



SME Discounts is changing small business marketing

A new group buy website specialising in B2B products and services is eradicating marketing costs for SMEs.

Typically SMEs pay for advertising slots on print, online or via Google Ad words. In addition precious time and effort is taken up by creating content on blogs, Facebook, LinkedIn and Twitter pages to attract attention. According to a survey carried out by SME Discounts few businesses feel they get ROI in such cases.

Taking advantage of the growing daily/weekly deal discount trend, SME Discounts provides up to 40-90% off on B2B products and services for SMEs. At a time of restricted economic growth, low bank lending and weak consumer confidence, many SMEs are reluctant to spend money on expensive expansion projects. However with SME Discounts those new websites, consultancy services and updated desktop computers suddenly become affordable. Thus, since its launch in June a continuously growing number of SMEs have signed up both to offer and take advantage of deals. Those offering deals have since discovered a new outlet for their marketing needs. As making an offer to SME subscribers is free of charge, businesses have noticed that by advertising a deal on SME Discounts they can reach millions of new prospective clients within 24 hours.

How? Well, as soon as a deal goes up on SME Discounts which itself has thousand of subscribers who are instantly notified, messages go out to syndicated networks on Facebook, Twitter and LinkedIn. As deals are only officialised once a minimum number of subscribers sign up for them (to make the discount profitable for the suppliers) followers of the site on these social media platforms are keen to forward the deal's hyperlink on to their extended networks. In a matter of hours, millions of people around the world will have heard of small companies such as *Leopard Print* and *WebBox Cardiff* (who have benefitted from advertising deals on SME Discounts). As a result they are depending less on paying for advertising slots or hiring social media consultants to create followings on social networking sites.

SME Discounts has been set up by Andries Smit a founder of several small businesses over the years and a qualified accountant who has worked for companies such as PwC and Morgan Stanley. Fully aware of the funding predicaments many small businesses end up in, he sought to find a way of alleviating funding needs. With social networking and growing online communities he discovered that group buying of B2B services can reduce businesses' marketing and operating costs thus eradicating or at least reducing funding

requirements. To date the site has been going from strength to strength. A number of deals are being lined up with large blue chip organisations later in the year, which will see the site develop into a household name within the SME industry

ENDS ###

For more information:

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