

local business discount app

The Rise of the Local Business Discount App: Revolutionizing Consumer Savings and Small Business Growth

local business discount app technology is rapidly transforming how consumers discover and engage with neighborhood establishments, while simultaneously providing invaluable tools for small businesses to thrive. These digital platforms offer a win-win scenario: patrons gain access to exclusive savings, encouraging them to explore new local spots and frequent their favorites more often. For entrepreneurs, these apps represent a powerful, cost-effective marketing channel, driving foot traffic, building customer loyalty, and ultimately boosting revenue. As the digital landscape continues to evolve, understanding the mechanics and benefits of local business discount apps is crucial for both savvy shoppers and ambitious business owners. This comprehensive guide will delve into how these apps operate, their diverse advantages, the key features to look for, and how they contribute to a more vibrant local economy.

Table of Contents

Understanding the Local Business Discount App Landscape
Benefits for Consumers: Unlocking Smart Savings
Advantages for Local Businesses: Driving Growth and Loyalty
Key Features to Expect in a Local Business Discount App
Choosing the Right Local Business Discount App
The Future of Local Business Discount Apps
FAQs About Local Business Discount Apps

Understanding the Local Business Discount App Landscape

The core concept behind a local business discount app is straightforward: to connect consumers with nearby businesses offering special promotions, coupons, deals, and loyalty programs. These applications act as digital marketplaces, aggregating offers from a wide array of establishments, ranging from restaurants and cafes to retail stores, service providers, and entertainment venues. Unlike broad, national coupon sites, local discount apps focus intensely on a specific geographic area, ensuring that the deals presented are relevant to the user's immediate surroundings. This hyper-local approach is what sets them apart and makes them incredibly effective for both discovery and patronage.

The technology underpinning these apps often utilizes GPS tracking to present users with the most pertinent offers based on their current location or their predefined neighborhoods of interest. This ensures that users are not overwhelmed with irrelevant deals from across the city or region. The simplicity of browsing, redeeming, and sometimes even paying for these discounts through a single interface has made them an indispensable tool for budget-conscious consumers. Furthermore, the digital nature of these offers eliminates the need for paper coupons, making the redemption process more streamlined and environmentally friendly.

Benefits for Consumers: Unlocking Smart Savings

For consumers, the appeal of a local business discount app is multifaceted. The most apparent benefit is the direct financial savings achieved through access to exclusive deals. Whether it's a BOGO offer at a popular restaurant, a percentage off at a boutique clothing store, or a discounted service from a local plumber, these apps put money back into the pockets of users. This encourages spontaneous purchases and dining out, as well as planned excursions to explore new businesses that might have previously seemed too expensive.

Beyond mere discounts, these apps foster a sense of discovery and community engagement. Users are often introduced to hidden gems and smaller businesses they might not have found otherwise. This exploration can lead to discovering new favorite spots and diversifying their spending habits within their local area. Many apps also incorporate loyalty programs, rewarding repeat customers with additional perks, effectively turning casual shoppers into loyal patrons. The convenience of having all available local deals in one place, accessible from a smartphone, eliminates the hassle of searching multiple websites or clipping paper coupons.

Discovering New Local Favorites

One of the most significant advantages for consumers is the curated discovery of local businesses. Instead of relying on word-of-mouth or generic online searches, discount apps provide a platform to explore a diverse range of establishments within a specific radius. This is particularly beneficial for individuals new to an area or those looking to break out of their usual routine. The visual presentation of offers, often accompanied by photos and brief descriptions, makes it easy to stumble upon unique shops and eateries that align with personal preferences.

Maximizing Spending Power

The primary driver for many users is the ability to significantly stretch their budgets. By taking advantage of buy-one-get-one deals, percentage-off promotions, or fixed-price specials, consumers can enjoy more goods and services for less money. This enhanced spending power can lead to more frequent patronage of local businesses, indirectly supporting the local economy. The cumulative effect of even small discounts can add up over time, making these apps a smart financial habit.

Rewarding Loyalty and Engagement

Many local business discount apps incorporate sophisticated loyalty programs. These can range from digital punch cards that unlock a free item after a certain number of purchases to tiered reward systems that offer escalating benefits for more engaged customers. This gamified approach to loyalty encourages repeat business and strengthens the relationship between consumers and the businesses they frequent. It transforms a transactional interaction into a mutually beneficial partnership.

