eDirectory
Coupons

"You're choosing between two products or services, one offers you a coupon. Who do you go with?"

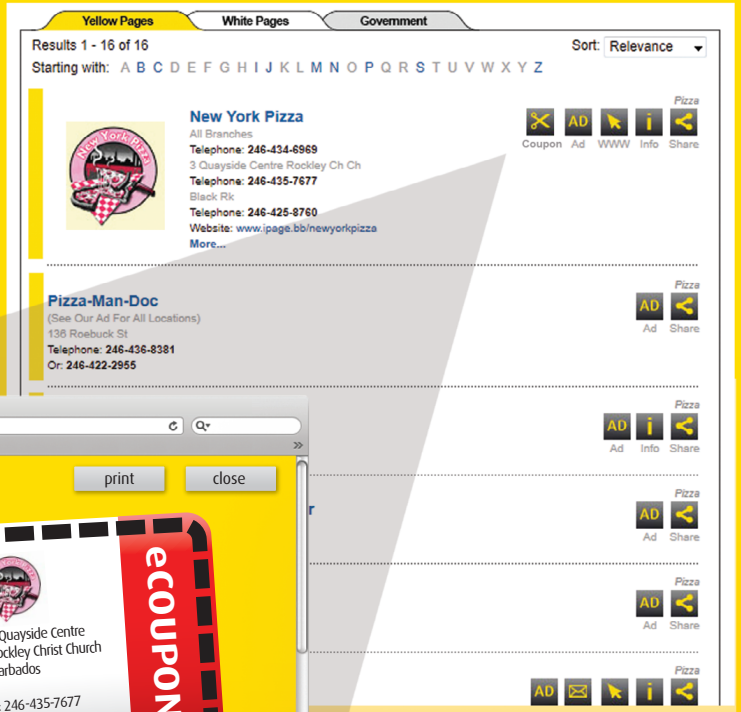
eDirectory coupons are an effective way to boost sales by rising above the competition. Coupons prompt customers to give your business a try versus a competitor.

- 68 percent of adults surveyed would use a coupon if offered*
- Highly effective way to promote special offers
- Powerful incentive for your prospects to try you out
- Promote specific products or services
- Accessible from your listing on **barbadosyp.com**

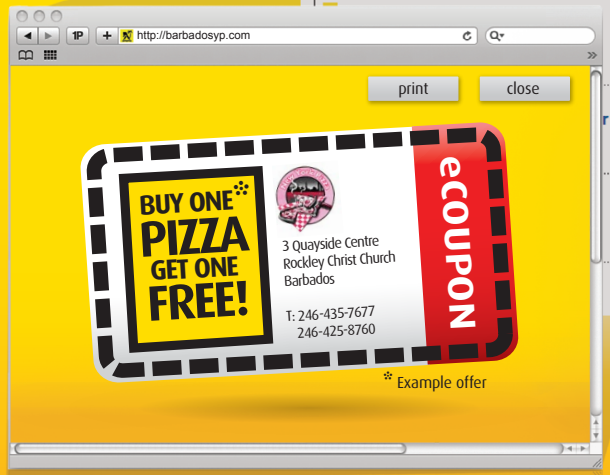
*Research Intelligence Group survey, August 2010

Examples of Offers:

- **10% OFF** Entire Bill
- **Buy One Get One Free**
- **10% OFF** Service & Repair
- **$100 OFF** Next Servicing
- **FREE Consultation**
- **15% OFF** For First Time Customers
- **FREE Gift** with Purchase of $100
- **$5 OFF** Any Retail Item of $50 or Higher



Yellow Pages Search Results



Example of a Coupon Pop-Up Screen

Your eDirectory Coupon is a great way to promote a specific product or service. In fact, marketers are finding that online coupons are even more effective than printed coupons.

The eDirectory coupon contain your logo, name, contact info, offer and offer terms. They're accessible from your eDirectory listing and print directly from a pop-up image.

Global Directories | Barbados Yellow Pages

SRM Centre 7th Ave. Belleville St Michael

T + 246 429 9356
F + 246 228 2241
E vroach@globaldirectories.com

barbadosyp.com

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