

# Aero79

## Fast Track Starter Kit

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The Easiest, Most Affordable Way For Small Business  
to Connect with More New Customers.

Aero79.com

Create Your Always Free Account Today  
(upgrade only after it works for you)

Watch Our "How To" Video Tutorials  
Go to <http://help.aero79.com/>

# Welcome

Thank you for using Aero79 to make connecting to new customers online easy for your small business. Our online marketing experts designed Aero79 with you in mind making everything easy for you to manage yourself, all from one place and at a price that makes small business sense.

This Fast Track Starter Kit will help you create your own successful online marketing program. Simply follow the step-by-step process and begin reaching more new customers with promotions and coupons that increase your sales.

Start with your Always Free Account and take advantage of our free premium services for the first 30 days. After 30 days you can continue on your free account or upgrade to continue to use the premium service offerings.

We succeed only when you do. Everyday our goal is to provide you with easy to use services developed by our experts to make your business more successful.

Thank you again for using Aero79.

Sincerely,

*Scott C. Berg*

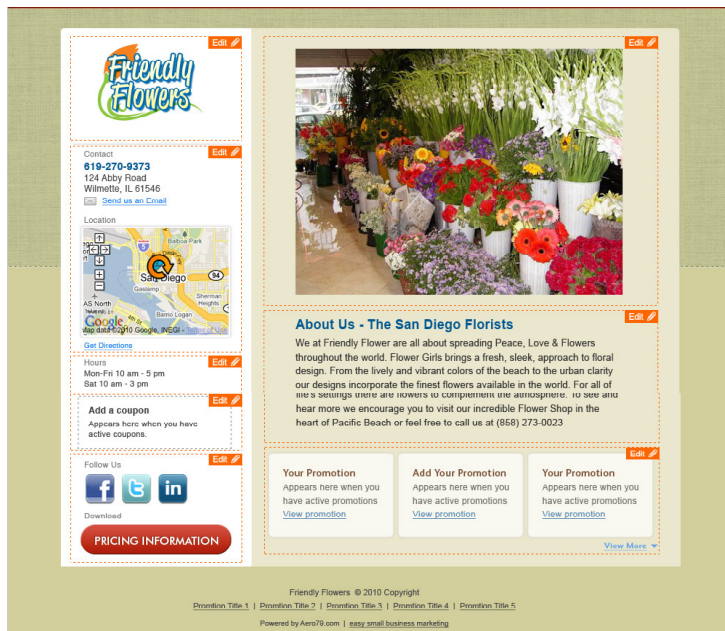
Aero79 Founder

## Step One: Start By Creating Your Business Home Page

Even if you have a website, creating your Business Home Page adds immediate value by increasing your exposure on search engines, plus it highlights your coupons and promotions that you can create, manage and update yourself.

If you don't have a website your Business Home Page is an easy answer to the online presence your business needs. Now when people are search for your business they find a professional looking page with your business location, hours of operation, description, links to social networks, downloadable brochure (coming soon), plus your promotions and coupons.

### Business Home Page



### Highlights

- Business Logo
- Location W/ Google Map
- Hours of Operation
- Coupon Incentive
- Social Networking
- Image
- Description
- Promotional Offers

## Instructions

1. In the top right corner of your Dashboard Page, Click "Edit Business Home Page".
2. Step One: Use our "Click and Complete" system to add your logo, description, images or video, brochure and more. Simply click on the orange "Edit" button complete the form fields and select save.
3. Step Two: Select each of the boxes to add your content, customize your listing and design your Business Home page.
4. Step Three: When you are done, click "Publish" and your Business Home Page is live and ready for new customers to find on top search engines like Google, Yahoo and Bing

**Note: Don't worry if you do not have any coupons or promotions yet. You can easily create and add them in Step Two and Step Three.**

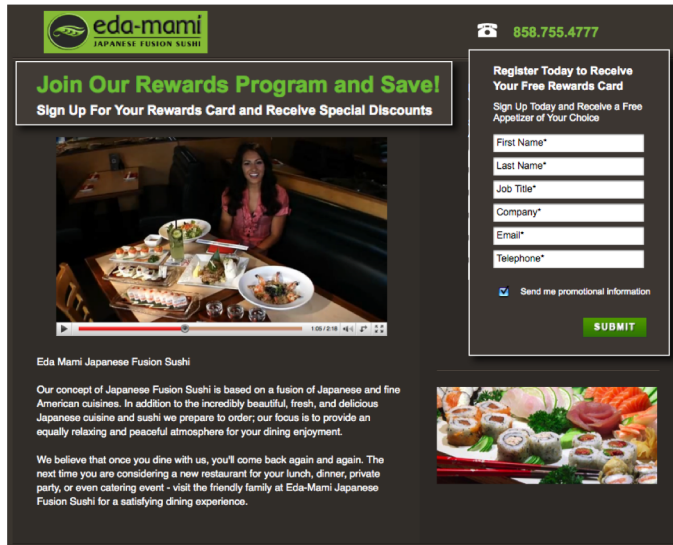
### Need More Help?

