



This overview outlines the strategy for the marketing and sales of Daily Deal Builder group buying and daily deal software (www.dailydealbuilder.com) and training to small and medium-sized business and franchises, with growth to larger publicly traded organizations. It is also intended for review by potential strategic partnerships who may be interested in partnering with Daily Deal Builder to have the ability to offer their clients the ability to run a daily deal website.

Company Overview

Daily Deal Builder recognized early on in the daily deal boom that the world is evolving in the manner in which people and businesses use coupons. Since the initial release of our daily deal platform (formerly known as Bloopio) in early 2009, we have been at the forefront of the daily deal industry.



Businesses of all kinds must begin to market themselves using new avenues on the Internet

and the daily deal industry has exploded over the past 2 years. Not every business requires similar tools; what works for a service based company might be useless for a manufacturer. That's why we have the ability to systematically customize to client needs when our "turnkey" solutions don't quite fit. Although we recognize the intimate relationship between profitability and quality service, we know that our success is ultimately dependent on the well-being, success, and contentment of the clients using our daily deal software.

Daily Deal Builder is a product of HC Consulting Group, a software company started in late 2007 that has multiple SaaS products and solutions.

Vision and Mission Statements

To provide an easy to use, group buying and daily deal platform for businesses to add additional revenue streams, find quality targeted prospects, and generate win-win-win situations for all parties.

Mission Statement

To provide unparalleled tools and services business professionals will effectively use in marketing and sales to achieve cost-saving viral and social growth for their business. We create, refine, and deliver daily deal software solutions that easily and effectively streamline business processes used in digital marketing and online sales of coupons. We provide "easy-to-use", intuitive, and visually appealing interfaces across our platform while providing training modules and support to aid in the growth of our client's daily deal websites.

Our Model

We create, refine, market, sell, and white-label digital turnkey daily deal and group buying platforms (including training and automated software) through event sales (training workshops and seminars), webinar technology, search marketing, affiliates, and other marketing avenues. Our daily deal services and back end sales funnel lead to highly scalable recurring revenue of tens of thousands of dollars plus, as well as generating monthly recurring revenues from clients based on the size of their userbase. The ability to methodically scale these services will help ensure competitive scalable growth. We have internally integrated customer service, education, and communication channels that keep clients coming back with our ability to create desired results and an experience above and beyond their demands.

Products, Pricing, and Services

Daily Deal Builder provides small to enterprise level companies with out-of-the-box and completely customizable daily deal solutions. We also provide scalable design, video, and consulting services by helping companies recognize opportunities for using technology to streamline their business processes. Finally, we will provide complete and in-depth training for the use of our daily deal platform.

Product and Service Description

Our executives have a background in the marketing, sales, and development of training products and Software as a Service since 2006 (Daily Deal Builder, ZEZWeb Website Builder, Social Network Empire, Video Sharing Empire, Secure PayPro).

Our solution is a brand-able/white-label daily deal and group buying platform, that leverages viral channels and proven marketing psychology/psychological triggers to greatly improve lead and customer acquisition efforts. This in essence creates a "living" product which can grow and adapt with the clients' needs. **We engineer viral and social marketing providing new advertising outlets for small business.**

Daily Deal Builder is an easy to use, turnkey daily deal platform for our clients alongside an effective educational training program.

- Our solutions include educating the prospects and clients about the need for business growth through daily deal outlets.
- Allow prospects and clients to support their cause initiative (donations, fund raising goals).
- Are intuitive to use and integrate (user tested with feedback channels), visually appealing, and easy to consume (measured using client and prospect surveys, analytics, user data, and proven testing methods).
- Allow for the development of any customization.
- Internal leadership with strong vision combining user driven software development and executive vision.

Daily Deal Builder (SaaS)

Daily Deal sites are one of the most effective methods of creating new customers as well as spreading awareness for a brand and the Daily Deal Builder platform is world class. Photos and videos are among the most shared content online, and our platform allows both types of media. DDB integrates a deal feed from iCouponOnline so that our publishers do not have to negotiate deals if they desire not to. For a video demo please visit <http://dailydealbuilder.com/demo.html>



Our platform continues to grow into an enterprise solution that is customized to fit the needs of individual enterprise/celebrity clients. A powerful administration back end allows easy launch of marketing initiatives integrating our solutions to achieve tremendous efficiencies in business processes, acquiring new leads and customers, and brand awareness.

Daily Deal Builder is the “go-to” source for daily deal platforms and training.

Training and Education

Daily Deal Builder provides further value to our customers and eases the customer service burden, by ensuring that all product users are properly trained in the use of all software solutions we offer. Our ongoing training webinars, video updates, and screencasts demonstrate how to maximize results gained from using our platform.

Technology

Daily Deal Builder platforms are accessible via the web, built on proven technologies, and function on every major browser.

The Right Choice

Our vast experience in internet and social marketing, SaaS development, and hands on training with small businesses, entrepreneurs, and publishers easily sets us apart from copy-cats with an affordable price tag to boot. When you chose us, you're getting a dedicated team working tirelessly to offer the greatest customer support, training, and integration opportunities possible for your business.

Conclusion

In summary, Daily Deal Builder is a customizable solution that can be integrated into existing platforms/structures or can be run as a stand alone website, and helps to drive new revenues through the use of the latest technology. When you're ready to offer turn-key group buying websites to your clients or you're ready to launch your own daily deal site, feel free to contact us to discuss the possibilities. We're happy to answer your questions.

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