

Small businesses can start selling gift certificates online in just five minutes on DIY gift certificate website

Localpinch.com gives small local businesses an e-commerce tool to easily create and sell gift certificates online to local shoppers

October 30, 2011 (FPRC) -- LocalPinch.com, a website created by two Chicago entrepreneurs, opens the door to e-commerce for small local businesses by providing online tools for them to make sales of gift certificates for their goods or services online.

Businesses can use LocalPinch to create, sell, and track sales of gift certificates for their services and products from an easy to use interface. The only cost to the business is a low, post-sale, flat-rate percentage on sales made through the site. There is no upfront cost to get started.

The business chooses the gift certificate selling price, whether to discount, how many to sell, expiration date, and any conditions of the sale; helping to manage the flow of customers as well as profitability. Customers can find and purchase these gift certificates on the business profile page, which offers business information, customer reviews, images, and videos.

'We allow small businesses to avoid the pitfalls of working with the large deal sites, and still find customers and make sales online', said co-founder and president, Ben Kiel. 'While deal sites are great for bringing in a lot of customers, those customers aren't always profitable and aren't typically the type of valuable, long-term customer small businesses are looking for.'

LocalPinch also provides businesses with robust but simple reporting tools, allowing them to track sales, customers, and other information. This helps make it easy to validate purchases, communicate with customers, and update gift certificate inventory.

'Businesses can use LocalPinch as their entire e-commerce platform: managing a profile, hosting reviews, improving SEO, and making and tracking sales,' says Kiel, 'or they can use it to complement their existing e-commerce presence. We currently have fifty gift certificates for sale now and the number is growing daily.'

Finally, according to a recent study by the Harrison Group, consumers are preferring gift certificates over material gifts, so it seems LocalPinch has arrived at just the right time.

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If you'd like more information about the LocalPinch,, or to schedule an interview with LocalPinch founders Ben Kiel or Tim Mueller, please call Ben Kiel at 312-342-0162 or email Ben at Ben@localpinch.com.

Contact Information

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