

LivingSocial - Merchant Manual



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Advantages of LivingSocial

Advantages of LivingSocial's Interface

Here is a breakdown of some advantages of LivingSocial's interface.

LivingSocial - Today's Deal Interface - Part 1


- 1: Immediately show the level of savings from the retail value
- 2: The # purchased gives confidence for other users to purchase and show that coupons have become cool
- 3: Most livingSocial are only 1 day, this is perfect for the psychological trigger of scarcity and wanting to not lose out on the deal
- 4: The buy now button is the largest button on the page encouraging the user to take action
- 5: Make it easy to send this coupon as a gift for other people
- 6: Sharing is encouraged and made easy for the user
- 7: Not only is the user encouraged to share but they are rewarded with a free deal for sharing with their friends
- 8: If the user is not sure of how the process works they can click on the "how it works" button

The screenshot shows the LivingSocial interface for a deal from 'Ambition Athletics'. The deal is for 'One Month of Unlimited Kettlebell Classes Plus Initial Functional Movement Screening, Assessment, and Correction' for \$30. The interface includes a navigation menu on the left, a main deal area with a 'buy now!' button, and a sharing section at the bottom. Red arrows and numbered callouts (1-8) point to specific features: 1 points to '90% SAVINGS', 2 to '67 PURCHASED', 3 to '1 day REMAINING', 4 to the 'buy now!' button, 5 to the 'send as a gift' link, 6 to the 'show more' link, 7 to the 'Want it for free?' text, and 8 to the 'how it works' link in the navigation menu.

LivingSocial - Today's Deal Interface - Part 2

- 1: Location(s) of your business
- 2: The fine print is shown clearly to allow the users to feel comfortable with all pieces of the deal
- 3: Nearby deals section also can display your deal on other pages and gets users more involved









location 1

 613 Westlake
Encinitas, CA 92024
858-401-0831 | [get directions](#)

the fine print 2

Limit two per person, additional as gifts • All classes must be redeemed by same customer; cannot be shared • May be used over multiple visits • Appointments are required for initial assessment and subject to availability • Merchant cancellation/re-scheduling policy of 24 hours applies; voucher subject to forfeiture • Valid for new clients of Ambition Athletics only • [Other conditions apply](#) • PAID VALUE DOES NOT EXPIRE • PROMOTIONAL VALUE EXPIRES ON March 28, 2012