Advantages for Local Businesses: Driving Growth and

Loyalty

For small and medium-sized businesses, a local business discount app serves as a potent and cost-effective marketing tool. In an increasingly competitive marketplace, standing out can be a challenge. These apps provide a direct channel to reach a targeted local audience that is actively looking for deals and new experiences. The ability to control and track the effectiveness of promotions allows businesses to optimize their marketing spend and understand what resonates with their customer base.

Furthermore, these platforms can significantly boost foot traffic and brand visibility. By offering compelling deals, businesses can entice first-time customers to visit their establishment. Once inside, the quality of service and products can convert these new visitors into loyal patrons. The data insights provided by many apps also offer valuable information about customer demographics and purchasing habits, enabling businesses to tailor their offerings and future promotions more effectively. Building a strong local customer base is paramount for long-term success, and these apps facilitate that growth.

Increased Foot Traffic and Customer Acquisition

The most immediate impact for businesses is the surge in customer traffic. A well-crafted discount or special offer can attract a significant number of new customers who might not have otherwise discovered the business. This is especially valuable for new businesses or those looking to revive interest. The app acts as a digital billboard, broadcasting attractive deals to a highly relevant audience ready to engage.

Enhanced Brand Visibility and Awareness

Being featured on a popular local discount app instantly increases a business's visibility within the community. Even consumers who don't immediately redeem a specific offer will become familiar with the business's name and its presence on the platform. This sustained exposure builds brand recognition and can lead to future organic visits when a discount isn't the primary motivator.

Building Customer Loyalty and Retention

Beyond acquisition, these apps are instrumental in fostering loyalty. By implementing digital loyalty programs within the app, businesses can reward repeat customers and encourage continued patronage. This makes customers feel valued and provides a compelling reason to choose that business over competitors. Tracking customer behavior through the app allows for personalized offers, further strengthening relationships and reducing churn.

Cost-Effective Marketing Solution

Compared to traditional advertising methods like print, radio, or even broad digital campaigns, local business discount apps often offer a more cost-effective way to reach a targeted audience. The pay-per-deal or subscription models can be more predictable and provide a clearer return on investment. Businesses can set budgets and track the exact number of redemptions, allowing for precise cost

analysis.

Key Features to Expect in a Local Business Discount App

When evaluating or using a local business discount app, several key features contribute to its effectiveness and user experience. A robust search and filter functionality is essential, allowing users to quickly find deals by category, cuisine, price point, or proximity. Intuitive navigation and a clean interface make browsing enjoyable and efficient. Real-time updates ensure that users are always seeing the most current offers, and push notifications can alert them to new deals or expiring promotions nearby.

For businesses, features that allow for easy offer creation, scheduling, and performance tracking are paramount. The ability to manage customer loyalty programs, collect customer feedback, and gain demographic insights can be invaluable. Seamless redemption processes, whether through a QR code, a unique code, or an in-app payment system, are crucial for both customer satisfaction and accurate tracking. Security and data privacy are also important considerations for both consumers and businesses.

User-Friendly Interface and Navigation

The app should be easy to navigate, with a clear layout and intuitive design. Users should be able to find what they are looking for quickly and efficiently, without a steep learning curve. This includes well-organized categories, clear buttons, and easily readable text.

Location-Based Deal Discovery

Leveraging GPS technology to display deals relevant to the user's current location or preferred neighborhoods is a fundamental feature. This ensures that users see opportunities that are genuinely local and accessible to them.

Diverse Discount Types

A good app will offer a variety of discount types, including percentage-off, buy-one-get-one (BOGO), fixed-dollar-amount discounts, and special bundled offers. This variety caters to different business models and consumer preferences.

Loyalty Program Integration

The ability for businesses to create and manage digital loyalty programs within the app is a significant advantage. This can include digital stamp cards, points systems, or tiered rewards that encourage repeat visits.

Push Notifications and Alerts

Timely notifications about new deals, expiring offers, or personalized recommendations can significantly increase engagement and drive immediate action from users.

