

5 Step Guide to Living Social

What does your business really gain from a LivingSocial campaign? LivingSocial offers your business the ability to offer deals to the LivingSocial subscriber database. Everyday, LivingSocial sends an email to their subscribers highlighting a different deal. Subscribers in Charleston are only sent deals in Charleston. The result is sales, access to the database, and free marketing! After making a purchase, subscribers are then encouraged to use social media like Facebook and Twitter to share the deal they just purchased with others, enabling the offer to quickly spread. The benefits of LivingSocial are good, but how do you generate a return from your living social investment? How do you create repeat customers from living social? You need to have a marketing plan for your living social campaign, and this guide will help you get there.



Goal of living social: To connect you with local deals and offers, and also provide businesses a unique opportunity to market their services to the LivingSocial database. “LivingSocial offers one fantastic deal every day with discounts of up to 90% at local restaurants, bars, spas, theaters, and more.” (LivingSocial.com)

Step 1: Know What You Are Getting Into

Goal: Perform Your LivingSocial Due Diligence

The most critical step when developing your LivingSocial offer is to perform your due diligence. When you are developing your offer, make sure you understand the amount of money you are willing to split with LivingSocial, and how that will impact your business. One of the great features from LivingSocial, is there are no upfront costs. However you will have to cede a percentage of the revenues generated from your offer when then deal expires. This means it can be difficult for companies to profit exclusively from the offer. You need to know this before you start using LivingSocial.

Step 2: Develop Marketing Campaigns in Conjunction with LivingSocial

Goal: Create a goal and strategy for each LivingSocial

You need to define the campaign’s overall goal first. Once you have done this, you need to install or develop other campaigns in conjunction with the offer. For example, if you are a restaurant and you use LivingSocial, try offering a coupon for the next visit (free appetizer or dessert). Use other incentives and additional services and products to bring these customers back.

Step 3: Create Follow Up or Nurturing Campaigns for LivingSocial Customers

Goal: Create Follow Up System or Nurturing Campaigns after LivingSocial

Make sure you have developed a follow up campaign to re-engage your LivingSocial customers. This means incorporating email marketing and social media to nurture these customers back to your site and place of business, in hopes of building repeat sales. Develop a lead nurturing sequence to build repeat business from your LivingSocial investment.

Step 4: Prepare More Offers

Goal: Prepare Additional Offers for LivingSocial Customers

Examples: Include more coupons, social media contests and prizes, and email giveaways to continue keep this group coming back to you.

Step 5: Position Yourself Next Time for Negotiation

Goal: Determine the LivingSocial Campaign's effectiveness and performance.

You need to start measuring results as soon as you can so that you can position yourself better next time to negotiate better splits with LivingSocial. Make sure you get the best possible percentage by demonstrating your successes.