nearby deals 3

<p> Pleasure Ground Eyewear \$95 to Spend on Sunglasses San Diego - North County</p> <p> Fred Hanover at Southern California Golf S... Hour-Long Kids' Group Golf Clinic San Diego - North County Families</p> <p> Rock and Roll San Diego Hour-Long Private Music Lesson San Diego Families</p> <p> My Kids Clubhouse Two Play Passes to My Kids Clubhouse San Diego Families</p>	<p> Art Adventure Studio Month of Weekly Kids' Art Classes San Diego - North County Families</p> <p> La Jolla Maids Three Hours of House Cleaning San Diego</p> <p> Victory Gymnastics Academy Four Hour-Long Gymnastics Classes San Diego Families</p> <p> Salon Caché Brazilian Keratin Treatment North Orange County</p>
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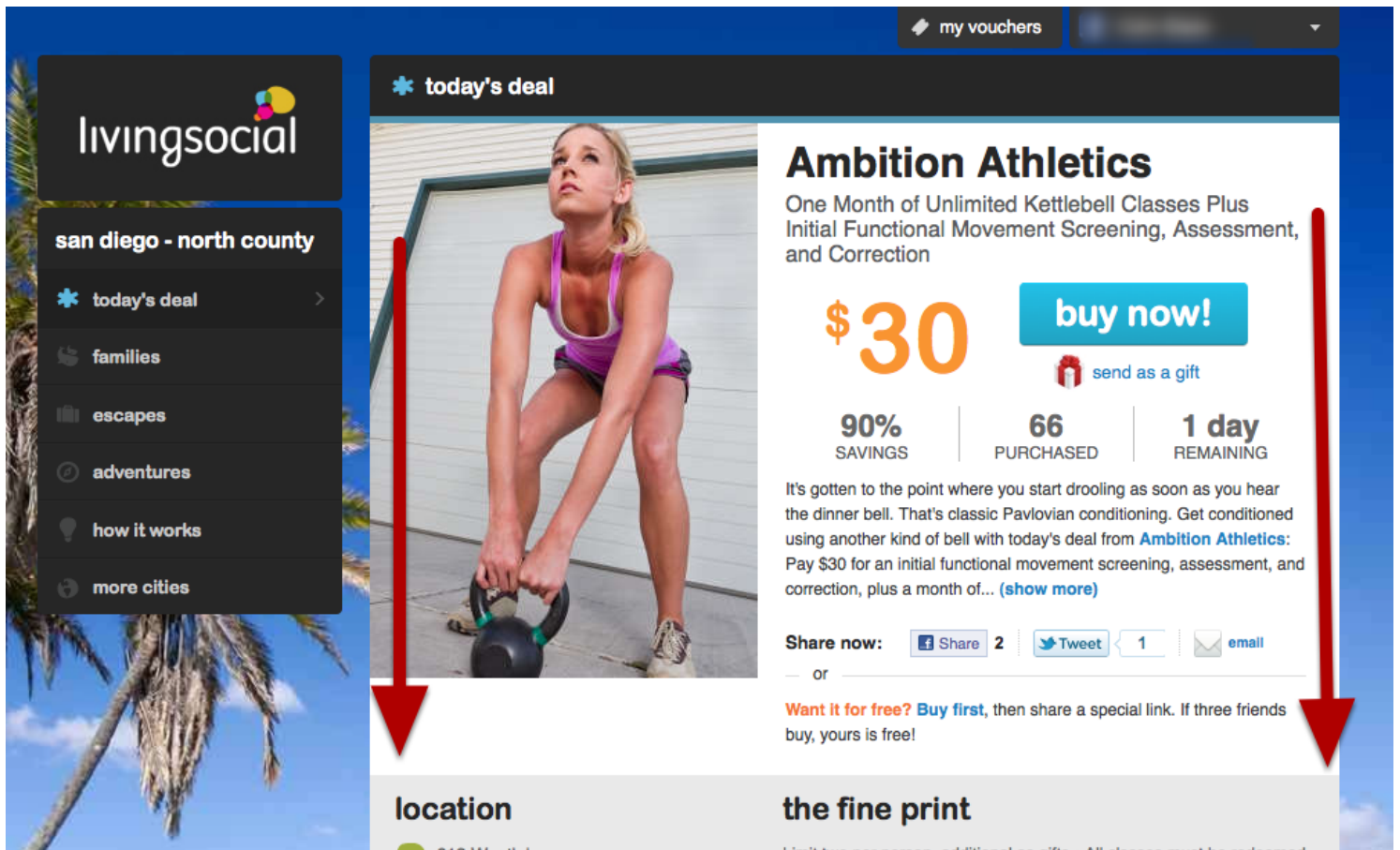
Submit your Business