Business Dashboard and Analytics

For businesses, a comprehensive dashboard that allows for the creation, management, and tracking of their offers is vital. This includes analytics on redemptions, customer demographics, and campaign performance.

Secure Redemption Process

A smooth and secure redemption mechanism, such as QR codes, unique redemption codes, or integrated payment options, is essential for a positive user experience and accurate data capture.

Choosing the Right Local Business Discount App

Selecting the optimal local business discount app, whether as a consumer or a business owner, involves careful consideration of several factors. For consumers, the breadth of businesses featured in their area, the quality and relevance of the discounts, and the ease of use are primary concerns. A good app will cover a wide range of categories, from dining to retail and services, ensuring there's always something of interest. The redemption process should be straightforward and hassle-free.

For businesses, the cost of participation, the reach and engagement of the app's user base, and the available analytical tools are critical. It's important to find an app that aligns with the business's marketing goals and budget. Reading reviews, comparing feature sets, and understanding the terms of service are all part of making an informed decision. Ultimately, the "right" app is one that delivers tangible value and meets the specific needs of its users, fostering a thriving local ecosystem.

For Consumers: What to Look For

When choosing an app to download, consumers should prioritize apps that have a strong presence in their specific locality. A wide variety of businesses represented, from popular chains to independent gems, is a good sign. The clarity of the discount terms and the ease of redemption are also crucial. Look for apps with good user reviews that highlight positive experiences with savings and discovery.

For Businesses: Strategic Selection

Business owners should research the app's user base within their target demographic. Understanding the pricing structure, whether it's a commission-based model, a flat fee, or a subscription, is essential for budget planning. The app's marketing support for featured businesses and the level of customer data provided can also be key differentiating factors in choosing a platform that will drive measurable results.

The Future of Local Business Discount Apps

The evolution of local business discount apps is far from over. As technology advances, we can expect even more sophisticated features and integrations. Augmented reality (AR) could be used to overlay discounts onto real-world storefronts, creating interactive discovery experiences. Artificial intelligence (AI) will likely play a larger role in personalizing recommendations and predicting consumer behavior, offering businesses deeper insights and consumers more relevant deals.

The integration with smart home devices and voice assistants could further streamline the discovery and redemption process. Furthermore, as the focus on supporting local economies continues to grow, these apps are poised to become even more integral to community commerce. They have the potential to bridge the gap between online convenience and the tangible benefits of supporting local businesses, fostering stronger community ties and more resilient local economies. The trend towards hyper-personalization and seamless user experiences will continue to shape the landscape of local savings.

Technological Advancements and Integrations

The future will likely see deeper integration with other technologies, such as AI-powered personalized recommendations, AR for immersive deal discovery, and seamless connections with wearable devices and smart home ecosystems. This will make accessing and utilizing local discounts even more intuitive and engaging.

Increased Focus on Community and Sustainability

As consumer awareness grows, discount apps may evolve to highlight businesses with strong community ties, sustainable practices, or ethical sourcing. This aligns with a broader movement towards conscious consumerism and supporting businesses that contribute positively to society and the environment.

Enhanced Data Analytics and Personalization

Businesses will benefit from increasingly sophisticated data analytics that provide deeper insights into customer behavior, preferences, and purchasing patterns. This will enable hyper-personalized marketing campaigns and offers, leading to higher conversion rates and stronger customer relationships.

The Evolving Role in Local Economies

Local business discount apps are set to become even more central to the functioning of local economies. They will continue to be a vital tool for small businesses to compete with larger corporations and for consumers to discover and support the unique offerings of their neighborhoods, fostering a more robust and interconnected local marketplace.

FAQs About Local Business Discount Apps

Q: What is a local business discount app?

A: A local business discount app is a mobile application that aggregates and presents special offers, coupons, deals, and loyalty programs from businesses located in a specific geographic area, allowing consumers to discover and save money while supporting their local economy.

Q: How do local business discount apps benefit consumers?

A: They benefit consumers by providing direct financial savings through exclusive deals, enabling the discovery of new local businesses, rewarding repeat patronage with loyalty programs, and offering the convenience of managing all local offers in one digital platform.

Q: What are the advantages for local businesses using these apps?

