



voupons

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## summary

- Sign up for a **FREE 1 month trial** (\$105 worth of send credits)  
If you don't have time, we will set this up and send you your admin details!
- Shoppers search the Voupons sites for deals
- The shopper sends your deal to their phone (this cost you only 35c with no other fees). **You only pay for results!**
- When your free month trial is up you have to buy a minimum of \$105 worth of "text send credits" = 300 texts. There is no expiry on this credit - only when people are requesting your offer
- You have your own "admin area" You can track ALL statistics, create new offers and **heaps more!**

Full Demo Videos are on the Voupons web site

## Introduction to Voupons

We have combined the 3 most effective marketing methods: The internet, email and best of all text messaging. Voupons has also created the only system of its kind that only charges a business when they get results.

The Voupon website serves as a way for Australians to get free coupons and vouchers from anywhere in Australia. It also provides a cost effective way for advertisers to promote their business on a local or national level at an exceptionally cost effective rate. Voupons is a uniquely designed system not seen anywhere else.

Voupons has a sophisticated search function so you can find what you are looking for with ease. It is the only site you can have the coupon text straight to your phone at no cost to the shopper.



Voupons is initially launching on the Gold Coast but will grow to other locations with its success. Anyone living on or travelling to the Gold Coast can take advantage of Voupons now.

### Statistics on the internet and the text message era!

80% of the population used the internet in 2009. Take advantage of the massive number of internet users and growth in online shopping - advertise your business online.

- 94% of mobile marketing messages are read
- 23% forwarded to a friend's mobile.
- Marketing boosts consumers inclination to purchase by an average 36%.
- Leaflet distribution (Junk Mail) has only a 1-2% redemption rate!

Australians sent well over 10 billion SMS messages in 2008, an average of at least 300 messages for each subscriber. It is predicted over 11.2 billion SMS messages will be sent in 2011.

### Shoppers get huge savings text to their phone for free.

No Printing. No Clipping. No Forgetting. Voupons are the perfect way to save money on a day to day basis.

This is the Voupons home page. You can also see a full demo video on the Demo page.



## The Concept of Mobile Voupon Technology

When I go out for dinner or go to a major supermarket right before I pay the cash register operator always asks if I have any coupons. I never do- after all, **who still clips and carries around paper coupons?**

Maybe part of this is generational, since I remember my parents using coupons all the time. But maybe it's about convenience too. To use a coupon, I'd have to dig through a newspaper or junkmail to find a coupon geared towards the products I buy, cut it out, and then remember to carry it with me to the store. That seems like a lot of trouble for \$1.00 off my corn flakes. What is one thing you always have with you? Your mobile!

This is the dilemma that Voupons aims to solve. By sending coupons straight to mobile users, we hope to make using coupons convenient and thereby increase redemption rates.

## Why Get Vouped?

What are the two main challenges Australians are facing every day? What do you hear about in the news the most?

- Climate change
- Rising living costs



Everyday Australians are having to deal with high interest rates, an explosion of petrol prices, expensive food and higher general living costs. At the same time it isn't easy to find real savings on products and services we use everyday.

Voupons want to tackle both of these problems head on - we have the solution! Coupons on your mobile phone!

Voupons want to revolutionise the way people redeem coupons and help reduce the thousands of tones of paper wasted every month on paper coupons and print advertising.

Voupons are on a crusade to drastically decrease the amount of junk mail people receive in the mail but still provide an alternative and make saving as easy as possible!



## What is so good about Voupons?

- Frustrated with the same old marketing strategies?
- Tired of wasting advertising dollars on zero-result advertising?
- Disappointed with your marketing responses and redemption?
- Concerned about how to get more NEW customers to your door?
- Do you want to use the newest and most effective marketing methods?

## Why is Voupons different?

- You only pay when a shopper sends your offer to their phone.
- You are in full control of your offers. You get a powerful admin account where you can track all of your results, manage your billing, create photo galleries, update all your business details and set alerts.
- Free links through to your site, email enquiries, full business profile
- Get 1 month free and \$105 of credit to test this great system

**Other similar services** - Forget traditional printed coupon sites they are dated, hard to use and redeem, and a thing of the past.

- Local business directories will help people find you and are good for backlinking to your site but they won't get you new customers or get existing customers to spend more! They also don't guarantee you any results. Why pay hundreds of \$\$\$ a month with no guarantees.
- Some sites boast of printing hundreds of thousands of full gloss magazines and distributing them to houses (junk mail). This is really expensive and terrible for the environment. This type of marketing has only a 1-2% redemption rate - the rest get chucked in the bin!

## When you have signed up, how do we promote your business?

Well... while we are busy promoting your business, Voupons won't cost you anything until you start getting results!