How to Apply to LivingSocial

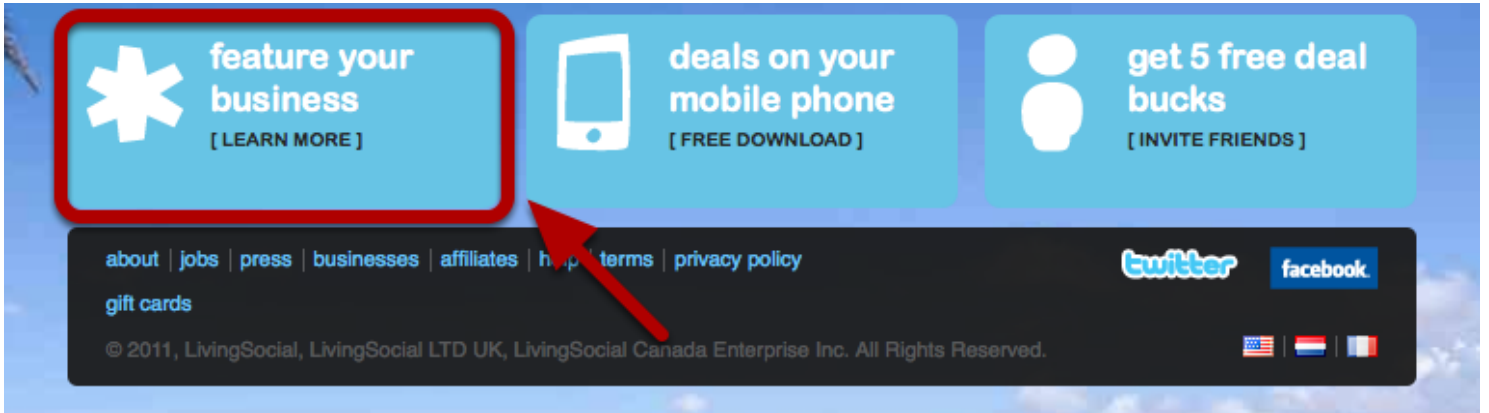
This tutorial will show you how to apply for livingsocial