A: Local businesses benefit from increased foot traffic and customer acquisition, enhanced brand visibility, improved customer loyalty and retention through digital programs, and a cost-effective marketing solution with measurable returns on investment.

Q: Are these apps free to use for consumers?

A: Generally, yes. Most local business discount apps are free for consumers to download and use. The businesses themselves are typically the ones paying for listing their deals or subscribing to premium features on the platform.

Q: How do businesses typically pay for being on a discount app?

A: Businesses often pay through a variety of models, including commission on redeemed deals, flat monthly or annual subscription fees, or tiered pricing based on the features and reach they desire.

Q: Can I find discounts for services like plumbers or electricians on these apps?

A: Yes, many local business discount apps feature a wide range of service providers, including tradespeople like plumbers, electricians, mechanics, as well as personal services like salons and spas, alongside restaurants and retail stores.

Q: How do I redeem a discount from a local business discount app?

A: Redemption typically involves showing a digital coupon or QR code from the app to the business at the point of purchase, or by using a unique redemption code. Some apps may also integrate with payment systems for seamless in-app transactions.

Q: What kind of data do these apps collect?

A: Apps collect data on user preferences, location history (if permissions are granted), redemption patterns, and demographic information to personalize offers. Businesses receive aggregated data on campaign performance and customer engagement.

Q: How do I ensure a local business discount app is legitimate and safe to use?

A: Look for apps with a professional design, clear terms of service and privacy policy, positive user reviews, and a strong presence of reputable local businesses. Be cautious of apps with overly aggressive data requests or suspicious offers.

Local Business Discount App

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Librarian Jim Hahn has carefully culled the over 500,000 available apps down to the 100 that are the absolute best for day-in, day-out library services. The guide covers apps for Apple and Android devices, including tablets. Each entry in this long-needed guide contains: • a basic summary of how each app operates, • at least one example of how that app can be used by a librarian, • one example of how it can help a library user access library services, • a section highlighting critical limitations and apps that may better serve a librarian's needs, and • the next possible iteration of the app. Entries are accompanied by a photo of the app in action, so this current guide is both descriptive and visual. Introductory and final chapters cover using apps in library settings and library services as well as what the future should bring in this area. This guide is intended as an introduction for those with little or no app experience and for those wanting to know more about app uses for information access.

local business discount app: Encyclopedia of Business ideas Mansoor Muallim, (Content updated) Agri-Tools Manufacturing 1. Market Overview: The Agri-Tools Manufacturing industry is a

vital part of the agriculture sector, providing essential equipment and machinery to support farming operations. Growth is driven by the increasing demand for advanced and efficient farming tools to meet the rising global food production requirements.

2. Market Segmentation: The Agri-Tools Manufacturing market can be segmented into several key categories:

- a. **Hand Tools:** • Basic manual tools used for tasks like planting, weeding, and harvesting.
- b. **Farm Machinery:** • Larger equipment such as tractors, Plows, and combines used for field cultivation and crop management.
- c. **Irrigation Equipment:** • Tools and systems for efficient water management and irrigation.
- d. **Harvesting Tools:** • Machinery and hand tools for crop harvesting and post-harvest processing.
- e. **Precision Agriculture Tools:** • High-tech equipment including GPS-guided machinery and drones for precision farming.
- f. **Animal Husbandry Equipment:** • Tools for livestock management and animal husbandry practices.

3. Regional Analysis: The adoption of Agri-Tools varies across regions:

- a. **North America:** • A mature market with a high demand for advanced machinery, particularly in the United States and Canada.
- b. **Europe:** • Growing interest in precision agriculture tools and sustainable farming practices.
- c. **Asia-Pacific:** • Rapidly expanding market, driven by the mechanization of farming in countries like China and India.
- d. **Latin America:** • Increasing adoption of farm machinery due to the region's large agricultural sector.
- e. **Middle East & Africa:** • Emerging market with potential for growth in agri-tools manufacturing.

4. Market Drivers:

- a. **Increased Farming Efficiency:** • The need for tools and machinery that can increase farm productivity and reduce labour costs.
- b. **Population Growth:** • The growing global population requires more efficient farming practices to meet food demands.
- c. **Precision Agriculture:** • The adoption of technology for data-driven decision-making in farming.
- d. **Sustainable Agriculture:** • Emphasis on tools that support sustainable and eco-friendly farming practices.

