

## **New Social Community Brings Buyers and Sellers Together**

*Online Digital Mall has launched a new online shopping mall community that caters to both consumers as well as businesses.*

October 3, 2008 (FPRC) -- Novel Concept Studio took its approach to customer communication, and expanded the idea into a full blown community. Today, Novel Concept Studio officially launched the Online Digital Mall. Online Digital Mall is an online shopping mall community that promises to bring buyers and sellers together. Not only can shoppers communicate with other shoppers, but they can also talk directly with businesses, or promoters of products, directly on the site.

Justin McGill, the founder of Novel Concept Studio, believes wholeheartedly in quick and professional communication. This type of communication has been the backbone of Novel Concept Studio. He has transformed that idea into this shopping mall community. Online Shopping Mall's are not a new concept, but the social networking aspect of the mall itself should prove to differentiate Online Digital Mall.

Justin feels the success of Online Digital Mall will be in it's community. He believes shoppers will continue to come back to enhance their profile, network with others, read product reviews, or even to chat in the live chat room. This obviously is an attractive option for businesses to post their products. Not only because they can increase their brand exposure, but businesses also have the ability to stay in touch with clients directly on the site. For \$60, you can post an entry into the site's mall. This listing will stay up for 6 months. You can also add additional bells and whistles, such as featured listings or additional category placement. A minimal expense for businesses when compared to other marketing and advertising methods.

For more information on this online shopping mall community, you can visit the website at [www.onlinedigitalmall.com](http://www.onlinedigitalmall.com).

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### **Keywords**

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