FACEBOOK IS THE TOP SOCIAL MEDIA NETWORK FOR CONSUMERS LOOKING TO FIND VOUCHERS

Thursday 16 June, 2016

Getting your business' vouchers into the hands of the right customers could become less of a challenge in future if you regularly share your vouchers on Facebook.

Self-service voucher platform vendor iVoucher today released results showing that of those UK consumers using social media to look for vouchers, a staggering 84% of them predominantly use Facebook.

The survey findings suggest that many businesses could be missing out on an opportunity to generate new business if they are not making their vouchers available to share on major social networks.

iVoucher research also found:

- 27% of UK consumers have seen vouchers advertised on social media
- Only 14% of UK consumers have shared vouchers through social media, suggesting brands could do more to make their voucher content more appealing

Ring in the changes

With Facebook being 60% more likely than any other social media platform to be the first place consumers go to look for their vouchers, businesses need to make it easy for their audiences to share vouchers across multiple sites like Twitter and Facebook.

'If you are producing vouchers for your business but not sharing them through social media, you could be missing out on a great way to market your vouchers to new customers." said Debbie Barnes, Commercial Director at iVoucher.

"55% of people who responded to our survey were willing to give their email address in exchange for a voucher. By making vouchers more visible on social media platforms such as Facebook and Twitter, businesses can drive more traffic back to their websites and easily acquire new customer data."

You can view the infographic by visiting
http://www.ivoucher.com/the-2016-small-business-voucher-survey/

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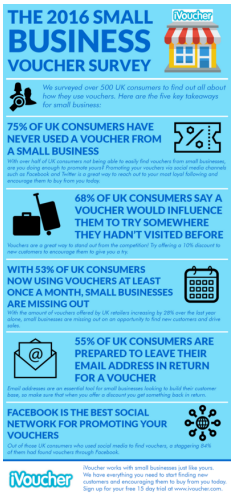
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About iVoucher

Since 1999, iVPlatform has delivered voucher marketing solutions for thousands of companies both large and small. iVoucher's online platform makes it easy for businesses to add vouchers to every marketing campaign, creating compelling content to grow sales, build data and win more customers. Sign up for a free 15 day trial at www.ivoucher.com.

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