



## The Performance Marketing Specialists

# MEDIA PACK

### Introduction – Retailer Voucher Code Page

Specialist marketing agency firstClick digital have partnered up with leading UK Voucher Code site [www.MyFavouriteVoucherCodes.co.uk](http://www.MyFavouriteVoucherCodes.co.uk) to provide an exciting new offering for e--commerce retailers who wish to tap into My Favourite Voucher Codes huge 340k+ engaged audience who are usually only accessible to larger brands such as Argos, Debenhams, House of Fraser etc.

As My Favourite Voucher Codes is the only voucher code site that [gives 20% of its profits to charity](#), we get a high number of return visitors as our audience clearly like to help raise money for good causes as well as saving money.

### Our Charity Partners

My Favourite Voucher Codes partners up with some of the UK's leading charities, such as Children in Need, PDSA, Oxfam and Great Ormond Street Hospital Charity, to name but a few. So far My Favourite Voucher Codes has donated tens of thousands of pounds to [various charities](#).



## What You Get

- One 300 word permanent retailer page on My Favourite Voucher Codes very similar to this one for Fife Country: <https://www.myfavouritevoucherCodes.co.uk/fife-country-voucher-codes>
- 5 vouchers which last 30 days each and can be used any time you wish within 12 months.
- One post to the My Favourite Voucher Codes social media followers, on Facebook and Twitter.
- Inclusion in the My Favourite Voucher Codes weekly newsletter to over 150,000 engaged subscribers
- The option to have your own Display banners shown on the website for 30 days.

## Benefits

Our offering creates easy access to the 'Voucher Codes/Discount Codes' consumer base, without you needing to sign up to any expensive affiliate programs, or commit to any lengthy advertising contracts.

Below we have listed just a few of the many benefits associated with this package.

**Traffic/Sales** – An uplift in traffic and sales as a result of the activity from this campaign.

**Email Newsletter** - Have your brand and website link go out to over 150,000 targeted and engaged subscribers. Leading to increased brand awareness and potential uplift in traffic and sales to your website.

**Branding** – The My Favourite Voucher Codes website gets over 150,000 unique visitors per month and has over 40k social media followers. By having a permanent page on this website, it will help boost your online brand presence (especially in the Voucher Code space), and lead to residual traffic and potential incremental sales. The social media exposure will also further help with branding, traffic and sales.

**Charity/Good Causes** – As My Favourite Voucher Codes gives 20% of its profits to charity, your business will feel the benefits of advertising on a site that has a strong following of people that like to give as well as save and therefore will have an association with a website that raises money for good causes.

**Search Engine Optimisation** – <http://www.MyFavouriteVoucherCodes.co.uk> has a very strong organic presence in search engines such as Google.co.uk (you can confirm this by searching for 'Debenhams voucher code', 'Argos voucher codes' or 'Sports Direct voucher code'). By signing up to one of our packages, you will receive a permanent one way back-link from an organic highly respected website, with a Google page rank of 3 and Alexa website rank of 300,000 Worldwide and 16,000 in the UK.

## Example/Case Study

For an example of a retailer who recently took up this offering, please see below:



Retailer Name: Fife Country - [www.fifecountry.co.uk](http://www.fifecountry.co.uk)

Page on MFVC: <https://www.myfavouritevouchercodes.co.uk/fife-country-voucher-codes>

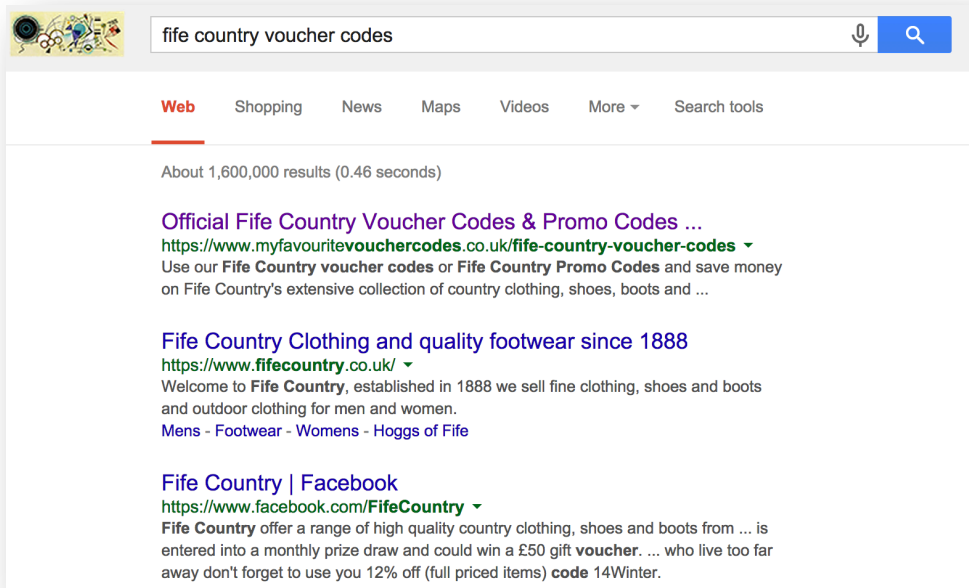
Within a few days of launching the campaign, their page on the My Favourite Voucher Codes website was ranking in position 1 of Google.co.uk for the search term: 'fife country voucher codes'

### Testimonial

*"We are very happy with the response that we have had from your site to date"*

Fiona | Marketing Manager  
Fife Country

Screen Shot:



## What it Costs

We charge a fixed one-off cost for the campaign, and we offer three different packages.

### Option 1

Cost: £395

Includes:

- Permanent retailer page
- 5 vouchers
- 1 Social Media Post
- Inclusion in 1 weekly newsletter

### Option 2

Cost: £495

Includes:

- Permanent retailer page
- 5 vouchers
- 2 Social Media Posts
- Inclusion in 1 weekly newsletter
- Display banner for 30 days

### Option 3

Cost: £595

Includes:

- Permanent retailer page
- 10 vouchers
- 3 Social Media Posts
- Inclusion in 2 weekly newsletters, Display banners for 30 days

Note: All prices exclude VAT, which will be added onto your invoice. Payment must be made up-front before campaign launch.

## MyFavouriteVoucherCodes.co.uk Subscriber/Visitor Information

Below we have provided some more detail on the specific traffic/visitor stats for [www.MyFavouriteVoucherCodes.co.uk](http://www.MyFavouriteVoucherCodes.co.uk) for your reference.

Current 2014/2015 traffic & User stats

- 150k Organic email database
- 150k – 170k of unique visitors per month
- 220k-250k page impressions per month
- 20k of Facebook followers (growing daily)
- 19.5k Twitter followers (growing daily)
- Typical audience 75% female aged between 18 – 55

## Get in Touch!

If you feel this could benefit your business then don't hesitate to contact one of our friendly advisors today:

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