Advantages Associated with Social Discount Deals

by EmilyJohnson

Article published on May 14th 2012 | Marketing

With increasing competition in every field now a days, there are a great number of discount deals available on every product you purchase. Discount coupons are available on daily usable things, beauty products, car detailing and restaurants to name just a few. All a person need to do is to sign up for such a discount scheme and check his mail daily to find out which deal is available for him.

What Are Social Group Discount Sites?

Group discount sites are those which bargain with the merchants to provide the products at discount deals to the customers. The benefit these sites get is gathering of hundreds of customers to their business if they are satisfied with the services of the site. Merchants also do agree to pay up to 50% off regular price as they get the benefit of bulk selling of their products. Customers get benefitted from the excellent saving they achieve on their purchase. Hence the discount deals are beneficial for all three parties.

As soon as a merchant agrees to offer a particular discount on any product, the customers get an opportunity to use the offer program in a short time, usually some hours. For this, the customer has to be a member of discount service sites.

When the customer has purchased the discount deals coupon, the site sends those coupons to their member. Merchants also get the advantage of promoting their business over the discount service sites for no charge or for very minimal charge.

How the Sites Work

The most popular site which provides such services across India is snapdeal.com. It keeps updating about the daily discount deals where a user can visit and apply for the offer. A user has to pay some amount for signing up, as the discount coupon is activated as soon as the user signs up. If very few people are applying for the offer, the deal is withdrawn and a credit card is not charged for those who did sign up.

Most of the sites focus on restaurants or outings more than products or services as the customers are willing to pay some more on these kind of services and keep searching for discount deals on them. Some sites also get paid for referring the offer to a friend or relative, and the reward may be in form of cash or some additional discount. These sites

mainly depend upon the referral to a friend and then further referral to the friends of friend, hence creates a never ending social network.

Advantage of Social Group Discount Programs:

Its completely depends upon the social value of a person that how much he can refer the discount deals. Itâ€™s a win-win condition for both the customer and the merchants as a customer has to pay nothing for obtaining a coupon if he can refer the deal to a vast number of friends and relatives. And the merchants get the benefit of product marketing without spending a dollar. The market base of merchants is created by providing discount deals on a product or service, and they get the opportunity to launch a new service with a better faith

in between the customers.

Article Source:
http://www.articleside.com/marketing-articles/advantages-associated-with-social-discount-deals.htm - Article Side

EmilyJohnson - About Author:
The market base of merchants is created by providing a discount deals on a product or service, and they get the opportunity to launch a new service with a better faith in between the customers. Here at a grabbyon, you can get detailed information.

Article Keywords:
Best Deals In Mumbai, Life Style Deals, Best Daily Deals, Best Deals In Kolkata, Best Deals In Bengaluru, Grabbyon.Com

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!