Go to <http://help.aero79.com/> for more detailed instructions or to watch a "How To" video overview.

## Step Two: Design Your First Online Promotion

Promotion and coupon incentives drive more sales and the Internet is the easiest, most cost effective way to get in front of new customers. Now in a few simple clicks you can create, manage and update your own online promotions. Plus, each promotion contains a built in form to capture new leads directly into your own customer database.

### Online Promotion



The screenshot shows a promotional page for Eda-Mami Japanese Fusion Sushi. At the top left is the logo with the phone number 858.755.4777. The main headline reads "Join Our Rewards Program and Save! Sign Up For Your Rewards Card and Receive Special Discounts". Below this is a video player showing a woman at a restaurant table. To the right is a registration form titled "Register Today to Receive Your Free Rewards Card" with fields for First Name, Last Name, Job Title, Company, Email, and Telephone. A "SUBMIT" button is at the bottom of the form. Below the video, there is descriptive text about the restaurant's concept and a small image of sushi.

### Highlights

- Business Logo
- Phone Number
- Highlight Your Promotion
- Image, Video or Slide Show
- Description
- Built in Lead Capture Form
- Coupon Incentive
- Spotlight
- Links

### Instructions

1. On your Dashboard Page, Click the "Promotion" button.
2. Step One: Select Your Theme. Choose the background for your promotion that best matches your company brand or campaign.
3. Step Two: Design Your Promotion. Use our "Click and Complete" system to add your logo, phone number, images or video, offer, description and more. Simply click on the orange "Edit" button complete the form fields and select save. If you have the "Coupon" feature, you can also click the Coupon "Edit" button under the form to add a coupon which displays on the "Thank You" page when someone submits your lead capture form.
4. Step Three: Optimize for Search Engines. Add keywords and descriptions so search engines like Google, Yahoo and Bing display your promotions in keyword searches. (Optional - Add your Google Tracking code for detailed analytics.)
5. Step Four: Create your "Thank You" Confirmation Page. This will appear when someone submits the form on your Promotion.
6. When you are done, click "Publish" and your Promotion is live and ready for new customers to find on top search engines like Google, Yahoo and Bing.

**Note: In addition to your Promotions appearing on top search engines, you can also add links to your Promotions in your emails or use Aero79 Messenger to add them to Facebook and Twitter posts.**

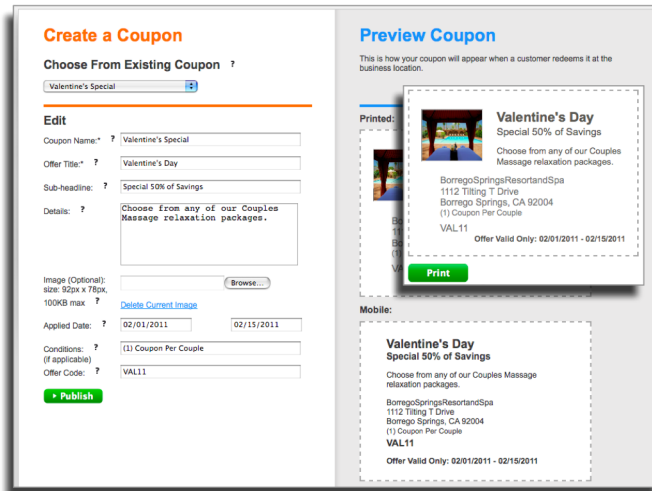
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## Step Three: Create Your First Coupon

In a few simple clicks you can create, manage and update your online coupons yourself. Add them to your promotions as incentives or delivery them instantly via Email, Facebook or Twitter. Plus, track the number of times each coupon was viewed, printed and turned in resulting in more sales for your business.

### Online Coupon



The screenshot shows a web interface for creating a coupon. On the left, under 'Create a Coupon', there is a dropdown menu for 'Choose From Existing Coupon' with 'Valentine's Special' selected. Below this are form fields for 'Coupon Name', 'Offer Title', 'Sub-headline', and 'Details'. There is also an 'Image (Optional)' section with a 'Browse...' button and a 'Delete Current Image' link. At the bottom of the form are fields for 'Applied Date', 'Conditions', and 'Offer Code', along with a green 'Publish' button. On the right, under 'Preview Coupon', there is a preview of the coupon as it will appear to a customer. The preview shows the coupon title 'Valentine's Day', a 'Special 50% of Savings', and details about the offer, including the location 'Borrego Springs Resort and Spa' and the offer code 'VAL11'. There is a 'Print' button and a 'Mobile' preview section below.