5. Market Challenges:

- a. **High Initial Costs:** • The expense of purchasing machinery and equipment can be a barrier for small-scale farmers.
- b. **Technological Adoption:** • Some farmers may be resistant to adopting new technology and machinery.
- c. **Maintenance and Repairs:** • Ensuring proper maintenance and timely repairs can be challenging.

6. Opportunities:

- a. **Innovation:** • Developing advanced and efficient tools using IoT, AI, and automation.
- b. **Customization:** • Offering tools tailored to specific crops and regional needs.
- c. **Export Markets:** • Exploring export opportunities to regions with growing agricultural sectors.

7. Future Outlook: The future of Agri-Tools Manufacturing looks promising, with continued growth expected as technology continues to advance and the need for efficient and sustainable agriculture practices increases. Innovations in machinery and equipment, along with the adoption of precision agriculture tools, will play a significant role in transforming the industry and addressing the challenges faced by the agriculture sector.

Conclusion: Agri-Tools Manufacturing is a cornerstone of modern agriculture, providing farmers with the equipment and machinery they need to feed a growing global population. As the industry continues to evolve, there will be opportunities for innovation and collaboration to develop tools that are not only efficient but also environmentally friendly. Agri-tools manufacturers play a critical role in supporting sustainable and productive farming practices, making them essential contributors to the global food supply chain.

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Abhinav Gupta, 2013-01-24 Enjoy Life, Make Money, and Live Your Dreams! The App Business is one of the hottest businesses to get into and is expected to grow even faster this year in 2013 and beyond! Many have started such businesses with small investments and have become very wealthy! In fact in many cases, the wealth has been so explosive that people have been quitting their day jobs and turning to app development and the app business full time. That's the beauty of this business; you make money all the time, even while you sleep...LITERALLY! The greatest benefit of running an app business is the freedom it brings! Being able to do what you love and make money is truly a dream come true! However it takes a lot of hard work and requires certain steps to setup correctly! That's where this book comes in handy! Think of it as a step-by-step guide to creating a successful app business! Can you do this part time? SURE! Can you do it full time? MOST DEFINITELY! The world of apps is growing exponentially will you be the next App Trillionaire?

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of the TAA 2017 Textbook Excellence Award** Social Media Marketing deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the daunting task of understanding rapidly evolving social media and its users. TAA Judges Panel The market leading and award winning text on social media marketing has been fully updated for this fourth edition. With a balance of essential theory and practical application, the text has been thoroughly revised to reflect the latest developments in social media marketing research and practice. 11 new case studies have been added to the 'Case Zone', including TikTok, LEGO, Nespresso and Puma. A student-engaging case study now runs throughout the entire textbook looking at the US based company Kombucha 221 BC to help develop understanding of each chapter. The book is complemented by a companion website that offers valuable additional resources for both instructors and students, including author videos discussing key social media marketing ideas and concepts, author-selected YouTube video playlists, additional case studies, further weblinks, PowerPoint slides and Testbank. A must-have text for those studying social media marketing.

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Performance Max campaigns, utilizing machine learning to optimize your advertising strategies across Google's various networks. From understanding the basics to advanced tips and potential pitfalls, this ebook equips you with the knowledge to maximize ad performance, reach your target audience more effectively, and achieve your marketing objectives with greater efficiency. Whether you're a seasoned marketer or new to digital advertising, this guide is your key to unlocking the full potential of Performance Max campaigns.

