

# Perks Group Provides Community Advertising Exposure to Local Businesses

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EINPresswire.com/ -- [Perks Group](#), an affinity group helping thousands of national and local companies build their reach and attain new customers, is one of the nation's fastest growing loyalty companies. Through an extensive network of top-retailers and professional businesses, the Perks Program offers a range of benefits to merchants, including otherwise inaccessible exposure to new customers.



One of the toughest hurdles for new and upcoming businesses is finding their footing within the proper market. The right customer base or network generates its own kind of return, but the problem is finding a well-suited market and leveraging it to the fullest.

Perks Group ensures that its members not only have access to a giant network of retailers, businesses, and customers, but it also provides many opportunities for exposure. When a new merchant signs up for the Perks Program, they are announced to local corporate to stir up activity and interest. This way, new members can share what discounts they have to offer and learn about the available savings options in their areas.

When a new merchant registers in the program, they have the chance to boost their company's reputation through profile descriptions and company information. They can also post regular discounts and offers as well as feature printable coupons on the Perks website.

Marketing is a huge expense that requires savviness in various channels including social media, email, print, graphic design, and creative writing in addition to market research on target markets within specific channels. We're told that small businesses and startups should allocate at least 12%-20% of their gross revenue to marketing.<sup>1</sup> Becoming a Perks Group member is an advantage for any business, but an especially beneficial resource for those companies needing to immediately broaden their customer reach marketing.

In the Perk Group program, members send and receive frequent updates on new and upcoming offers around the community. Periodic emails are sent to registered Perks members containing merchant information, prompting them into action through product descriptions and promo advertisements.

Apart from the network of customers and businesses they gain entry to, Perks Group members also have various professional tools and resources at their disposal. They get free, time-saving management tools to improve efficiency and access to the same benefits as standard card

holders. This allows them to make discounted purchases on a range of products and services, furthering minimizing operational costs for members.

Members get to save on everyday purchases like food and essentials and discover deals on services and products no matter where they are. They can access perks on the road, using mobile apps to determine what promotions are available in their reach.

The Perks Group program has hundreds of thousands of locations throughout the U.S., ensuring member benefits even while traveling. Currently, the Perks Group boasts millions of members nationwide, and the number continues to grow as more businesses learn about and sign up for the resourceful program.

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