### Highlights

- Create Your Offer
- Add Photo or Image
- Enter Start and Stop Dates
- Include Special Conditions
- Include Offer Code
- Easily Add Coupons to Promotions
- Deliver Via Email, Facebook & Twitter

### Instructions

1. On your Dashboard Page, Click the "Coupon" button.
2. Step One: Use the drop down to edit an "Existing Coupon" or "Create a New One".
3. Step Two: Create or Edit Your Coupon. Use our simple form fields to enter in the Name, Offer Title, Sub-Headline, Details, Image, Applied Date Conditions and Offer Code. Your Coupon instantly displays on the right side for you to view.
4. Step Three: Select Publish. Your coupon is now Live.

Add Coupons to your Promotion as incentives or delivery them instantly via Email, Facebook or Twitter. Plus, track the number of times each coupon was viewed, printed and turned in resulting in more sales for your business.

**Note: Create coupons and promotions for seasonal sales, holidays and special events as well as creating instant sales.**

### Need More Help?

Go to <http://help.aero79.com/> for more detailed instructions or to watch a "How To" video overview.

## Step Four: Post Your Promotion on Facebook & Twitter

Aero79 empowers you to instantly create sales opportunities. Simply, create a message, link your promotional offer and instantly post to Facebook and Twitter. *Aero79 takes word-of-mouth to a whole new level making it easy for customers to share offers with their friends.*

### Social Networking



### Instructions

1. On your Dashboard Page, Click the “Messenger” button.
2. Step One: Log into Your Facebook and/or Twitter to link with your Aero79 Account. If you have multiple accounts on Facebook, you can select which business or personal account you want to post your message.
3. Step Two: Create Your Message.
4. Step Three: Add a Link to Your Promotion or Coupon. By adding a link you make your message actionable allowing people to click right to your offer.
5. Step Three: Select Send. Your Message is instantly posted to your Facebook and/or Twitter page and to all the fan and friends that are following you.

Using Facebook and Twitter makes it easy for customers to share your offer with friends leading to more new sales opportunities for you.

**Note: Don't have a Facebook or Twitter account. No problem. Go to our help center to find out how to create one or request to have one of our experts create one for you.**

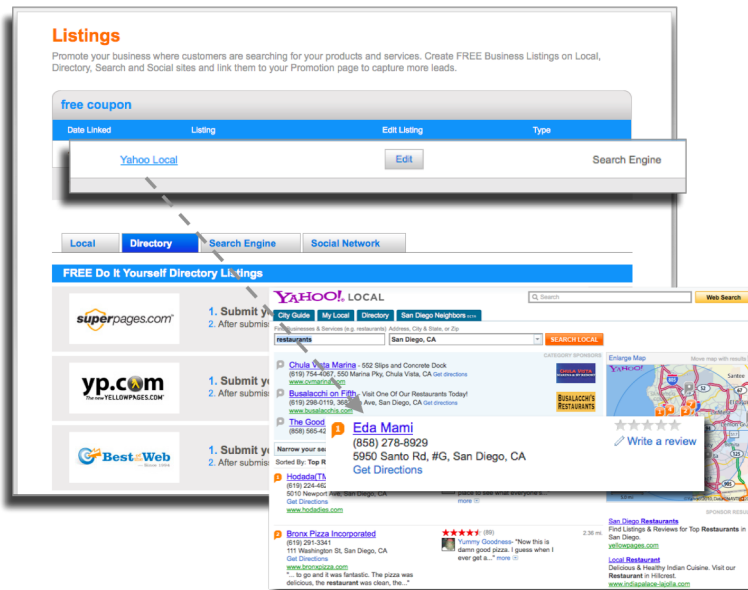
#### Need More Help?

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## Step Five: List Your Business on Google & Local Directories

Use Aero79 to submit your business information to top search engines, local directories and social networks making it easy for people to find you. Then direct them back to your targeted promotion that you can update anytime from one place. By reaching people through Directory Listings and guiding them back to your Promotion with your built in form that captures new leads into your customer database you've created a powerful sales funnel to help grow your business.

### Directory Listings



### Instructions

1. On your Dashboard Page, Click the "Listings" button.
2. Step One: Start by Creating a Promotion. (We recommend you use this promotion web address for all your directory listings when they ask for a URL. This way you can guide them back to a promotion you can update anytime from one place, capture new leads into your own database and track to monitor page views, leads captured and coupons printed.)
3. Step Two: Select a Directory to Add Your FREE Business Listing. Simple click "Submit" and you will be taken to each directory to add your company information. *Some directory listings will ask for you to upgrade to a paid service. It's up to you, but we recommend starting with the free service.*
4. Step Three: Once completed check the box for that listing and it will be added to a table at the top of the page making it easy to track where your business is displayed.
5. Step Four: Repeat with the Next Directory Listing.

**Note: It takes time to add each business listing, so start with a few and add a few more each week. Prefer to have someone do it for you? Contact us about our listing service.**

### Need More Help?

Go to <http://help.aero79.com/> for more detailed instructions or to watch a "How To" video overview.