LIVESHOPLOCAL CARD SHOWS SMALL BUSINESSES CAN HAVE BIG IDEAS

Saturday 5 July, 2014

UK website Live Shop Local marked Independent Retailers Day (UK) today with an exciting new loyalty card scheme that is sure to get the nation's shoppers buzzing.
The scheme, which works similarly to loyalty cards offered by chain shops across Britain, is designed to encourage shoppers to back their high streets and support local small businesses.

However, unlike conventional loyalty cards where points are collected, cardholders in this instance are rewarded instantly with discounts and special offers for purchases over £10.
In a day and age where high-street footfall is declining to online ecommerce, the scheme aims to drive increased customer footfall, repeat sales and to get new customers through the doors of independent small businesses.

Loyalty cards can be picked up from any participating local business ... from boutiques, butchers or bookshops.
Signing up your small business to the scheme can be done online and within minutes.

Each opting small business mutually agrees to offer rewards to the cardholders and the growing number of small businesses joining the scheme forms part of a national network, collectively leveraging the power of numbers and having a positive impact on their local economies by keeping money in local pockets, rather than those of big, multinational companies and retail giants.

Live Shop Local is already making waves nationally through its mission of developing local economies and has been featured on BBC London, Natwest Business Sense and on social networks such as Twitter with as many as 20,000 followers.

Live Shop Local offers small local businesses the opportunity for greater exposure to customers than ever before.

"Natures Purest Balham has signed up to the Live Shop Local card as I feel it says thank-you to the local community," the children's clothing store's manager, Elizabeth Jones, said."My business will grow with the help of mostly local shoppers and you can't say thank-you to your customers more than giving them a discount! "Loyalty cards also help to support other local businesses as the more businesses sign up, the more customers will use and recognise the scheme."

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Notes to editor:

About Live Shop Local
LiveShopLocal.co.uk Supports and promotes local independent traders and small businesses across the UK through a new unique loyalty card scheme that rewards loyal card holders with special deals and offers when they shop local. To find out more, visit Live Shop Local Website: http://liveshoplocal.co.uk/

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