalty. Advertising Age reports that 87% of all shoppers use coupons and a recent article in the Wall Street Journal stated that coupon use is on the rise given the current state of the economy.

So as a business owner, you realize the value of coupons but how to do you put together a coupon offer that actually works for your business?

The Marana Chamber of Commerce has compiled some tips to help a business owner create a good coupon offer:

- 1. Mass Appeal:** When creating coupons for the first time, merchants tend to forget that they must create coupons that appeal to a wide audience and are simple to apply. One of the most common mistakes is creating a coupon that is valid only for a specific product or product category. Alternatively, merchants will create coupons that appear general but actually include as many as 30 or more brand and product exclusions. In limiting the product range, merchants are also limiting potential customers.
- 2. Keep It Clear:** There are customers out there who will try to take advantage of coupons so make sure the offer is very clear. If you're offering 10% off before tax, your coupon should say that. While you want to appeal to a large audience, don't leave room for misinterpretation of your offer.
- 3. Make A Solid Offer:** Dollars Off discounts work best when it comes to coupons. Customers are drawn to these offers because the savings are obvious. So consider a coupon offer of at least 5 percent. Coupons that provide a discount with a low minimum purchase threshold, such as \$5 off a \$15 purchase, or even no minimum at all, such as \$10 off any order, also consistently yield good results.
- 4. Don't Be Too Greedy:** Merchants commonly try to create coupons with a minimum-spending requirement that is higher than their average order. By imposing such a minimum spending requirement, the merchant is subtly suggesting that the consumer add an extra item or two to their product order.
- 5. Specific Starting and Ending points:** If you want your discount promotion to begin on a certain day or at a certain time, make sure that date or time is clearly communicated through your coupon. The last thing you want is for customers to show up looking for a promotion that hasn't started yet, and then have to honor the discount because customers were not informed of the start date in advance. Without clearly communicating the start date in advance, you might be accused of using a bait and switch tactic, which could lead to legal trouble. The same thought should be applied to your end date. You don't want your discount promotion to go on indefinitely, so make sure you include an end date with your coupon. Furthermore, an end date can create a sense of urgency around the promotion that can motivate consumers to act sooner rather than later (or not at all).

Articles referenced:

- How To Put The Profit-Producing Power of Couponing To Work For You by Thom Reece
- E-Coupons 101: Offering Digital Discounts by Michelle Megna
- 5 Specific Steps to Coupon Success by Pete Taylor