

# Bride Canada

wedding planning made easier



we tweet the deals

twitter

## Provide limited-time offers to:

- Increase sales
- Announce new products & services
- Keep your business top of mind

Bride Canada and the power of Twitter are the fastest, cost-effective way to reach local brides-to-be.



Try it free for 60 days!

[www.bridecanada.ca](http://www.bridecanada.ca)

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## Here's the idea



Almost every bride-to-be has a smartphone and is familiar with Twitter. We use this platform to contact them with limited-time offers from our members. Instead of waiting for them to come to you, you take the offer to them. The cost for this service is a fraction of what you would spend on traditional advertising.

## Here's how it works

Brides-to-be obtain a Bride Canada Value Card that we distribute at local bridal shows and select retailers. Each of these cards carries a code (a maximum of 25 cards carry the same code).

Brides choose to follow us on Twitter, which means they will automatically receive our tweets. Tweets also appear on our web site and Facebook pages.

Tweets contain an offer (limit 140 chars.) and are linked to your business information in our directory. Such as:

"XYZ Florist brides bouquet 15% off – expires May 21 – BC cardholders - <link>"

Brides take advantage of the offer by contacting you. You can choose to request their ID card or you can make the offer open to anyone.

## Here's how you provide an offer

You send us an offer in the form of an email of no more than 140 characters. We'll review it and tweet it on our Twitter page which also appear on our Facebook page and our web site.



For more info or to subscribe:

[sales@bridecanada.ca](mailto:sales@bridecanada.ca) or (519)-371-7464

## Here are some guidelines for offers

Offers are commonly for a limited time only i.e., 30-days, 60-days, etc. "XYZ Florist brides bouquet 15% off – expires May 21 – BC cardholders - <link>"

Offers are not just discounts. You could choose to include some add-on service, two-for-one, etc. Remember, the better the offer, the more likely you are to get a response.

"GBH Catering – Free appetizers with Reception booking – First 10 Brides - expires May 21 – BC cardholders - <link>"

Your offer can be open (anybody), limited only to Bride Canada card holders or limited to a select few that have cards with the code(s) you state in the offer. That let's you offer a great deal you couldn't afford to have everyone take advantage of.

"XYZ Decor – Table bouquets 25% off – BC cards #AB - <link>"

Your offer can be very specific such as:

"ABC Bridal – Alfred Angelo Size 6 Wedding Dress – Brandy - 50% Off <link>"

## Here's the deal

**We offer a free 60-day trial period after which an annual fee of \$129 will be charged if you continue to use the service.**

If you don't like it, don't subscribe, but keep in mind, it only works if you make offers and they are good. Like any other form of advertising, there are no guarantees.

In addition to the ability to make offers, you will be added to the Bride Canada business directory which includes: contact information, logo, key categories, and up to 75-word description and 3 photos.

## Why Bride Canada?

Bride Canada already reaches hundreds of local brides each year using our web site, planning guidelines and business directory. We feel this service offers a dynamic new way for members to reach this very valuable market. By combining offers from many businesses, we provide a strong attractor that will draw more visitors than what is possible for a single business.