LivingSocial Homepage

Scroll down to the bottom of the screen

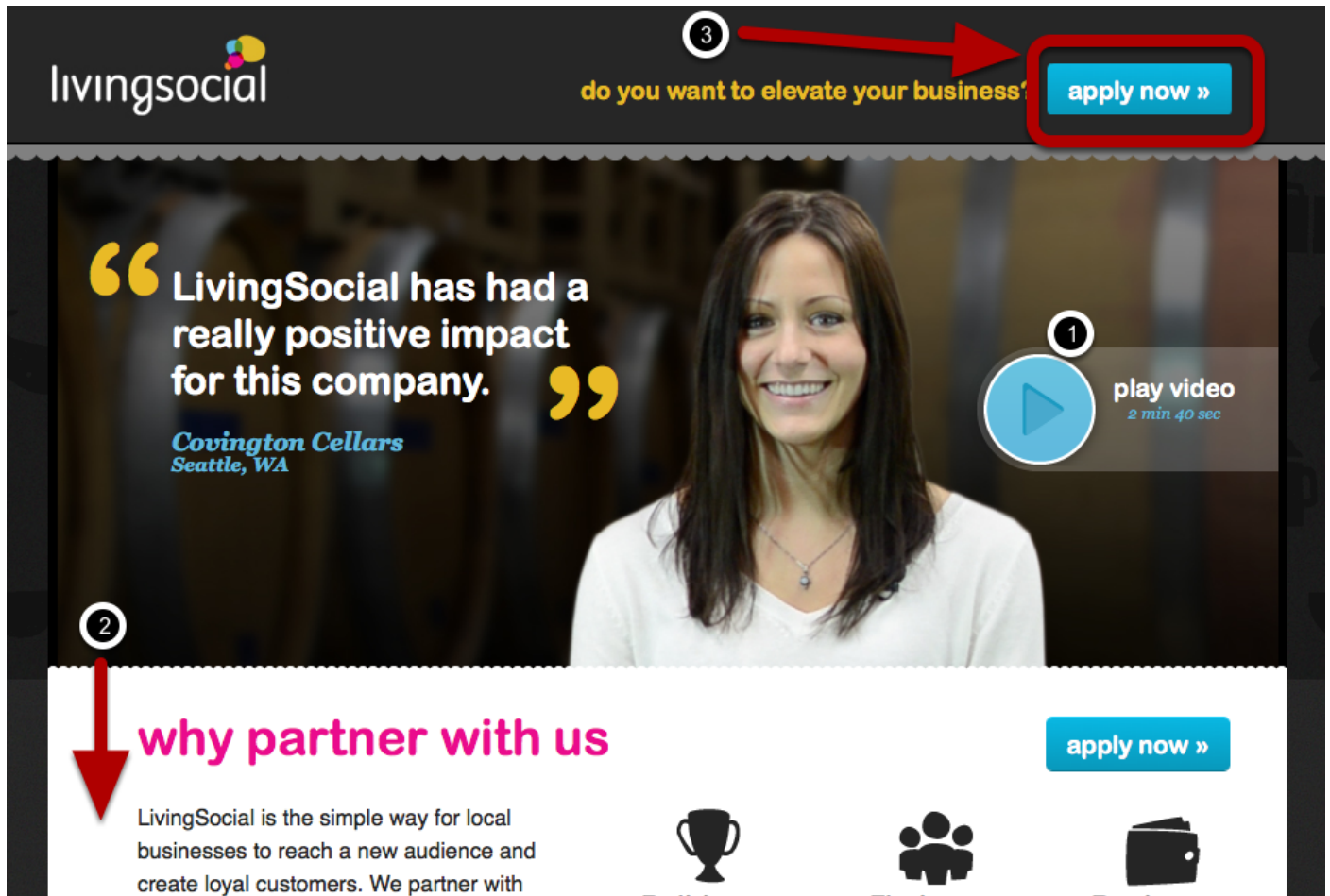


Click on the "feature your business" link



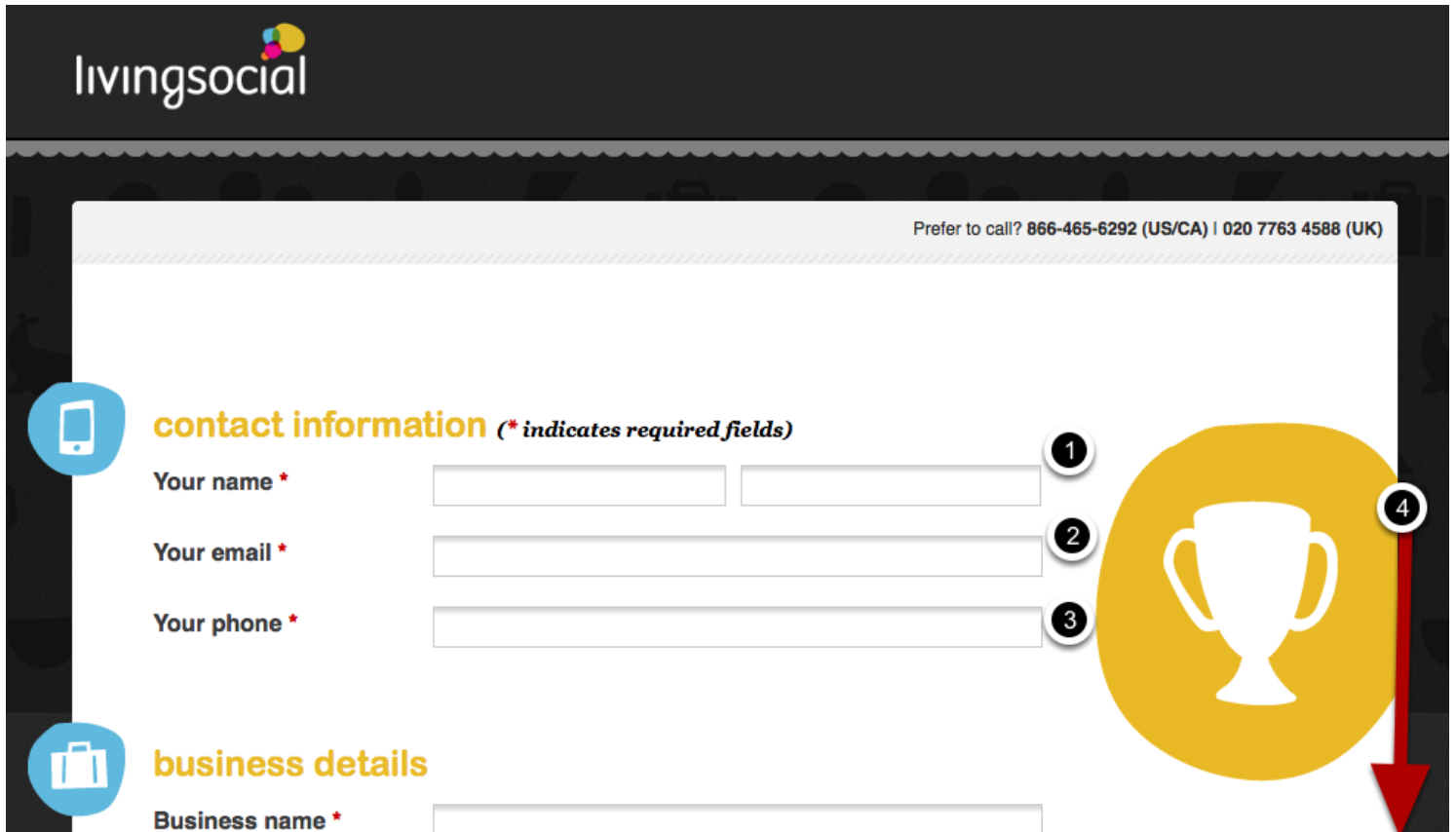
Apply to LivingSocial

Click the "Apply Now" button in the far right hand corner



Enter Contact Info

- 1: Enter your full first and last name (*Required)
- 2: Enter your Email (*Required)
- 3: Enter your Contact Phone # (This # will be used to ask you questions regarding your business) (*Required)
- 4: Scroll down to enter Business Details (*Required)



livingsocial

Prefer to call? 866-465-6292 (US/CA) | 020 7763 4588 (UK)

contact information (* indicates required fields)

Your name *

Your email *

Your phone *

business details

Business name *

Enter Business Details

- 1: Enter your business name that would like to apply with (*Required)
- 2: Enter your business website if you have one
- 3: Enter your Business Zip Code (*Required)
- 4: Enter your Business Country (*Required)

business details

Business name * 1

Business website 2

Zip/Postal code * 3

Country * 4

Business type
(check all that apply)

Beauty / Salon Restaurant / Food Hotel / Inn

Events / Entertainment Health / Fitness / Dental Retail / Merchandise

Services (Home, Auto, etc.) Specialty Foods / Snacks

Enter other details

- 1: Choose which type of promotions you are learning more about, [Note: You can choose more than one]
 - Daily Deals - These deals run for the 24 hour period and are highly discounted but sent out to millions
 - Instant - These are deals that users can find when in your area and are an ongoing and instant deal
 - Escapes - These usually run for a few weeks and are larger trip or experience
 - Adventures - These are promotions that are a combination of activities/promotions that are put together to give the consumer a great experience
 - Families - These are promotions that are targeted specifically to families
 - National (USA/CA Only) - These are promotions that will be sent to all LivingSocial members in the US and Canada
- 2: Use this space to describe your business and why LivingSocial should partner with you. Let us know what makes you unique, your basic details and why our members should hear from you. [IMPORTANT]
- 3: Click the Submit button to Apply for a LivingSocial Promotion for your Business
- 4: If you have any questions or issues - Click the "Questions?" link or Call



more information

I'm interested in learning more about these kinds of LivingSocial promotions:

- Daily Deals Instant Escapes Adventures Families National (USA/CA only)

Tell us about your business and why LivingSocial should partner with you.

submit »

