

Grow Your Business with Google Offers

Key Benefits:

- Bring in new customers with your offer
- Get exposure on Google ad networks
- Get paid quickly and up-front

What Is Google Offers?

Google Offers is a new product to help potential customers and clientele find great deals in their area through a daily email. For businesses, it's a smart and easy way to find new, high-value customers and bring them right to you.

Why Google Offers?

With our prepaid model, there are no out-of-pocket expenses to spread the word about your business to the millions of Google users and subscribers in your local area. You only pay when a customer buys your offer. Here are other benefits:

- Get in front of more potential customers in your city
- Bring in both new and valuable customers with great deals
- Exposure across Google ad networks at no additional cost
- Manage your offer easily with tools to track and measure your ROI
- Get paid quickly with no out-of-pocket expense for your business

Google offers

50%
off

\$10 for \$20 Worth of Homestyle Indian Food at Indian Eats Restaurant

Buy now - \$10 ~~\$20~~

- Simple, homestyle Indian food
- Natural and local ingredients
- Hip, modern vibe
- Expires Dec. 31, 2011

2,143
purchased

12:43:42
time remaining

Limit 3 per person. Limit 1 per table. Valid toward dine-in or carry-out. Not valid toward retail. Must use in 1 visit, no cash back. Tax and gratuity not included. Not valid with other offers. [See the rules that apply to all deals.](#)

A Google Offer is a daily deal that enables subscribers to pre-purchase products and services from local businesses at attractive discounts.

Here's How Google Offers Works:



Step 1: Create Your Offer

To get started, you'll identify an item or service that you want to promote and discount in order to attract new customers, including any limits on quantity. We can work with you to come up with an enticing deal. An example would be: \$25 for \$50 for products or services at your business.



Step 2: Market Your Offer

Our writing team will craft a compelling write-up for your offer, approved by you, and couple it with an engaging image in order to best represent your business or the services you provide. We'll also figure out the best time to run your deal.



Step 3: Run Your Offer

Your deal will be sent to local subscribers, advertised across Google ad networks, and showcased on the Google Offers site. An offer helps entice new customers to try your business—but even if they don't purchase an offer that day, they'll still be exposed to your brand and business. Customers who do select your offer will pay for it in advance. There are no out-of-pocket costs for you.



Step 4: Collect Your Money

After your offer goes live, we'll simply deduct our fee from the deal revenue and you'll get cash in your pocket from the offer approximately three business days after the offer runs.



Step 5: Serve Your Customers

Soon after your offer runs, customers will arrive with offer in-hand. Customers will either bring a printed copy or show a mobile version of the purchased offer, which includes the barcode or redemption ID. You can simply scan the barcodes or enter the IDs into the tools we provide to easily track your new business.

We'll help you throughout the entire process to make sure you look your best to your new customers.