- We will market your offer extensively online through all major search engines along with using Twitter and Facebook
- Your offer will be emailed to a large network of email addresses
- Voupons will be marketed extensively via radio and television
- We will be utilising media releases and editorials for maximum exposure



# voupons.com.au

## How it works for Business

Sign up your business to create some great 'Voupons' for shoppers. Your deals appear on Voupons.com.au

When shoppers search on Voupons for businesses in your category and area, your deals will show. Interested shoppers can send your offer to their mobile phone for super convenient redemption with your business.

### Cost and search positions

Worried about cost and where your business shows in searches? Voupons puts you in complete control! Pay only for results.

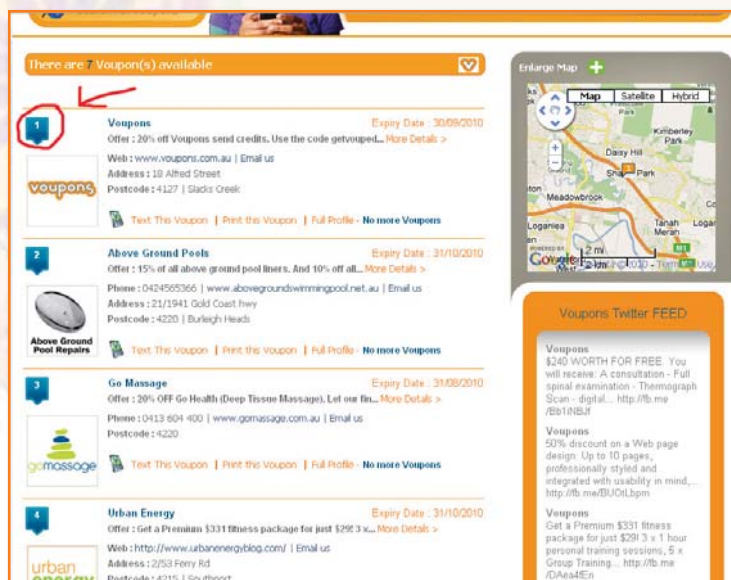
Voupons is very cost effective when compared to other coupon sites and printing services. You only pay for SMS credits that are used (\$0.35, with a minimum purchase of 300 voupon send credits = ONLY \$105). Voupons has no ongoing fees.

You're only charged when someone sends your Voupon to their phone from the website. We have several measures in place to stop shoppers doing this without the intent to use. How? A shopper can only send the same Voupon to their phone 3 times. A shopper can only send a total of 20 Voupons from a phone number in a 24 hour period.

Bulk purchase discounts and founder membership are available.

### Control your search position

You are able to raise how high your Voupons show in search results by increasing the price you are willing to pay each time a shopper sends your Voupon to their phone. For example if there are 40 restaurants showing in your area and you raise your text send from \$0.35 to \$0.38 and this is the highest bid, you are guaranteed the top search position. *(If you're familiar with google adwords this is a similar system.)*



## Benefits for Businesses

Advertising on Voupons offers these benefits:

### High redemption rates

Voupons are stored and carried in shoppers mobile phones, and have much higher redemption rates than paper coupons because they are always with the shopper and not forgotten, or left at home.

### Easy to set up and maintain

Setting up a Voupons business account is very easy and only takes 5 minutes. The Voupons online administration panel makes it easy for you to manage your business's contact information, profile, photo gallery and Voupons (offers) anytime, anywhere you want.

### Targeted advertising

Why should your coupon listing be diluted by irrelevant offers displayed above and below it? On Voupons your business and Voupons only show in search results when they match the category and location of the shopper searching.

### Cost effective

Voupons is very cost effective when compared to other coupon sites and printing services. Voupons has no ongoing fees. You only pay for SMS credits (\$0.35) that are used. Other similar site charge weekly fees and don't guarantee any results.

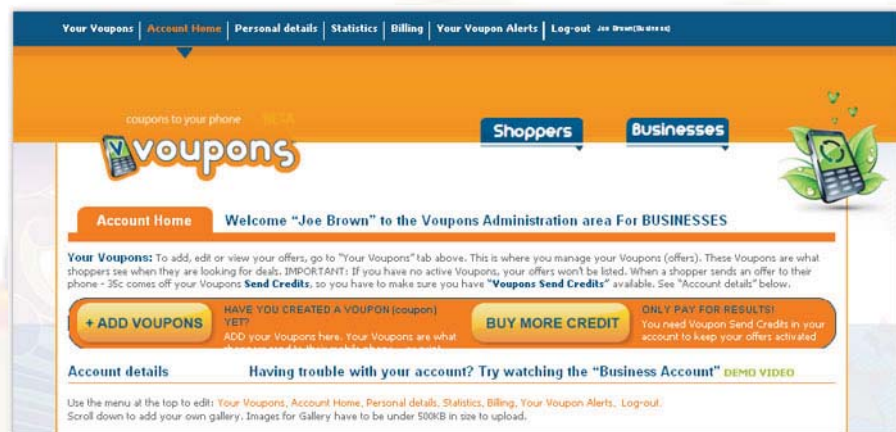
### Measurable Results

Voupons provides detailed statistics on how many times your business listing has been viewed, Voupons printed, SMS'd and more. Voupons offers maximum transparency when it comes to results. Your business can also measure results by the amount of people walking in the door and flashing their Voupon.

