

Grid100 Information Pack

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In this current economic climate, sports clubs and many other organisations are losing major sponsors that once provided financial support.

This software has been produced by AIM4WebDesign.com to provide a solution to this problem.

What is Grid100?

It is your own online directory of businesses wishing to be associated with your organisation. These businesses pay you a fee to display their details, provide a summary of their service and have a direct link to their website.

Many local sports clubs have members in business who are delighted to support the club by paying a nominal fee to advertise their service to other members. They can be further incentivised by taking part in your automated 'Free Monthly Draw' that attracts even more attention to your site every month.

Although this method does not have to replace a major sponsor, the extra £6,000 per annum (on average) would surely come in handy. Lots of sponsors paying a small amount will provide a more reliable source of income than only one that could cancel at any time.

The new grid acts as your own customised 'Yellow Pages' with businesses solely associated to your organisation and perfect as a reference for everyone.

How does it work?

Businesses click on any available square, add their details and pay online by credit card. You get an email requesting authorisation which instantly publishes the new advert.

Visitors will see the company name or logo in the square and a description of their service appears when hovering over it with their mouse. If they click on the square they will automatically arrive at the advertiser's website.

How do we sell the squares?

We supply you with a marketing pack which is full of ideas, tips and tricks on getting your grid 'sold out' as soon as possible.

Emailing members, wall posters, incentive schemes, T shirts and other sales aids are available for purchase to help you sell more squares quickly.

Our unique wall mounted business card display board allows advertisers to dispense their business cards in your bar or clubhouse. Visitors in the bar will like the idea of putting their card on the display but will have to advertise on your grid first!

What are the benefits for advertisers?

People advertising on your grid get to promote their business in a target marketed area for a nominal annual fee. This is a business expense for them and as they are swapping links with you, will substantially increase traffic to their website.

Usually, just one deal will cover their costs and the additional 12 chances to win a prize is a bonus.

How much does it cost?

£175 for the fully customised display board which includes delivery and the setting up of your grid online.

There is a monthly fee of £50 for hosting, support and the software license.

All figures exclude VAT.

(After set-up, based on selling squares at £60 each the grid costs £600 a year and makes £6000 a year)

How long does it take to set up?

We can usually have your new grid up and running within 5 working days.

How do we collect payments?

If you have an existing PayPal account and wish to use it to receive payments from your grid this is the quickest solution. All payments go into your PayPal account.

If you do not have a PayPal account, you will need to set one up for the grid to take payments online. You can also collect cash or cheques and add the advert manually.

What support is provided?

Grid100 is another innovative product from Aim4WebDesign.com

(Part of Active Internet Marketing).

All of our clients to date are very happy with the service we provide and we will be doing our best to keep it this way.

Our products are designed to be as easy to use as possible but if you need any help at all, please email us in the first instance support@grid100.com or call 0845 1243100 during office hours.

Activate your new 'Grid' now by paying your £50+VAT admin fee at <http://www.grid100.com/buy.php>

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