

# Looking for New Customers?



eLocalmerchants.com  
Delivering the Deals Online

# has them!

## What is eLocalmerchants.com?

eLocalmerchants.com is a directory of local businesses in NE Minnesota and NW Wisconsin. In addition, we market local businesses online by promoting their products and services, specials, coupons and events through email marketing.

We have a growing database of opt-in local shoppers who want to hear about local businesses. We are in the business of connecting consumers with their local merchants.



## Why advertise on eLocalmerchants.com?

- Reach eager local shoppers who want to hear from YOU!
- Low cost, effective advertising with excellent ROI
- Receive actual data on how your promotion performed for each send you participate in
- Convenient, quick and easy way to advertise with little effort and time involved – You create the special, we do the rest!

## Why email marketing?

Are you frustrated with the high cost of traditional advertising? How do you know if your advertising is working?

The beauty of email marketing is the capability. Find out how many emails were opened, clicked on, and how many went to the trash. You can see the reason business people delete emails and that email sends can be managed.

Find out what works and how to compensate for it. That's the beauty of email marketing.

## Email Marketing Made Easy

We do it all. Design, send and track.

## the facts

According to The Kelsey Group, a Princeton, NJ based research company, 70% of U.S. households now use the Internet as an information source when shopping locally for products and services.

Pewinternet.org finds that 70% of American adults use the Internet, and 54% of people who use the Internet daily, use it to read or send email.

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-PewInternet.org

The Yankelovich Monitor reports that 81% of us are looking for ways to simplify our lives and 78% of us want to reduce stress. These findings indicate why the Internet has grown so rapidly. Consumers are saying, "Bring it to me!"

According to Scientific America, millions of pages are being added everyday to the internet. How are customers going to find your business?

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Your customers are looking for you online...  
**Will they find you?**  
Connect with shoppers who want to hear from YOU, on eLocalmerchants.com

