

O2 Launches Priority Moments local deals service for SMEs

On July 16th, O2 extended its location-based deals service to cover local, independent small businesses.

Priority Moments, which launched last July, has seen large corporate businesses, such as WH Smiths and Odeon offer O2 Customers exclusive deals, saving one million of them more than £8 million to date.

But O2 this week extended this to local businesses ranging from one-man bands to those between one and five operating locations.

The free service, called Priority Moments Local, will be incorporated into the O2 Priority Moments mobile app.

Businesses can create deals and propositions using an O2 online 'dashboard' portal. They can also view real-time data on the site to monitor how the offers are performing,

O2 approached 400 local businesses to trial this service, of which around 135 are now actively using it. These include restaurants, hairdressers, jewelers and chocolatiers.

O2 have said 'we have tried the service to date and reported an increase in brand awareness, football and trade.

Priority Moments marketing material has been made available to businesses using this service.

Head of Priority Moments at O2 has said: 'We know flexibility and control is really important to small businesses, so this service gives them the flexibility they need to create moments and offers that work for them. It's a great way of using technology to improve the effectiveness of their marketing and visibility of their business.'

This news came out just days after O2 announced a partnership with sportswear giant Nike for the launch of O2 Priority Sports.

**For more info
contact our office
on 0845 303 8530
or visit
www.bellcom.org**

Suite 2, Brooklands
Carlton Road, South Godstone
Surrey RH9 8LH

Telephone: 0845 303 8530
Fax: 0845 303 8531
Mobile: 07871 055066
E-mail: info@bellcom.org

