

SoMuchSavings and GoDaddy Partner Up to Help Small Businesses Compete in the Global World of E-commerce

SoMuchSavings.com helps small to medium-sized companies with e-commerce business planning and developing a strategic online presence. The company's partnership with industry leader GoDaddy.com levels the playing field and enables the little guy to compete with big business.

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Recognizing that [e-commerce business planning](#) is a challenge for companies with limited resources or technical expertise, [SoMuchSavings.com](#) has partnered with GoDaddy.com, the global leader in domain registrations and web hosting services, to provide small businesses with an affordable, all-in-one platform that includes a comprehensive suite of online tools.

Vendors and customers of [SoMuchSavings.com](#) have the full expertise and security of working with GoDaddy.com as they tap into the power of the Internet to build their business and strengthen their position in the marketplace.

Even though an online presence is a gateway to growth and opportunity, many small businesses lack the personnel or expertise necessary to carve out their own niche on the Internet. Yet doing business online is a necessity in today's economy.

The [SoMuchSavings](#) online business platform, powered by GoDaddy.com, is the answer. Drawing on its expertise in the world of online shopping and philanthropy, SoMuchSavings.com teams with GoDaddy to provide a variety of tools and resources designed to help businesses take the guesswork out of doing business online.

"The global marketplace continues to change at a breakneck pace," said [David Capo](#), CEO of SoMuchSavings.com. "There used to be no way for small businesses to really compete and attract customers from beyond their region. Now they can take advantage of online technology to compete with the big corporations that have dominated the landscape. The Internet has leveled the playing field for everyone."

As an example, Capo cited one of the tools offered by SoMuchSavings: the ability to create an attractive, easy-to-use online store that accepts credit cards, integrates with major traffic providers like Google and Ebay, and offers multiple shipping options—all with no set-up fees.

"We eliminate the guesswork and enable a merchant to create their own store with ease," said Capo. "Studies show that the number of consumers who prefer to shop online is increasing all the time, so it's important for businesses to have the ability to offer products and complete transactions with an e-commerce site. We help them do that, and more."

SoMuchSavings also gives retailers the opportunity to reach out directly to online consumers through its "Save to Support" system. Businesses can establish a vendor relationship with SoMuchSavings, which in turn provides consumers with the opportunity to support charities and projects while saving money on everyday purchases.

"We believe that, given a choice, people will want to give something back whenever possible, including when they are shopping online," said Capo. "We work with more than 3,000 merchants and offer millions of products online, and a portion of every purchase goes to charities designated by the customers themselves."

Through this powerful saving and giving resource, businesses are introduced to consumers around the globe who are looking to make purchases—consumers who they would otherwise be unable to reach.

"We hear stories all the time about how big retailers are able to take over a geographical area and make it hard for mom-and-pop stores and other small businesses to remain competitive," said Capo. "Thanks to the Internet, it doesn't have to be that way. The little guy can get big results in today's marketplace, and we introduce them to a wide array of tools they need to be successful."

Through the resources provided by SoMuchSavings and GoDaddy, companies can utilize the expertise of two established Internet experts that are in business to help other companies grow and succeed. They offer round-the-clock support and the ability to do business with customers in the U.S. and on every continent.

For more information about the small business opportunities and services available through SoMuchSavings, contact the company at [info\(at\)somuchsavings\(dot\)com](mailto:info@somuchsavings.com).

About SoMuchSavings.com:

SoMuchSavings is an incentive-based, online savings resource that provides consumer savings, charitable donations and project funding to 501c3s, non-profits and unique project ideas. The company believes that, given the opportunity to do so, consumers will want to save money on purchases and help others during the process. The SoMuchSavings system was designed and developed to make this a reality for consumers, charities and projects around the globe. All registered causes are provided with their own savings, marketing and fundraising website. Learn more at <http://www.SoMuchSavings.com>.

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*SoMuchSavings.com, LLC is not an entity of GoDaddy. GoDaddy serves as the approved service provider of the e-commerce business planning platform supplied by SoMuchSavings.



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