PositiveSum Brings Big Business Digital Notifications to Small Businesses

Houston-based PositiveSum launches a platform that gives small business owners the ability to send customer campaigns, promotions, and transparent charitable ca

HOUSTON, TX, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- PositiveSum, a Houston, TX marketing product, is launching a new platform designed to give small businesses big business digital notification capabilities. The service lets small business owners send messages, run sales campaigns, promote sponsored events, and connect with their customers on demand. For small businesses that have been outpaced by larger competitors in direct digital outreach, PositiveSum offers a practical alternative.

The platform is built around a straightforward idea: small businesses deserve access to the same messaging tools that large companies have used for years to stay in front of their customers. Those capabilities have often been out of reach for smaller operations due to cost and complexity. PositiveSum is changing that by putting campaign management and direct customer messaging into the hands of independent business owners across the country.

Small business owners who use the platform can send promotions and campaign messages to their existing customer base whenever they choose. The platform also gives customers a way to introduce new business by sharing a link or scanning a QR code. This turns existing customers into a direct growth channel without requiring owners to build a separate referral program from scratch.

Sales campaign management is a core part of what PositiveSum offers. Business owners can set up and manage campaigns aimed at driving sales, filling event seats, or pushing specific promotions. The platform handles delivery so owners can focus on running their business. This managed outreach has traditionally required a dedicated marketing team or expensive outside agency support.

PositiveSum also addresses a trust problem that many small businesses face when asking customers to donate at the point of sale, such as rounding up at checkout for a cause. Customers often hesitate in those moments because they are unsure where the money actually goes. The platform gives business owners a dedicated charitable campaign type that resolves this. When setting up a charitable campaign, an owner identifies the recipient organization, states how much they are trying to raise, and shows customers how much is being sent. That

transparency removes the doubt that typically keeps customers from participating, and it delivers what the business is really after in the first place: genuine goodwill. Customers can feel confident in participating, and the business earns the community trust that motivated the campaign.

The concept behind PositiveSum reflects a different approach to business value. Traditional models often operate as zero-sum exchanges where one party gains at the expense of another. PositiveSum is designed differently. The platform enables business growth, offers customers discounts and promotions, supports goodwill-building through transparent charitable campaigns, and includes a multi-level marketing team to promote the services. This structure means multiple participants benefit simultaneously rather than just one.

The target audience for this platform is small business owners across the United States who want a direct way to reach their customers. Whether running a limited-time promotion, filling an event, encouraging repeat visits, or giving customers a reason to spread the word, the platform supports those goals. It is designed for owners who may not have dedicated marketing staff and need tools that work without deep technical knowledge.

"We are proud to empower small businesses to stay connected with their client base while helping them to expand," said Brandon Evans of PositiveSum.

That mission connects directly to what the platform does. Staying connected with customers is one of the most valuable things a small business can do, and it is also one of the hardest to do consistently without dedicated resources. PositiveSum gives business owners the infrastructure to reach out when they have something to say, run campaigns at the right time, and build relationships with customers who can introduce others to the business.

PositiveSum is a digital product serving small business owners nationally through its online platform at positsum.org.

About PositiveSum

PositiveSum is a Houston, TX digital marketing product that provides small businesses with notification and campaign management capabilities. The platform allows business owners to send customer messages, manage sales campaigns, run promotions and sponsored events, and conduct transparent charitable campaigns that build genuine community goodwill. PositiveSum is built on an original concept designed to create value for businesses, customers, charitable causes, and its marketing network simultaneously. Small business owners across the United States can learn more at positsum.org.

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