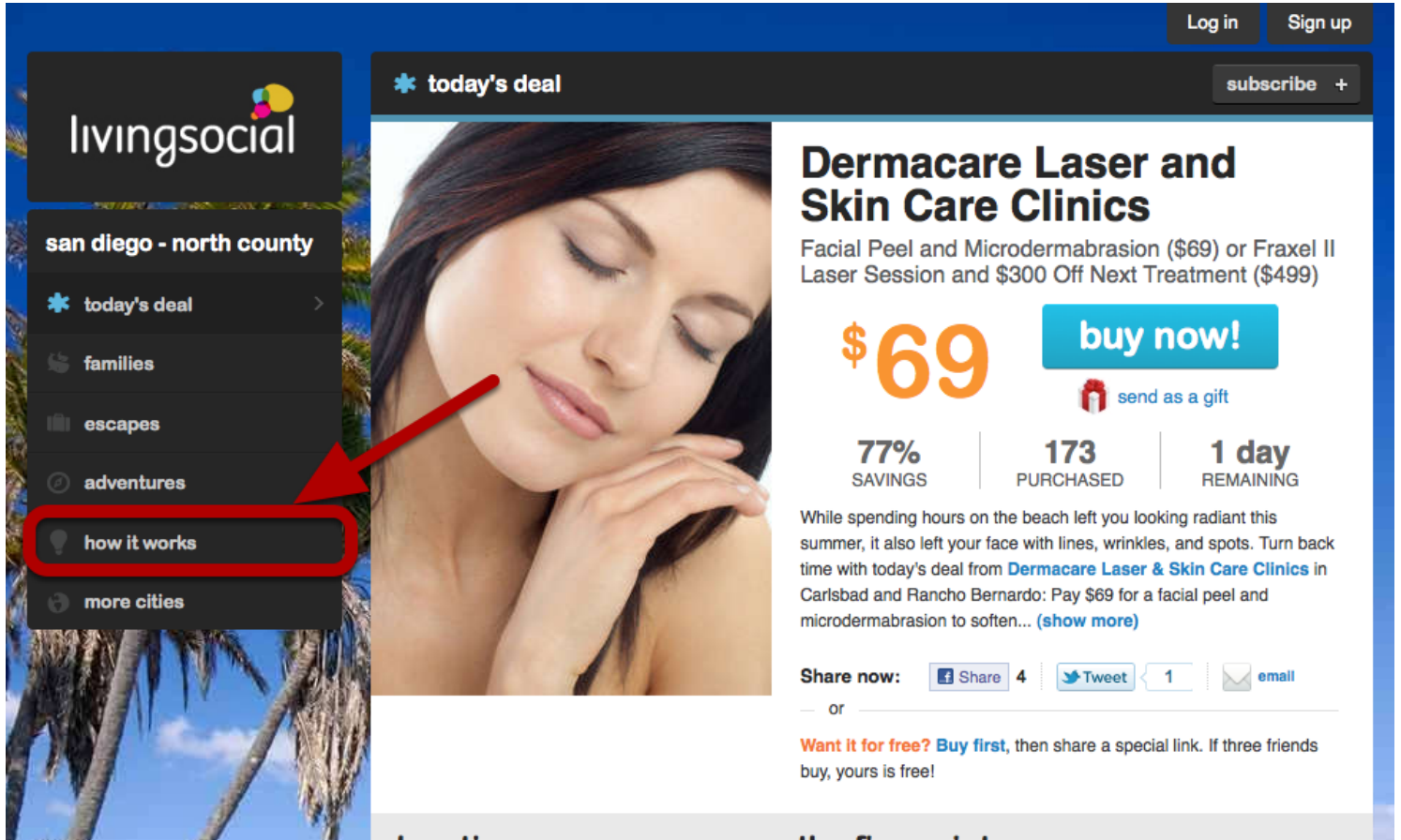
Questions? or 866-465-6292 (US/CA) | 020 7763 4588 (UK)

Need Help

How to find help on LivingSocial

If your users are not sure of the process they can always find help at the click of a button.

LivingSocial - "how it works"



The screenshot shows the LivingSocial website interface. On the left, a dark navigation menu is visible with the LivingSocial logo at the top. Below the logo, the location is set to "san diego - north county". The menu items include "today's deal", "families", "escapes", "adventures", "how it works" (which is highlighted with a red box and a red arrow), and "more cities". The main content area features a "today's deal" for "Dermacare Laser and Skin Care Clinics". The deal includes a "buy now!" button, a price of \$69, and a "77% SAVINGS" badge. It also shows "173 PURCHASED" and "1 day REMAINING". The deal description mentions a "Facial Peel and Microdermabrasion (\$69) or Fraxel II Laser Session and \$300 Off Next Treatment (\$499)". There are social sharing options for Facebook, Twitter, and email, and a "send as a gift" option. A red arrow points from the "how it works" menu item to the deal area.