

Flash Friday Sales



The advertisement features a circular logo with a lightning bolt and the text 'FLASH FRIDAY SALE'. To the right, the Keeper logo is displayed above the price '11.99 ea.'. Below the price, the product name '15-Ft. Ratchet Tie-Down 4-Pk.' is listed, followed by a detailed description of the product's features and specifications. An image of the product packaging is shown on the right side of the ad. At the bottom, a red banner reads 'AVAILABLE WHILE SUPPLIES LAST'.

11.99 ea.

15-Ft. Ratchet Tie-Down 4-Pk.
Working load limit 1,500-Lbs. Break strength, easy grip padded ratchet handle, yellow webbing, compact, nonmarring, vinyl coated S-hooks. (46122891) (05506)

AVAILABLE WHILE SUPPLIES LAST

What is it?

Flash Friday sale is a new advertising program offered by House Hasson Hardware. It is a weekly on-line only promotion for dealers to drive traffic into the store and to build a following on Facebook and Twitter.

What are the Benefits of the program?

- It will increase traffic to your website and store.
- Because it is weekly, it will keep you in front of your customers.
- It is a great way to reach new customers in your area.
- Advertising also targets your customers on their phones and on social media.
- The program is a low-cost consistent way to promote your business.
- Flash sales are a great way to promote project starter items.
- It's a no-brainer!

How does it work?

We have hand picked one item for every week for March, April, and May. Dealers will order the item 2 weeks before the promotion is run. Then the special will be posted to their websites, Facebook page, and Twitter feed. Dealers will also get (5) 11" x 17" color customized signs which read, "Follow us on Facebook to get our Friday Flash Deals"

Who Does the Posting?

Dealers will have two options for online posting. They do the posting themselves or we do the posting for them. If the dealer has one of our "Leading Edge" websites, we will do the posting for them at no charge. If a dealer wants us to post for them, there is a \$20 a month charge and they must give us access to post to their Facebook, Twitter, or website.

Who orders the product?

Dealers are responsible for ordering the merchandise for their store. All Flash sales will state "While supplies last". Over time Dealers will become better a estimating demand.

If I don't have a website with House Hasson can I still participate?

Yes, but dealers without a website can participate on Facebook and Twitter only.

If I don't have a Facebook or Twitter account can I still participate?

Yes, we just need to get a free business Facebook and Twitter page set up. There is a one time charge of \$50.00 to set up a Facebook and Twitter page.

Is there a charge to be on the program?

There is no charge to be on the program. The only charges apply if you want House Hasson to post the content to for you.

When does the program start?

The program will start on the first Friday of March.