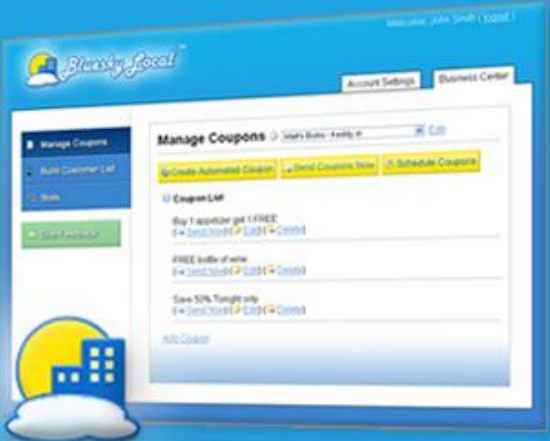




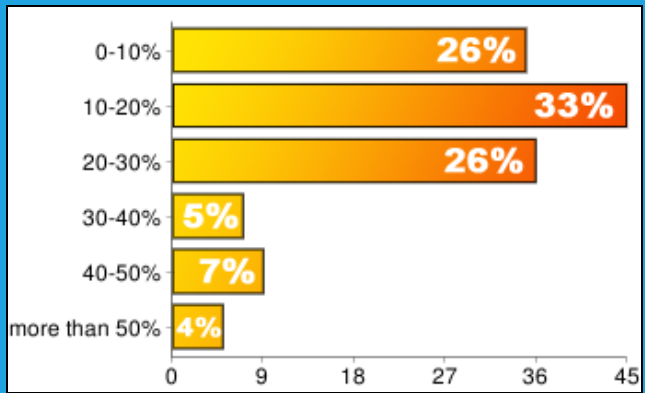
Anticipate & Counteract Changes in Customer Spending Behavior

<http://www.BlueskyLocal.com>

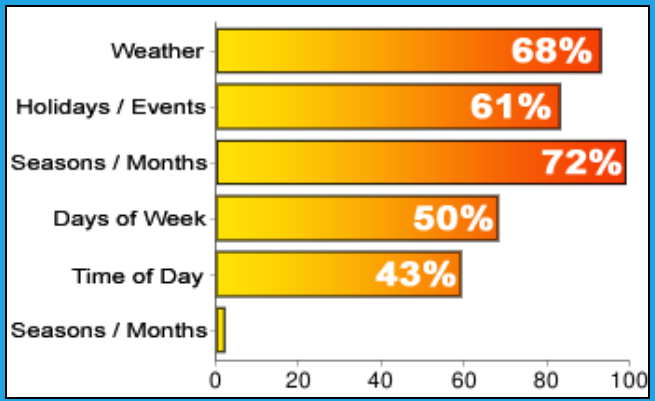


THE PROBLEM WE ADDRESS

Results of a survey of 137 restaurants show us that for a majority of restaurants sales drop 10% or more on days when weather conditions are undesirable.



In addition business owners reported significant sales drops of 20% or more associated with other external factors, such as seasons and events or holidays.



Until now these external factors have been accepted as part of day-to-day business. The Bluesky Local solution empowers business owners to challenge that assumption. It works automatically to counteract these factors by instantly delivering promotions to customers.

THE SOLUTION



1. Tell us when your sales drop and link these conditions with coupons or promotional specials.
2. We continually monitor the factors that hurt sales. If poor sales condition(s) are detected your coupons are sent directly to consumers via email, text-message, and Twitter.com.
3. Customers spend at your business.

EXAMPLE 1



John Smith's restaurant's sales used to suffer on days when it rained. However, now every time it rains, the only place getting flooded is his restaurant, with customers redeeming offers delivered to them via Bluesky Local.

EXAMPLE 2



Jane Doe's eyeglass retail store used to see sales nosedive when all the college students in town left for Spring Break. Nowadays Jane is planning a vacation of her own because she has already scheduled promotional offers to be sent out just before Break helping her clear extra inventory.

CUSTOMER REACTIONS



"This service will allow us to reach those customers who may not know we're here as well as those on the go, walking by."
-Lauri, Subway

Subway is currently observing a 20%+ redemption rate. Bluesky Local paid for itself in a matter of 2 days after the 1st

promotion was sent. Low-estimates are that the Bluesky Local solution will generate \$7,800 in sales for Subway this year.



"It's like a billboard in my customer's inbox."
-Kevin, Jack's Grill




Jack's Grill is currently observing a redemption rate between 7-8%












"This is cool. I'm excited."
-Jamie, Joe's Restaurant

Joe's has setup promotions to be delivered in the winter when it is raining or snowing.

KEY FEATURES & BENEFITS

-  Flexible Features – Automate, schedule, and manually send promotions.
-  Intuitive Interface – Simple to learn, nothing technical.
-  Customize Preferences – Mix & match to the needs of your business.
-  Minimal Typing – Implement your promotional strategy quickly.

-  Mobile Distribution – Reach your customers on the go.
-  Social Integration – Gain additional distribution via Twitter.com.
-  Build Customer List – we give you the tools to achieve massive distribution.
-  No Spam – Always permission marketing; your customers can opt-in and opt-out at their discretion.
-  Import Email List – Upload existing contacts or contact lists.
-  Results Matter – Track results with statistics features.
-  No-Hassle Billing – re-occurring billing, pre-pay options, and auto-notification.
-  Security & Privacy – Blanket industry standard encrypted connection.
-  Feedback & Support – Call or e-mail, us with questions and feedback. We're here to help when you need it.

Make Everyday a Bluesky for Your Business™

Visit us <http://www.BlueskyLocal.com>

Or Call us at **1-(614)-GO-LOCAL**