### Voupons is cutting edge.

Don't get left behind when it comes to advertising methods. Voupons combines 2 of the most widely accepted technologies for consumers (SMS and the Internet); allowing shoppers to search and redeem vouchers in a way they feel most comfortable with.

**What are you waiting for? Sign up to Voupons for free today!**





## Pricing structure

### No risk membership

No setup fee, no ongoing fees and our low \$105 minimum Voupon sending credit purchase puts you in complete control of your advertising expenditure from the very beginning. You only pay for results!

## The Environment

### Reduce the environmental footprint

Voupons help businesses reduce their environmental footprint by:

- Offering a service which allows them to reach thousands of shoppers without having to, or contributing to printing and distributing thousands of leaflets.
- Allowing potential customers to store and redeem offers using a mobile phone, instead of having to print and carry like other coupon websites.

### Letterbox spam

Voupons does not print a coupon booklet or send bulk printed mailings.

- Voupons primary methods of attracting businesses and shoppers is via word of mouth, internet, phone and radio.
- Voupons display deals to shoppers on the internet, and the primary method of redemption is via mobile phone (which people have on them all of the time).
- A competitor brags at the fact they have had a coupon newspaper delivered directly to over 800,000 homes in South East Queensland every three weeks for the last six years in full colour. Does this concern you? Can you imagine the paper wastage, not to mention the distribution and petrol consumed! And this is just one small company in South East Queensland.

### Statistics:

### The impact of paper coupons and the distribution

#### Say NO to Junk Mail...

In Australia 8.2 billion pieces of junk mail are circulated every year. The average Australian household receives 20 pieces of unaddressed advertising each week. Additionally 15% of all addressed mail in Australia is promotional. If 10,000 households stopped receiving JUNK MAIL, they would save 200 000 items of Junk per week (and all the trees, ink and other things that are used to produce it). That's 10.4 million items of junk mail saved every year!





## Research and Statistics

### Statistics and marketing info

#### Marketing Industry averages:

- Direct Mail: 0.5-2% response
- Telemarketing: 1-2% response
- Fax: 1-2% response
- Email - very trackable and accountable.
  - Unique Open rates 20%
  - Unique Clickthrough rate 4.1% (CTR on send)
  - What's the best day to send an email? Saturdays get the highest open and click-through rates!
- **An estimated 32 million text messages were sent on the Telstra network** in 2007. 250,000 MMS (picture messages) were also sent. BRW Jan 2007
- Australia has the third highest SMS penetration in the world: **85 percent of mobile users**. Judge Institute of Management
- The survey by ActiveMedia Technology cited two recent campaigns that had yielded extremely high response rates: one for a free drink at a nightclub, which was taken up by 71.9% of people who received it; and a two-for-one cinema ticket trial where 86% of participants redeemed the voucher.
- The Australian Direct Marketing Association's Consumer Insights study found that **young adults (18-29 yrs) are happy to receive direct communications from companies**, especially those they already deal with. They are considerably **more comfortable with SMS and email contact**, and are at least twice as likely as the older generation to consider a direct marketing approach to be an extension of customer service, and three times more likely to consider a phone call about a special deal to be customer service.

**Young adults are also more likely to respond to communication from companies overall, especially via phone and email**, and are five times more likely to purchase products and services online. They're twice as likely to provide personal information in return for a special offer and are two and half times more likely to respond to emails from companies they don't know. They are the most receptive to receiving communications from a company that has a good reputation, or when the offer is tailored to them. EContact News



**SMS remains a major growth area for mobile operators.** However, revenue growth is only a fraction of the growth in messages. Australians sent well over 10 billion SMS messages in 2008, an average of at least 300 messages for each subscriber. By the end of 2011 over 11 billion messages will be sent. The importance of SMS to mobile phone service operators is also increasing, with SMS now accounting for an average of between 10% and 15% of revenue for mobile operators.

### Make the value of your Voupon as high as possible

Consumers redeem coupons when the value exchange seems high enough to do so. This might mean increasing the discount, or it might mean providing the right coupons to the right consumers. The value exchange will vary based on the consumer, the brand, and the offer.

ARE YOU  
READY  
TO GET  
VOUPED?



# Voupons

Coupons when you need them



Save Water

Paperless Coupons

Less Carbon  
Emissions

Alternative  
Energy



Less Petrol/  
Distribution

The Voupon  
Forest

[www.voupons.com.au](http://www.voupons.com.au)