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local business discount app: Ahead of the Game Kevin J. Ryan, 2022-01-25 Prepare to be inspired by the story of Delane Parnell, the unlikely CEO now leading a gaming empire at the center of the booming, multibillion-dollar esports industry. Delane Parnell is not your typical tech entrepreneur. He was raised in a gang-riddled neighborhood on Detroit's west side, bouncing between homes as his mother tried to make ends meet. Many of his closest friends and family members ended up in jail or dead. This makes it even more incredible that Delane became the 25-year-old founder and CEO of PlayVS, a Los Angeles company that is forever changing the gaming landscape in America. In 2018, esports—team-based competitive video gaming—became an officially sanctioned high school sport, meaning student gamers can now earn varsity letters just like their basketball and volleyball player peers. Delane's startup is making that happen, providing the infrastructure that hosts the competitions, compiles the statistics, organizes playoff tournaments, and streams state championships for tens of thousands of students across the country. Ahead of the Game is a deeply reported narrative that tells the story of Delane, the motley group of underdogs and hustlers that helped build his several-hundred-million-dollar startup, and the previously overlooked students now participating in America's growing esports phenomenon. It's a tale of perseverance, courage, loyalty, race, family, tragedy, and believing you can overcome the odds—no matter how severely they're stacked against you. Readers will also: Learn how the growing Esports industry is changing the lives of students across the country who were previously not engaged in the high school experience. Get a glimpse into a successful entrepreneur path unlike any other by following the story of how Delane Parnell created PlayVs in spite of the greatest of challenges. Be inspired that there is hope and opportunity available to people who go against conventional paths to realize their dreams. With a foreword by Sean Diddy Combs

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local business discount app: Creating Wealth with a Small Business Ralph Blanchard, 2011-08-03 A must-read book filled with practical information and numerous case studies on what aspiring entrepreneurs and business owners need to know to run a profitable business the author reminds the reader not to confuse the excitement and enthusiasm of starting a business and being a business owner with the skills required to be successful and avoid becoming one of the 80% of businesses that will eventually fail. A major contribution of this book is its continuous emphasis on the importance of having a business model as a critical requirement to start and manage a profitable business. Edgar Ortiz, CEO of Strategic Analytic Solutions and business columnist for the Atlanta Journal-Constitution Ralph Blanchard, a successful entrepreneur with a background in economics, provides a detailed analysis of what it is really like to buy, start, operate, and eventually sell a small business. Topics covered include: why most businesses fail ten management skills found in successful small business owners strategies to transition from self-employment to entrepreneurship advantages that small business owners have over larger competitors tips to develop profitable pricing strategies innovative ideas to help develop a sound business model

local business discount app: The Local Economy Solution Michael Shuman, 2015 Reinventing economic development as if small business mattered In cities and towns across the nation, economic development is at a crossroads. A growing body of evidence has proven that its current

cornerstone--incentives to attract and retain large, globally mobile businesses--is a dead end. Even those programs that focus on local business, through buy-local initiatives, for example, depend on ongoing support from government or philanthropy. The entire practice of economic development has become ineffective and unaffordable and is in need of a makeover. The Local Economy Solution suggests an alternative approach in which states and cities nurture a new generation of special kinds of businesses that help local businesses grow. These cutting-edge companies, which Shuman calls pollinator businesses, are creating jobs and the conditions for future economic growth, and doing so in self-financing ways. Pollinator businesses are especially important to communities that are struggling to lift themselves up in a period of economic austerity, when municipal budgets are being slashed. They also promote locally owned businesses that increase local self-reliance and evince high labor and environmental standards. The book includes nearly two dozen case studies of successful pollinator businesses that are creatively facilitating business and neighborhood improvements, entrepreneurship, local purchasing, local investing, and profitable business partnerships. Examples include Main Street Genome (which provides invaluable data to improve local business performance), Supportland (which is developing a powerful loyalty card for local businesses), and Fledge (a business accelerator that finances itself through royalty payments). It also shows how the right kinds of public policy can encourage the spread of pollinator businesses at virtually no cost.

local business discount app: The Bootstrapper's Guide to the Mobile Web Deltina Hay, 2012-05-01 Creating a successful mobile-web presence is achievable with the tools found in this guide--without needing to learn a programming language or become a Web designer. Such a presence is now a necessity, rather than a luxury, for all businesses, organizations, and independent professionals to stay competitive. This quick, practical, hands-on introduction to the nuts and bolts of using the mobile web to grow a brand, improve sales, and increase profits is written for lay people and avoids jargon and programming concepts. Time- and money-saving solutions are presented, teaching technical novices how to quickly adapt their existing websites to the mobile ones and how to easily create mobile applications without having to learn to program. Step-by-step instructions stand alongside real-world examples of successful mobile-web transitions, and advice on best practices is provided to help business owners, entrepreneurs, marketing professionals, and creative professionals create the presence they need to help their business flourish.

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