



Biz Tech Talk

simple office solutions

Jun-Sept 2009

A Free Monthly Publication

Volume 2 Issue 4

GS Consulting

London, Ontario

519-659-1616

www.sosgs.com

info@sosgs.com

tips@execulink.com

What's New!

Our newsletter has lightened up and so have we! It has a new name that better suits its purpose, the black shading has been changed to a soft robin egg blue and an appealing butter yellow now highlights our main article and reader recommendation.

We hope that you will find these changes and a lighter view more appealing and *printable*. You're encouraged to share **Biz  Tech  Talk**.

Have a subject you would like us to write about, [drop us a line](#) or call **519-659-1616**

sosgs.com - by GS Consulting -

practical, proven and affordable options for online coupon advertising, database design, software training, technical writing, virtual office help and website design services.

E-Coupons Consumer Trends

What used to be considered popular for consumers with only limited funds is now dramatically shifting in exactly the opposite direction. There's a tremendous increase in online coupon use and its dramatically less expensive than traditional printed methods of advertising. Read more about what's happening in this exciting forum:

Trends in Coupon Usage (Joel Helfer [Ezine Articles](#))

"Coupons have a wide range of appeal and into all households with or without children. What is interesting to note is that people with higher household incomes clip more coupons. And almost 83 percent of the population has used some form of discount coupon."

Online Coupon Usage Increases with Income (Helen Leggatt, [BizReport](#))

"While 58 percent of respondents with yearly household incomes of less than \$35,000 had used an online coupon at least once in the past six months, nearly three-quarters (74 percent) with incomes between \$35,000 and \$74,000 had done so, [according](#) to survey results."

Digital Coupon Usage Skyrockets (Elaine Wong, [Brandweek](#))

"Coupon usage on [Coupons.com](#) rose 212 percent for the first five months this year, compared with the same period in 2008, per a report released today (Monday) by the digital coupon network.

Coupons.com expects digital coupon usage to hit \$1 billion in savings by year's end. The amount would top the \$313 million that consumers redeemed in 2008."

Brand New in Ontario

Along these lines, there is a brand new business venture called <http://savingumoney.ca> which is an online product promotions (some still say "coupons") website.



Reader Recommendation

If you're looking for ways to reduce your Advertising budget while increasing sales, GS can help by providing you the advertising option of using on-line product promotions. They're considerably less expensive than traditional print methods, can be started and stopped as you need. It includes an online service that will provide you with statistics on how often your product promotion was viewed and printed. For more information or to order an online promotion, call or email Scott Smith in London, Ontario today at SavingUMoney.ca **519-457-0016** or GS at **519-659-1616** or send an e-mail to scott@savingumoney.ca.

Trivia

In Canada, during an average year, approximately 80 tornadoes occur.

Just as the Richter scale measures the intensity of earthquakes, the Fujita scale measures tornado strength. F0 is the least intense; F5 the most intense. The scale is named for Dr. T. Fujita, a pioneer in tornado research at the University of Chicago.

Ship at Port Stanley
(by Allie Voisin)



TIP to Collect

Tips, tips and more tips! There's a website called: <http://www.computerfreetips.com/>

and its loaded with tips about everything from buying a computer to troubleshooting. This one a site well worth book-marking as a favorite (from Internet Explorer, click the **Favorites** menu and select **Add**).