



Coupons and flyers can be a great form of advertising, but it can also be costly. That and your redemption rate is most likely going to remain low. I've found with using the Town Planner for advertising and coupon's, my rate of return goes up tenfold which also means that my advertisements are being read. I'm getting a great mix of those who simply come because of coupons and those who love a good night out, spend some \$\$ with a little break for themselves. At the end of the day it always comes down to cost effectiveness and to me, the Town Planner has made a portion of my Local Marketing affordable with great results.