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Enjoy Local announces launch of new website

Mobile loyalty program, mobile coupons and mobile gift cards for local businesses.

Leeds, UK, 7th November 2012 – Enjoy Local , a cloud based service, has today launched a new service that makes it easy for local businesses everywhere to offer mobile loyalty programs, mobile coupons and mobile gift cards.

The new website, enjoylocal.co, promises to help local businesses reach more customers, increase foot-traffic to their establishments and increase customer spending. The website offers an array of mobile marketing channels that local businesses can use to spread their message. The marketing channels include SMS, email, social media, search, QR Codes and NFC.

Local businesses can now offer points based loyalty reward program, validate redeemed coupons, and offer virtual gift cards without changing any of their existing POS infrastructure.

Commenting on the new website, Managing Director Kristine Tambovska stated:

“Local businesses find it difficult and expensive to manage their mobile marketing using various platforms. We saw this as a challenge and decided to make a single platform that unified marketing programs and marketing channels. We are pleased that the platform is now live and local businesses can appreciate how easy and affordable it is to run and manage mobile marketing campaigns.”

More information and demos can be found at <http://www.enjoylocal.co/>

About Enjoy Local.

Enjoy Local is a new hosted service that allows local businesses to run mobile loyalty programs, manage mobile coupons and offer mobile gift cards. Local businesses can leverage the benefits of using various mobile marketing channel that include SMS, email, social media, search, QR Codes, and NFC (Near Field Communication).

Contact Information:

Victor Apollo
10 Redcourt, Leeds, UK
+441132161837
<http://www.enjoylocal.co/>

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